Woodend Eagles Soccer Club

Annual Report 2025

Overview

Operating since 2012 as the Woodend Dragons, running the MiniRoos Kick-Off program, the Club re-branded as the Woodend Eagles Soccer Club Inc. in 2024. Founding members partnered with previous coaches Dave, Aiden, and Adrian to pool resources with the aim of evolving into a Community Club, where members could play soccer for fun or compete in one of the regional leagues. The Club is currently running three MiniRoos Kick-Off Terms per year with an average of 120 members per week, playing from its home at Buffalo Stadium in Woodend.

In 2025 the Club had an Under 9's and Under 10's team playing in the Bendigo Amateur Soccer League (BASL) under the Kyneton umbrella with the aim to play as the Woodend Eagles Soccer Club once independently associated with Football Victoria (FV). The Club has established a committee of 18 members, solid finances, and a series of two-year sponsor deals with local businesses.

Members Feedback

In May 2025, we published the results of a survey conducted with members from the end of 2024-25 season. The results are as follows:

- 98% of our members live less than a five minute drive from the Club and attend local schools in Woodend
- 100% enjoy the soccer experience and believe the Club provides an inclusive, family-friendly environment that welcomes all abilities
- 90% believe their children have become better soccer players
- 100% maintain that the programs offer good value for money
- 95% are happy with the standard of coaching
- 5% are interested to become involved in coaching or Club administration

Key Achievements 2024-2025

Community

- Conducted two, full day school soccer clinics for International Soccer Day (May 2025) donating bags of soccer balls to each school
- Conducted free Intro to Soccer clinics at Early Learning Centres in Woodend, donating bags of soccer balls
- Hosted a Girls & Women's Day (June 2025) event with close to 80 participants

Volunteers

- Club recruited 20 people to the initial committee, four BASL Coaches, two team managers, and nine MiniRoos Coaches on a voluntary basis

Facilities & equipment

- Purchased new goals
- Created training and match day kits
- Grants obtained for new goals and replacement of weather damaged marquees

Player Membership

- Commenced a MiniRoos programme registering over 200 students throughout the season, with 130 participants in the most recent term
- Hosted a Girls & Women's Day (June 2025) event with close to 80 participants

Coach Development

- Appointed Head Coach to monitor and assist with coaching and player development
- Training Playbook created

Administration & Finance

- Established a committee of 18 people
- Hosted a fundraising event, raising over $10,000 for the Club
- Preparation of five-year forecast
- Improved use of digital tools in operations
- Establishment of separate bank accounts and regular accounting

Player Development

- Entered an Under 9s and an Under 10s team into the BASL, playing under the Kyneton Club colours
- Held weekly training sessions for Under 9s and Under 10s teams
- Conducted 8-week training blocks for ages 4 - 12 years across three terms

Safety and Risk

- The Woodend Eagles Soccer Club has developed both a *WESC Child Safety Policy and Code of Conduct*, as well as specific *WESC Coaches - Code of Conduct* and *WESC Volunteer - Code of Conduct*.

Inclusion and Diversity

- Hosted a Girls & Women's Day (June 2025) event with close to 80 participants
- Courses & training undertaken:
    - Proud2Play LGBTQI+ *Inclusive Clubs* - attended by Diversity & Wellbeing Officer and Secretary
    - Disability Sports Australia Accessibility Champion Course - Diversity & Wellbeing Officer

Communication & Marketing

- The Club has adopted *Football Victoria's - Social Media Policy 2018 (2025 edition)*.
- The Woodend Eagles Soccer Club (WESC) has created:
    - Spond Page for the Woodend Eagles Soccer Club - a team and group management app and website designed to simplify organization, communication, and payment collection for clubs, teams, and various groups.
    - WhatsApp Groups for communication within the Woodend Eagles Soccer Club: WESC Announcements; WESC Committee; WESC Coaching; WESC BASL Competition; WESC Strategy
    - Social Media Platforms: WESC Facebook and Instagram Pages that are linked.

