



# BUAFC Performance Report 2024





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# Community Funding Partners





# I Introduction & Welcome

Welcome to the 2024 Birkenhead United AFC Performance Report.

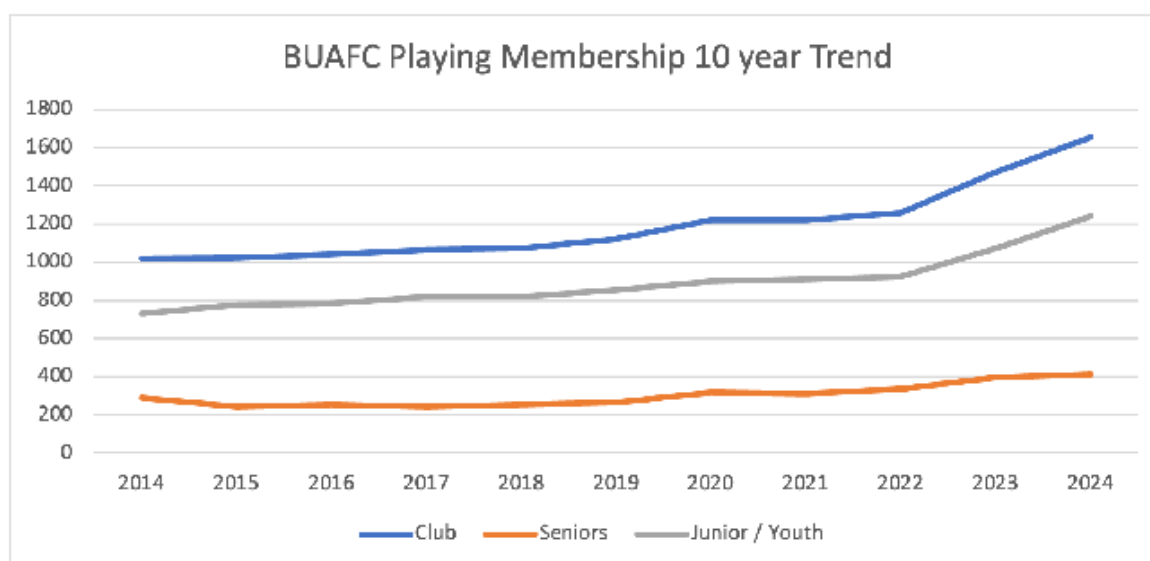
In this document, we provide a comprehensive overview of our club's financial performance throughout the 2024 calendar year. This Annual General Meeting marks the first occasion under our new constitution where we report on the recently completed financial year. Although our previous AGM took place at the end of last season during the off-season, here we reflect on our year-end achievements and look forward to the opportunities and challenges of 2025.

## Membership

Birkenhead United AFC continues to see positive growth in our playing membership with recent statistics from the last 5 years of collected data confirming BUAFC to be the 5th largest club in NZ.

Our general retention and growth of our playing membership has remained relatively consistent over the last decade, with the last three years reflecting a senior membership growth to 414 in 2024. While the number of senior female players remained stable at 70 players across three teams, male membership has increased by one team a year across this period. With the current split being 3 Women's teams & 15 Men's teams. Season 2025 will see a decrease of two Mens teams with 260 players and the Womens an increase of one team with 74 players.

Junior and Youth numbers continue to experience growth, with these numbers totalling 1241 in 2024. For interest & by comparison, this compares to a total of 926 in 2022, which when compared to the 2024 intake, is a 35% increase of the Junior & Youth membership over a 3 year period! Of note is the continued 6 % per annum growth we have experienced from 2024 (1241) to 2025 (1315).



