

ANNUAL REPORT 2024

PREPARED FOR THE
2024 ANNUAL
GENERAL MEETING

CREATED BY
REECE STRONG



TABLE OF CONTENTS

01

Presidents
Message

02

Mission &
Values

03

Our
Board

04

Our
Volunteers

05

Strategic
Direction

06

Focusing
Volunteer
Efforts

07

National
Recognition

08

Our
Affiliates

09

Our
Partners

10

Player
Numbers

11

Australian
Dodgeball
Championships

12

Australian
Dodgeball
Championships

13

Asian
Dodgeball
Championships

14

World
Dodgeball
Championships

15

World
Dodgeball
Championships

16

Social
Media

17

Digital
Marketing

18

Financial
Outlook

19

Financial
Outlook

20

Financial
Outlook



A MESSAGE FROM THE PRESIDENT

This year marked significant growth for our sport, as we continued to thrive despite challenges. We successfully hosted our national championships in Perth for the first time, expanded our university outreach beyond Victoria, and celebrated the outstanding achievements of our athletes on the international stage in Singapore and Austria.

To support our ongoing expansion and growing membership, we've restructured our organization, separating executive and operational functions. This will enable us to recruit volunteers with specialized skills and experience to meet our evolving needs.

While our application for national recognition was not successful, we remain unwavering in our commitment to achieving this goal. The process has provided valuable insights, strengthening our governance and organizational structure, and reaffirming our dedication to the continued growth of dodgeball across Australia.

REECE STRONG
PRESIDENT

MISSION

To promote and grow Dodgeball across Australia, enhancing the sport for all our stakeholders which includes members, players and fans alike.



VALUES

EXCELLENCE

To develop the sport to a level of outstanding quality.

GROWTH

To broaden participation in our sport.

INCLUSION

To include all people of differing culture, religion, age, gender, sexuality, background and ability.

COMMUNITY

To build an organisation that directly benefits its community.

RESPECT

To treat all people involved with the sport with dignity and respect.

OUR BOARD

This year, we bid farewell to valued directors Jason Harvey and Amanda Trinh, as well as Treasurer Michael Nguyen. We extend our deepest gratitude for their significant contributions and wish them continued success in their future endeavors.

Long-time Director Samantha Holcombe has also decided to focus on an operational role as Foam Manager for our National Team. Chris Leung will also be moving from Treasurer to a broader Director role, and we are excited to see where his next area of focus will be.

We are pleased to welcome new directors, including Matt Reinhardt, Mitch Howell, and most recently, Monnique Sutton. As we continue our efforts to recruit additional directors, we are confident that the board will reach its full capacity, ensuring a diverse range of expertise and experience to drive the sport forward in the coming years.



Reece Strong

President



Matt Reinhardt

Vice President



Mitchel Howell

Secretary General



Chris Leung

Director



Monnique Sutton

Director

OUR VOLUNTEERS

We have been actively recruiting and interviewing candidates from both within and outside our community to join our team and contribute to the growth and development of our organization.

Our new strategy and operations volunteers are eager to make a meaningful impact on the growth of our sport, and we look forward to welcoming them to our team in early October.

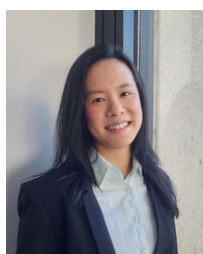
STRATEGY



Moyang Cheng
Treasurer



Thet Win
Director



Kylie Lim
Director



Mark Nasralla
Director



Chris Fountain
Director

OPERATIONS



Ciarin Christie
Social Media



Mayur Ramlall
Digital Marketing



Kirsty Romanelli
Risk



Adam Kemna
Quality



Justine Solas
Events &
Programs



STRATEGIC DIRECTION

In our 2023 Annual Report, we introduced the "5 D's of Dodgeball" which were **Diversity, Development, Delivery, Digitalisation** and **Diplomacy**. While the reference was light-hearted, these areas remain central to our organization's goals.

We have enhanced our strategic plan to incorporate clear, quantifiable outcomes, detailed tasks, and specific milestones that align with our core objectives. This refinement ensures that our strategies are effectively translated into actionable steps, appropriately assigned, and measured consistently over time.