Partnership Development

- The Club has signed seven sponsors for terms of up to two-years
- Sponsors brands advertised on training jerseys
- Held a shirt launch event with sponsor Bendigo Bank
- Key sponsors Bendigo Bank and Nice Rice attended the Girls and Women's Intro to Soccer Day (June 2025)

Sportspersonship

- Presented *Player of the Week* awards at MiniRoos training and *Player of the Match* in recognition of the teams competing in the BASL league based on Club Values
- Presented certificates/trophies at the end of each 8-week training block
- Talked about our principles before each competitive game to ensure players endeavoured to play within these guidelines
- With the goal of participating in the BASL, the Woodend Eagles Soccer Club has adopted both the *Bendigo Amateur Soccer League - Rules of Competition 2019 (2025 edition)*

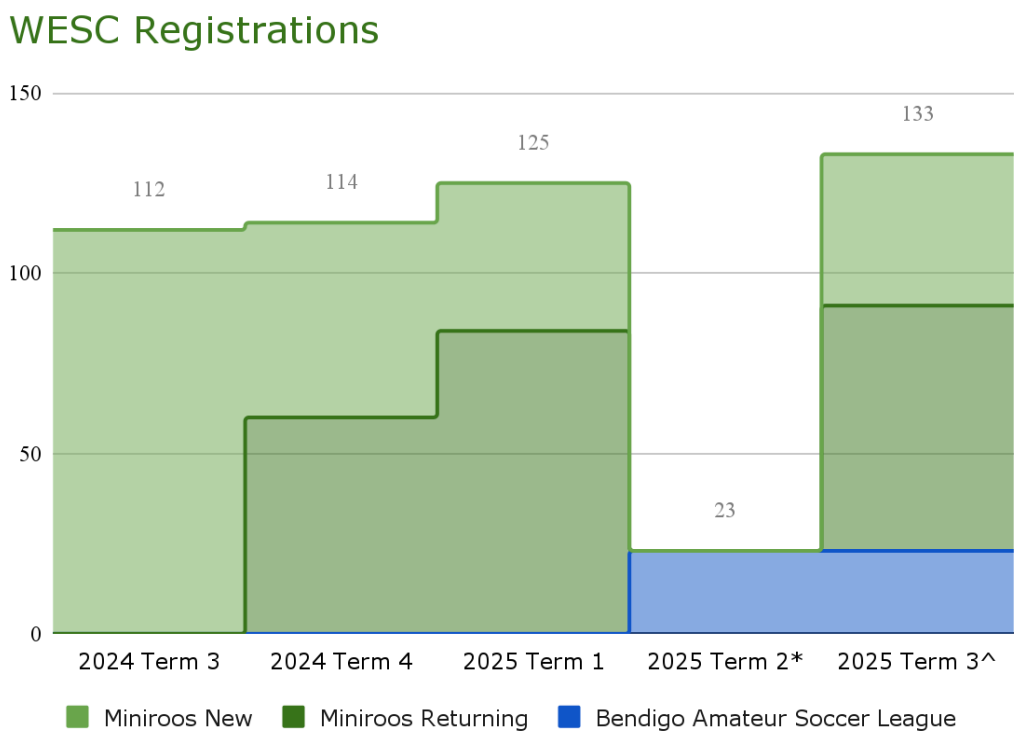
Facilities & Assets

- The Club currently has casual access to Buffalo Stadium Oval. Full time booking will be established, in conjunction with Macedon Ranges Shire Council (MRSC), following the FV Club Membership
- Facilities include an equipment shed, shared with junior football
- Home and away change rooms, which need renovating to meet FV standards in conjunction with MRSC
- Buffalo Oval
    - Shared with the junior football club which they use for training but not competitions. The oval is also shared with the cricket club where they train and compete.
    - Has perimeter fencing
    - Has poor drainage on the far side (this is looking to be addressed by MRSC)
    - Has flood lighting
    - Is capable of accommodating 4 x Under 10 soccer pitches
- All training and playing shirts are owned by the players
- The Club owns its own training equipment including:
    - 4 competition goals
    - 10 pop up junior goals & 15 Micro roos goals
    - 10 match balls
    - 130 MiniRoos balls
    - Training cones & poles
    - Bibs
    - BBQ
    - Line marker

Membership

The Club services the local Woodend community, with one of the key goals of the WESC to keep registration fees as low as possible.

