Taverners Victoria - 2021/22 Annual Report

24 January, 2023

Chairman's Opening Statement

The 2021/22 year presented the Victorian Taverners with the greatest of tasks just to survive let alone grow. We have managed to remain relevant in a crowded market for non-for-profit organisations and as our Treasurer will report, we remain financial with sufficient capital to allow many years of continuing support of our chosen charitable organisations.

2021/22 only allowed one function, the **Boxing Day Breakfast** which featured English all-rounder John Emburey as our privileged guest, with great support from Coodabeen, Greg Champion. A Hundred people gathered at the Pullman Hotel before a rain delayed start to the main attraction - the Boland Test!

Off field, with great support from Kevin Johnson we managed a handsome cheque for selling Merrill Wines and again we added dollars to our Charity account with a healthy share of National raffle sales.

This year (2022-23) we look forward to more Taverners events returning, wine sales from our association with **Heathcote Winery**, our new **Sponsor a MAACA Player** partnership campaign and the **National raffle** that has 1st first prize as travel and tickets for 2 to Lord's for the mid-year Test of the giants - England vs. Australia. This prize includes accommodation and spending money and is valued at $15,000.

Finally, I have been supported by a magnificent and enthusiastic group of younger colleagues who have occupied the Covid idle years to modernise the back-office and provide efficiencies going forward.

I wish to thank **Lindsay Cato,** who will be standing down as our Secretary for personal reasons, for his fine contribution on our committee over the past year. Lindsay has laid down some valuable foundations we will be caring forward.

We are on the lookout for a willing and capable replacement. If you wish to apply please feel free to contact me at stuart@vic.taverners.org.au

Stuart Stockdale
Chairman

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Taverners Sub Committee Reports

Communication & Website

Taverners Victoria currently manage and store our audience communications, memberships, events, donations and other fundraising transactions and associated contact data across multiple sources. It's a lengthy process to maintain this data in different platforms such as **Trybooking**, **Mailchimp** and separately maintained spreadsheets, causing delays in effective communications.

In order to simplify and modernise this, Taverners Victoria is in the process of implementing **Salesforce Nonprofit Success Pack** (NPSP) with 10 pro bono user licenses. https://www.salesforce.org/products/nonprofit-success-pack/

The system provides the ability to store and manage all of the different types of funds that we collect and manage and allows us to send personalised, Taverners branded, automated email correspondence using customisable templates and automated campaign functionality.

We are also in the process of establishing e-commerce functionality directly on our new, yet to be launched, vic.taverners.org.au website to collect multiple sources of funds from our constituents, using a secure payment gateway (either Stripe or PayPal). This will be the essential 'front-end' to Salesforce.

The website will use **Ultimate Membership Pro** offering customised member experiences and member login capabilities to update their own details. All these enhancements will simplify our user experiences and greatly assist our ability to grow and segment our Taverners Victoria audiences and members from our new website and Salesforce.

We are also exploring external fundraising platform options for event ticketing, donations, fundraising campaigns and challenges. Recommendations and costings will be shared at the Taverners National level to consider cost sharing opportunities and benefits across all branches.

News and marketing communications will also be shared across our social media platforms, Facebook, Instagram, YouTube and LinkedIn to help reach new audiences.

Our long running, current website lordstavernersvic.org.au is very basic but is being updated with current news and events. When our new site is ready to launch, visitors will automatically be re-directed to it when using the old website URL.

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Partnerships

Taverners Victoria's aim is to identify partners to boost our presence and initiatives for our beneficiaries. We have pursued our relationship with **Cricket Victoria** to sponsor projects supporting participation for blind, deaf, all-abilities, and indigenous cricket.

We continued, when possible, our event partnerships with **Australian Cricket Society** and introduced **The Primary Club of Australia**'s "Virtual Event Series" of 5 online interactive webcasts hosted by Jim Maxwell, featuring celebrity past and present cricketers and umpires.