One example is our coaching and officiating training initiative. Our first-year task would be to develop a framework, which we have partially completed. We will now outline the specific requirements for each certification level (local, state, and national) and aim to complete and approve this framework by the end of the fourth quarter.

These changes enhance the clarity and efficiency of our strategic planning, and will be a work in progress over the coming months with input from our stakeholders.

FOCUSING VOLUNTEER EFFORTS

In March 2024, our Board of Directors recommended the introduction of dedicated Operations Manager roles.

This initiative aims to streamline day-to-day activities, ensuring smoother execution of tactical responsibilities across key areas such as marketing, event coordination, risk management, and the development of the National Squad, to name a few.

Centralizing these operational tasks strengthens the Federation's consistency, communication, and the timely execution of key initiatives. It also enhances our ability to respond to challenges with greater efficiency and adaptability.

Delegating these responsibilities to an Operational Manager significantly reduces the workload on the Board, allowing them to focus on strategic governance. With operational tasks managed, the Board can concentrate on shaping the long-term vision, exploring growth opportunities, and fostering relationships with key stakeholders.

This division of responsibilities not only improves organizational efficiency but also strengthens our capacity to innovate and expand. We look forward to seeing this structure enhance our operations and drive future success.



NATIONAL RECOGNITION

In August, we received the news that our application for National Sporting Organization (NSO) recognition by the Australian Sports Commission (ASC) was not approved.

To gain a clearer understanding of the reasons for this outcome, our Secretary General, Mitch Howell, held a meeting with the ASC Executive General Manager Richard McInnes. He shared that the primary factor hindering our application was the lack of international recognition of the World Dodgeball Federation (WDBF).

While noting that both the ADF and the Dodgeball Federation of Australia (DFA) were rejected, the ASC emphasized that our applications were not directly comparable, and that a merger with the DFA could potentially benefit the sport.

The ASC advised us to concentrate on strengthening our application by securing international recognition through the World Dodgeball Federation (WDBF), as this is a crucial element for the future success of our sport on both a national and global scale.

Other criteria, such as conflicting national bodies, our code of conduct, financial reports, and membership presence, also require attention.

The ASC provided specific recommendations for improvement, including clearer definitions in the code of conduct, a plan to address financial concerns, and more detailed information on membership composition and national reach. By addressing these issues and obtaining international recognition, we can significantly improve our prospects for future NSO recognition.



Australian Government

Australian Sports Commission

OUR AFFILIATES



3 STATE MEMBERS

Conduct annual state tournaments and are responsible for the elite growth of dodgeball in their respective regions.

17 LOCAL MEMBERS

Foster grass-roots growth of dodgeball in their specific localities through quarterly leagues and annual tournaments

OUR PARTNERS



Our most steadfast partner, AKU annually contributes thousands of dollars of jerseys and teamwear for our National Team, and supports programs like this and events like the Australian Dodgeball Championships with MVP jackets and fundraising jerseys whose proceeds return funds back to athletes.

Kadapult is another one of our long-term supporters, and most recently contributed free kneepads to MVP's of the Australian Dodgeball Championships, as well as heavily discounted kneepads for our National Team program athletes.