Over 200 individual children registered with Woodend Eagles Soccer Club in the 2024-2025 financial year. The Club also entered two teams in the BASL during the MiniRoos winter break in Term 2, 2025.



* Winter break, no MiniRoos between seasons in 2025 Term 2 .

^ 2025 Term 3 registrations are still open ahead of the new season commencing.

MiniRoos registrations

- **Term 3, 2024** - 112 children registered.
- **Term 4, 2024** - 114 children registered of which 60 were returning members and 54 new.
- **Term 1, 2025** - 125 children registered. 44 of those children had done both of the previous terms, 34 returned from Term 4, and six had played Term 3 but took a break in Term 4. There were 41 new children registered for Miniroos in 2025.
- **Term 3, 2026** - 133 registrations as at the end of July 2025. Of the registered Miniroos players, 28% identified as female.

Bendigo Amateur Soccer League (BASL)

There are currently 23 children registered with Woodend Eagles Soccer Club playing in BASL for Kyneton Rangers Soccer Club.

Club Volunteers

WESC is completely run by volunteers across a variety of roles and opportunities, from occasional help to members of the Committee.

Volunteer type	Activities	Frequency / commitment
Events	Helping support events such as training clinics at schools, fundraisers and community events. Any support is welcome and opportunities to choose from are varied, from working the BBQ to helping plan the event.	WESC run events typically every other month but volunteers can choose which to get involved with and how.
Training support	Our MiniRoos training days are the heart of the club and we always need spare hands to help out. Training support can range from helping the kids get their name stickers to supporting the coaches with drills, plenty of opportunities to get involved in any way that suits.	MiniRoos training is run every Sunday morning, but volunteers can choose when and how they'd like to help.
Competition support & Team Managers	Our teams competing in the Bendigo Amateur Soccer League always appreciate a hand. Parents often come along and cheer the teams on, and one is elected to bring the oranges. Team Managers help with the logistics and communications for the games. Volunteers are particularly helpful on training nights, helping setup and pack away the equipment.	Our teams train once a week and compete on Saturdays throughout the competition period.
Match Official	The Club is part of a broader football community and volunteering as referees, assistant referees, and fourth officials helps all the Clubs hold competitions. The roles can be on a volunteer basis or lead to salaried opportunities for officials across various age groups.	Match Officials require some training and attendance to matches on a scheduled or as needed basis.
Coaching	One of the most important and fulfilling opportunities at the Club, nothing brings more direct engagement and rewarding interactions with the young players. Many parents are nervous about getting involved in coaching due to limited experience. Fortunately no experience, coaching or playing, is necessary - the WESC has a range of coaching opportunities to match any level of interest. Our experienced coaching team will mentor all coaches,	Coaching can be for any of the age groups and involves attendance to the Sunday training for MiniRoos, or Wednesday training for BASL teams. Typically monthly during the season coaching meetings

Volunteer type	Activities	Frequency / commitment
	including providing access to a Coaching Handbook full of guidance, and even a library of drills to choose from. Feedback from our coaches has been very positive and that watching the players develop week on week has been priceless for them.	are held to provide support, track player movements, plan for sessions ahead and enjoy a drink of choice!
Working Group member	Working Groups are a great opportunity to get involved in projects for the Club which run for a finite period of time, without needing to join the formal Committee. From helping support the development of a new pitch or running a working bee the opportunities are varied and reflect the aims of the Strategic Plan. Working Groups enable volunteers to apply their individual skills and expertise.	Working Groups typically meet monthly during the project's duration and vary in commitment depending on the topic and phase of the project.
Committee Member	Joining the Committee helps provide the Club with operating support and direction. There are key roles available to members depending on their skills and interests, from finance to communications. Unlike Sub Committees provide an additional way to help support key areas of the Club's operations. Unlike Working Groups, Sub Committees are enduring and form part of the standard running of the Club.	Committee membership represents an ongoing commitment. Members are expected to attend as many Committee Meetings, typically held quarterly, as possible. Some Roles come with Sub Committee responsibilities, for example the Treasurer runs the Finance Committee.