Both partners support charitable causes, the ACS – The Ponting Foundation for cancer research while The Primary Club of Australia fund sport and recreation for people with disabilities, primarily in NSW, but also in QLD and Victoria.

Events & Fund Raising

2021/22 has been another challenging year for Taverners Victoria with ongoing COVID-19 waves negatively impacting many of the sporting activities of our beneficiaries and preventing major social events across the year. Our Legends Night was abandoned for the 2nd consecutive year and the 2022 NCIC were also cancelled.

The Lord's Taverners Shield did return after a two-year absence at the end of June 2022 but only featured two teams from QLD and SA.

The one highlight was the return of the **Taverners Boxing Day Breakfast** on 26th December, featuring English Test spinner and coach, John Emburey. A crowd of 99 Taverners guests and beneficiaries gathered at the Pullman Hotel for a very entertaining and insightful experience.

We continued, when possible, our event partnership with **Australian Cricket Society**, offering our members and friends entertaining cricket events including two Annual ACS Dinners, featuring Chris Rogers in July 2021 and Scott Boland in May 2022 and Christmas with Sir Ian Botham on 27 December, 2021.

A Tribute to Richie Benaud scheduled nationally around 22nd of the 2nd, 2022 was sadly cancelled due to COVID-19. We also ran a **Remembering Richie Benaud** social media campaign to encourage our members to donate $22 on the 22/2/22 to the **Tavs Sporting Chance Fund**, in memory of this great Australian cricket legend.

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Wine Sales

Our Victorian branch dominated sales of the Taverners Australia, Geoff Merrill, Claire Valley Shiraz fundraiser that sold out in FY 2021. This inspired our committee to embark on a solo **Taverners Victoria, Heathcote Shiraz Wine** fundraiser which was launched in May 2022. Heathcote Winery's 2020 Cravens Place Shiraz was selected and re-branded with a label featuring Aaron Heathwood, an NCIC ID cricketer from WA, and appropriately named "Drinks".

Priced at $238 a dozen including delivery, the limited edition of 33 dozen has sold out, post 30 June 2022 and a follow up, 120 dozen of a similar 2021 Heathcote Winery Shiraz is currently on sale using the same Taverners Victoria branding. Profits from this wine fundraiser will be realized in the 2023 Financial year.

2021/22 Taverners National Sporting Chance Raffle

The 14th **Taverners Sporting Chance Raffle** nationally raised gross sales of $64,085. This was down 15.98% on the previous year's total of $76,270.

Taverners Victoria contributed **$10,892 in gross sales** or 17% of all revenue, a pleasing result given the challenging conditions. Strong support came from our external partners **Trinity Grammar, North Balwyn** and **Hawthorn CCs**. Given our policy of a 20/80 raffle proceeds split to attract stronger Club sales, the lack of interest from other clubs has been disappointing.

Sponsorship

We have set a goal in 2022/23 to create a range of sponsorship packages to take to the Commercial market and attract additional revenue for Taverners. There are great opportunities to attract like-minded Corporates to financially support and promote our causes across their organisations. These funds it will enable us to make valuable contributions to the Taverners community. Keep an eye out for these Sponsorship opportunities when released.

Treasurer's Financial Report 2021/22

Detailed in the financial accounts for the 2021/2022 year are the Net profit result of **$5,866** (2021: $10,632) with a closing bank balance of **$68,021** (2021: $62,155)

Due to COVID impact both revenue and expenses are down on prior year results. Our membership levels can be lifted by each Member finding another to join.

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I again note a significant investment in our IT and processes which will provide future benefits in the administration of the LTV.

Thank You.

I would like to offer my sincere thanks to all Taverner Victoria members for their contribution. It has been my privilege and honour to work with you.

Yours sincerely,

Philip MacIsaac
Treasurer
Taverners Victoria

To download the LTAV 2021/22 Report, click on the following link or copy and paste into your browser.
http://www.lordstavernersvic.org.au/uploads/1/3/5/7/13575217/2022_ltav_financial_statements___signed_.pdf