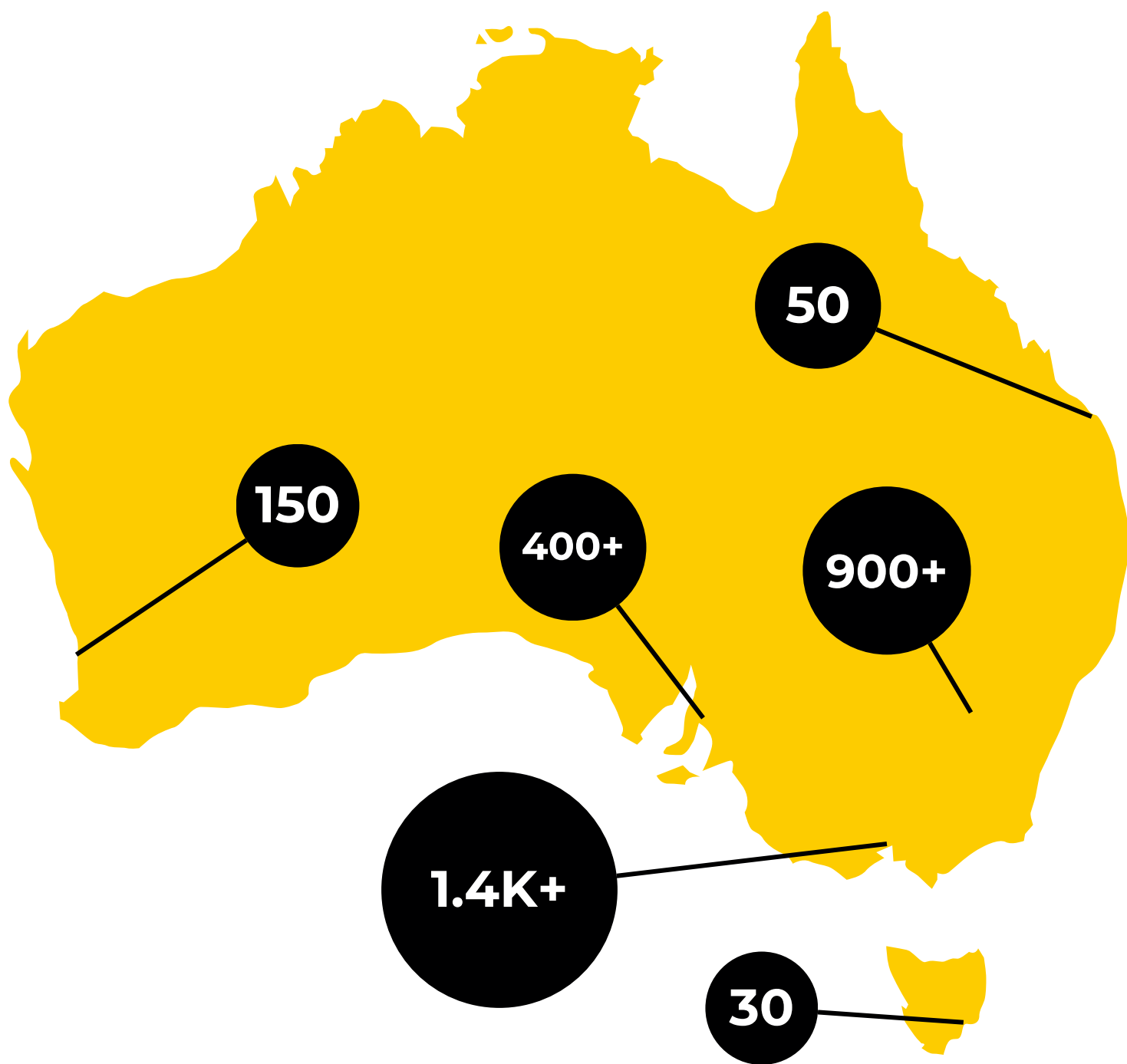
kADAPULT



Our recent partnership with Aussie Dodgeballs has seen them support us with an annual supply of balls for our internal use (events) and discounted ball pricing for affiliate use. This has allowed us to offload our own internal ball sales, which had become unsustainable from a pricing, storage and logistical perspective.

Dodgeball Sydney is one of our Local Members who supported our National Team program with liquid chalk, which helped over 70+ athletes as they took on the worlds best at the World Dodgeball Championships in Graz, Austria.





DODGEBALL IS GROWING



AUSTRALIAN DODGEBALL CHAMPIONSHIPS

From the 26th-28th of January, over 200 of our communities most elite players converged on Striker Indoor Sports in Leeming, Western Australia for the 2024 Australian Dodgeball Championships.

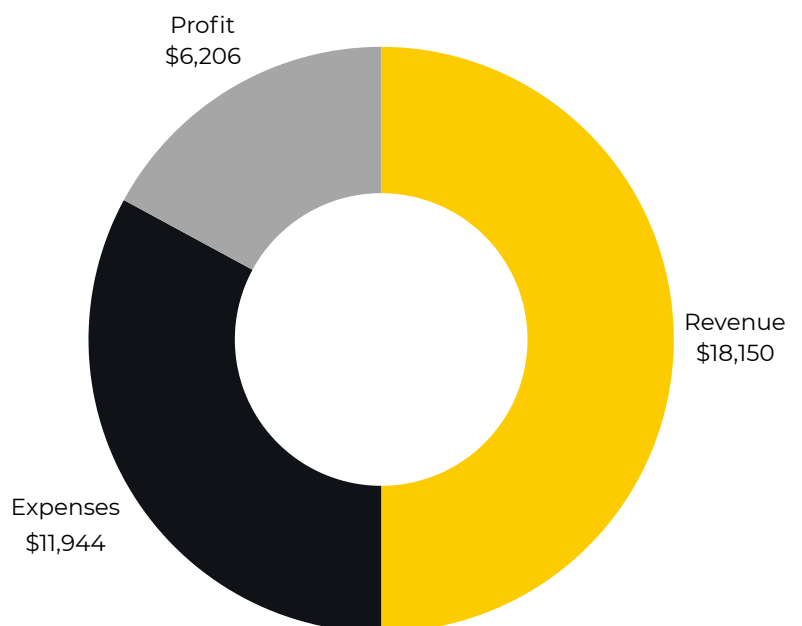
Over 3 days, we saw 40 Foam and Cloth format teams, comprised of Mixed, Mens & Womens divisions, compete to claim the title of best in the country. Our medallists were Liverpool Lightning for Foam Mixed, SA Black Serpents for Cloth Mixed, West Coast Panthers for Foam Mens and Sans Souci Sirens for Foam Womens.

This event was a tremendous endorsement of the Western Australian Dodgeball community, who excelled in hosting their first national tournament. Their exceptional efforts made the championship a truly memorable experience for all participants. We now look forward to 2025, where there will be two editions of this tournament, the first to be held in Sydney in January, and the second to be announced at a later date.



This year's tournament was also a financial success, and we want to highlight that tournaments like these are important revenue sources that help our organisation to operate sustainably, provide services and benefit to our stakeholders and broader sport.

We recognise that as players, participating in this event with a growing domestic and international calendar, and rising costs of living, is challenging. Engaging with local council's, sponsors and our event partners are all ways that we will focus on improving efforts to reduce the impact of costs as much as possible.





ASIAN DODGEBALL CHAMPIONSHIPS

In 2023, we had the privilege of participating in the Asian Dodgeball Championships, held on November 18-19 at the Tampines Hub in Singapore.

Our athletes, representing both Foam and Cloth divisions, faced off against 28 teams from 9 countries. They made their country proud with the Cloth Women's team securing gold, while the Cloth Men's, Cloth Mixed, Foam Men's, and Foam Mixed teams brought home silver, and the Foam Women's team earned bronze.

As we look toward the future, we hope to find more opportunities for our athletes to train and compete against Asia's best.

With the continued growth of both the Asian and Oceania regions, we anticipate transitioning to participate in our own regional tournaments. As Asia begins to formalise its qualification process for countries under its jurisdiction aiming to qualify for the World Dodgeball Championships, we will explore new opportunities for collaboration and competition.



WORLD DODGEBALL CHAMPIONSHIPS

This years World Dodgeball Championships saw us head to an unseasonably warm Graz, Austria from the 11th to the 17th of August, to test our might against over 100 teams from 30 countries.

We had the unique opportunity to compete against countries we had never faced before, particularly in the Cloth format, where we were able to measure our strength against a wide range of European teams, many of whom are champions in their own regional tournaments, such as the Dodgeball European Championships.

Our Foam Mixed and Men's teams medalled bronze, our Foam Womens team placed 4th, our Cloth Mens team placed 6th, our Cloth Womens team placed 8th, and our Cloth Mixed team placed 10th.

While there is always room for improvement, our teams are more determined than ever to build upon these results as we set our sights on the 2026 championships. We want to thank our volunteers, coaches, managers, friends & family who made the trip with us for their dedication and support.

ROAD TO 2026

Following the 2024 National Team program, work is already underway to review the effectiveness of this program in achieving performance goals, fostering athlete development, and ensuring long-term sustainability. In this review, we will assess key components such as player progression, coaching quality, resource allocation, and the overall program structure.

Through this review, we aim to identify key areas for improvement, ensuring our programs align with the federation's mission and national standards. Our focus will be on addressing any gaps in performance, retention, and athlete well-being. By gathering insights from stakeholders (athletes, coaches, managers) and analysing data, we will be able to provide actionable recommendations to enhance the program's success as we look towards future championships.

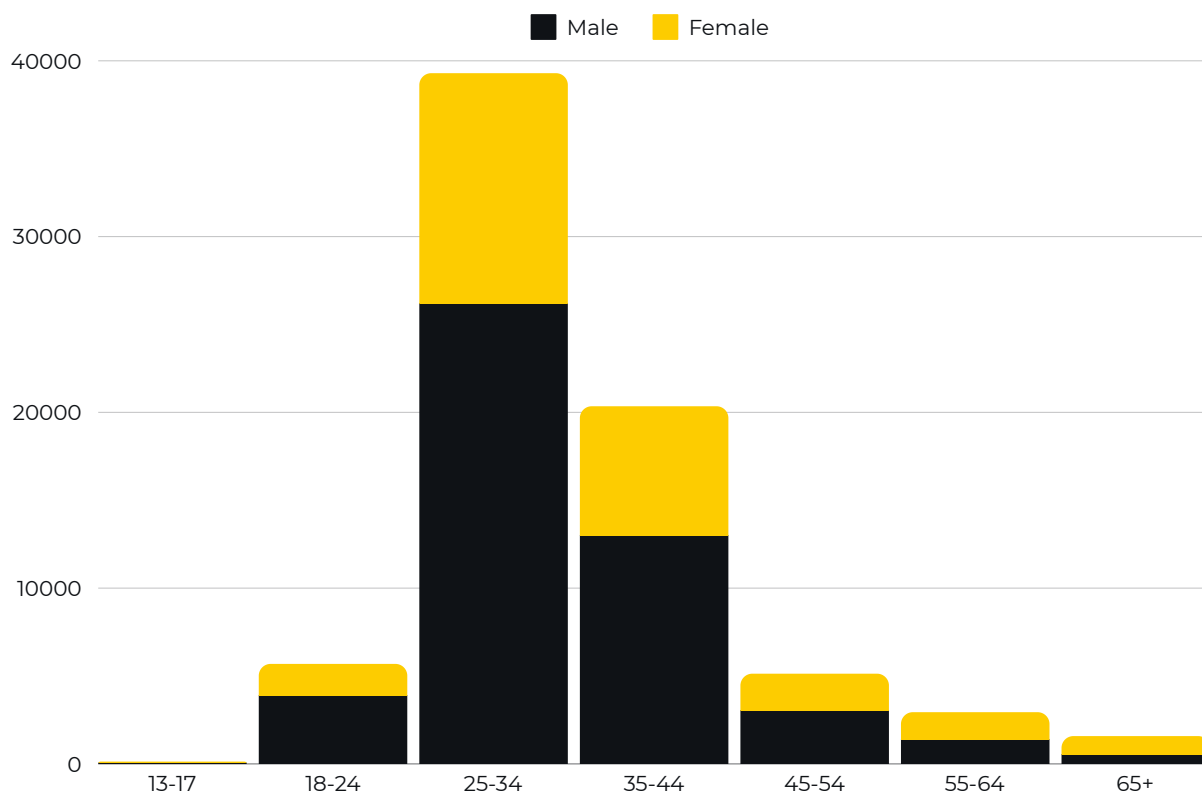
We also wanted to provide a brief update on the fundraising efforts of participants for the 2024 program. While we are still analysing all of the financial data, this years program generated close to \$12K in revenue that will be split between the national fund (\$2.7K) and the state funds (\$9.2K). The breakdown of fundraising revenue generated by state was **Victoria (62%), South Australia (27%), New South Wales (9%)** and **Western Australia (2%)**.

Once we have validated this data and finalised outstanding venue costs and player invoices, we will look to disperse these funds back to Active players to help them recoup costs. As part of our previously mentioned National Team review, we hope to make this fundraising process easier to understand and better communicated to future participants.



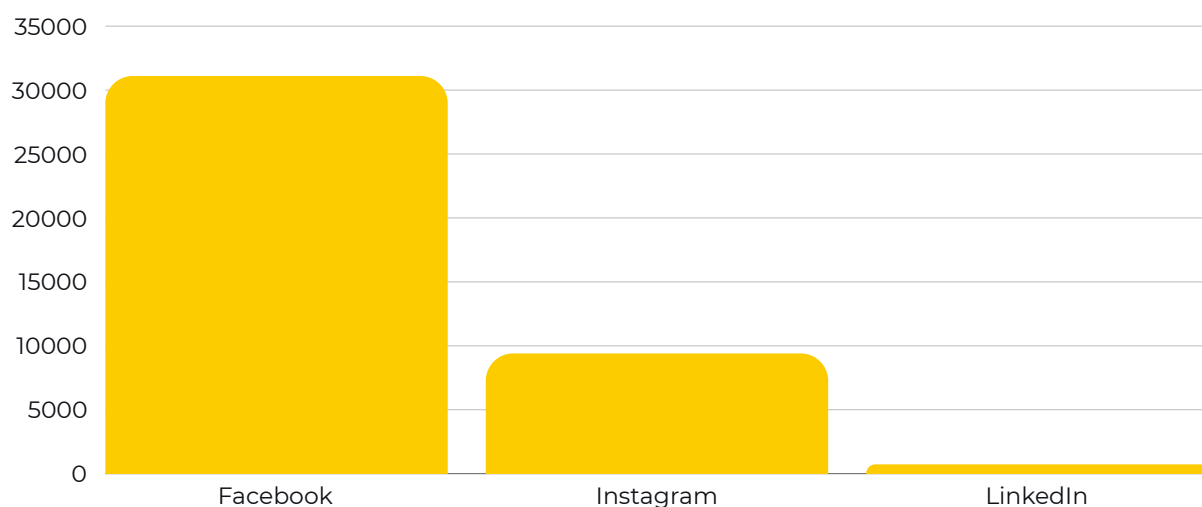
SOCIAL MEDIA

DEMOGRAPHICS



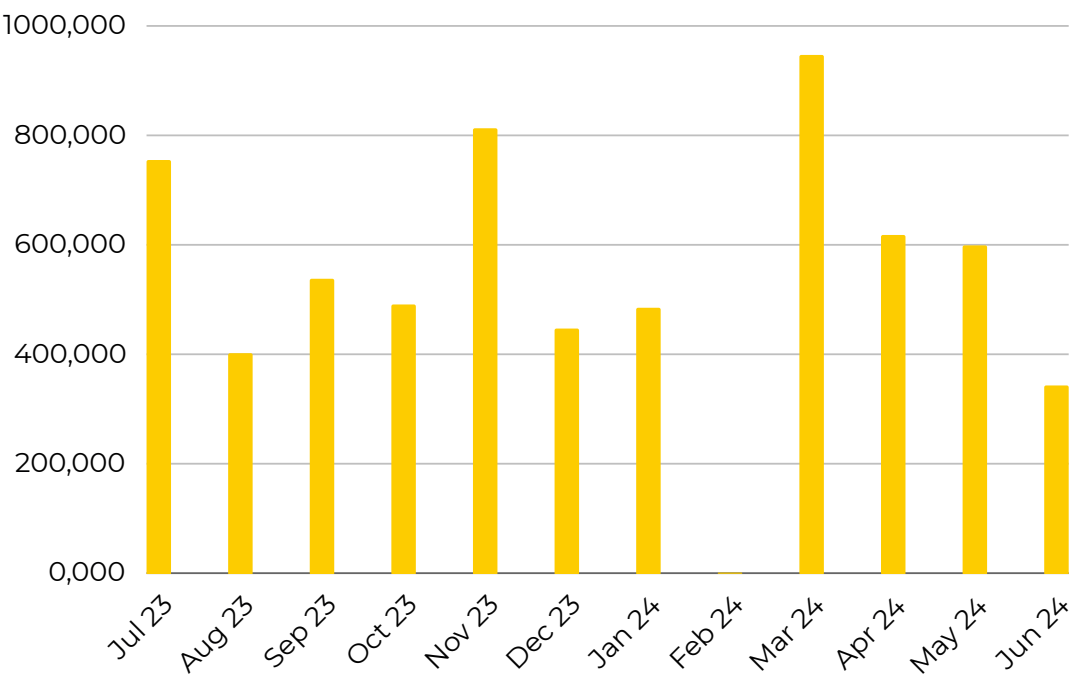
Reach is up 47% compared to 2023!

REACH

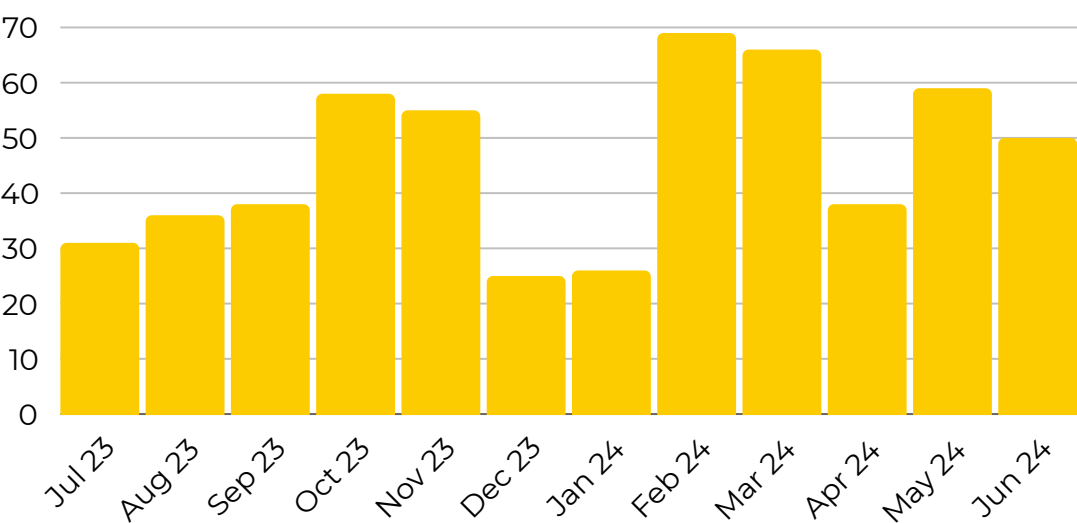


DIGITAL MARKETING

IMPRESSIONS



CLICKS



FINANCIAL OUTLOOK

This year, we achieved notable progress in strengthening our financial position, with a 62% increase in revenue in 2024. This growth was largely fueled by the success of key events, including the Australian Dodgeball Championships, and initiatives such as our National Team programs.

Expenses grew by 76%, unsurprising given the current economic environment, which resulted in a profit margin of just under 4%, a marked improvement compared to the previous year's loss of -11%.

Although we continue to face challenges with outstanding liabilities, particularly the debt owed to a former director, we have taken proactive steps to improve our financial management. Through the implementation of a promissory note, we have streamlined repayment terms, paving the way for a more sustainable financial trajectory over the next three years.

With a heightened focus on financially responsible events and programs, alongside enhanced transparency and communication, we are confident that these measures will contribute significantly to the long-term stability and success of our federation.

ANNUAL COMPARISON

Profit & Loss	2024	2023	2022
Total Revenue	\$82,118.82	\$50,618.12	\$48,909.32
Total Expenses	\$78,005.40	\$44,340.20	\$42,659.38
Net Earnings	\$3,113.42	(\$5,782.26)	(\$7,320.58)

Balance Sheet	2024	2023	2022
Total Assets	\$7,118.62	\$5,544.05	\$3,977.95
Total Liabilities	\$22,500.00	\$25,000.00	\$25,000.00
Net Assets	(\$15,381.38)	(\$19,455.95)	(\$21,022.05)

PROFIT & LOSS REPORT

Revenue		2024	Operating Expenses		2024
ADC Income		\$18,250.00	ADC Expenses		\$11,893.86
Training Fees		\$79,942.16	Admin - Incorporation		\$790.40
Ball Sales		\$2,000.00	Ball Purchases		\$4,063.57
Squad Income		\$61,592.16	Public Liability		\$3,027.07
Total Revenue		\$82,118.82	Squad Expenses		\$54,772.36
			Staff Equipment		\$119.60
			Stripe Fee		\$2,326.98
			Website Expenses		\$653.41
			Facilitating Flights		\$297.00
			Adjustment to Accumulated Losses		\$961.15
			Total Operating Expenses		\$78,005.40
Net Profit					
Net Profit Before Tax					-
Income Tax Expense					-
Net Profit					\$3,113.42

BALANCE SHEET REPORT

Assets

2024

Current Assets

Cash at Bank \$7,118.62

Interest Income -

Total Assets \$7,118.62

Liabilities

2024

Debt - Director Loan \$22,500.00

Total Liabilities \$22,500.00

Net Assets

2024

Current Year Earnings \$3,113.42

Retained Earnings (\$18,494.80)

Net Assets (\$15,381.38)

Total Liabilities and Net Assets \$7,118.62