# Financial Performance

## Financial Performance

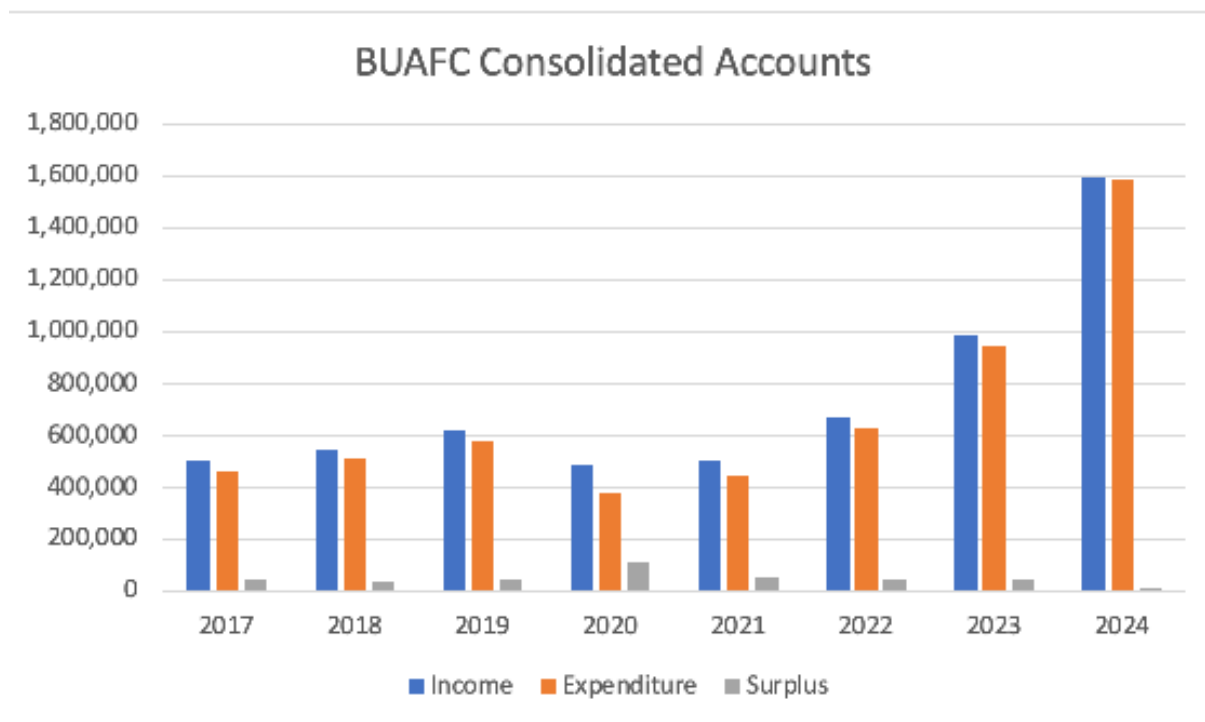
The year ending 31st of December 2024 was another year of transition for the Club with some additional significant costs to complete the club build, a significant rise in revenue but also a rise in the cost base. Pleasingly through good financial choices the Club's cash position finished the year in a reasonable shape setting us up to commence our debt reduction programme in 2025.

Our Accountants Sports Accounting New Zealand have again reviewed and certified the 2024 accounts as a fair representation of the financial position of the club.

The 2024 accounts have been endorsed by the Finance & Risk Subcommittee and the Management committee following their preparation by Sports Accounting New Zealand.

While the 2024 club profit and loss (Opex) shows an Operating Profit of \$14k the club needed to both commence depreciation on the new club build and write back the Fixed Assets to the P&L as we did not have confidence that the asset register represented a true and fair view of Fixed Assets at the Club hence the overall deficit position in the accounts. We now have a process to capture all fixed assets, condition assessment and depreciation.

The below diagram highlights the growth of revenue and costs year to year (Operational):



There are specific notes to the accounts that members are encouraged to read to understand year on year movements in 2024 but the 2025 budget represents a further increase in revenue of 11% and associated cost of 7.2% with a surplus position of \$45k. We are planning to pay back \$100k of debt in 2025.

# | 2024 | An end of year review

Following our AGM in late September 2024, Birkenhead United AFC capped off a extremely successful year with standout performances at several high-profile tournaments for both our men's and women's teams. This all while our newly formed board and support crew continued to advance the club off the pitch.

In late October, our women's team set off south for their debut at the Napier Under-19 National Tournament, joined by our boys' team. Both squads exceeded all expectations—the women's team secured three wins out of five games, coming within two points of advancing to the top eight, and our spirited U19 boys battled their way to the final against Hamilton Wanderers, making Birko incredibly proud despite the narrow defeat.

Back on home turf, our men's first team ignited the National League campaign with a burst of energy. They stormed to the top of the table, proving to be formidable contenders for a grand final showdown against Auckland City.

The year wrapped up on a high note at the National Under-17 Tournament at Western Springs, where both our girls' and boys' teams delivered some truly exciting football. It was a season to remember, with every match reflecting the club's passion and commitment to both game and its wonderful community.





# | 2024 | A Year in Review

With success often comes change and Birkenhead United celebrated an off-season filled with inspiring player movements, each one opening exciting new doors to a professional football career.

The club's remarkable dedication to nurturing talent—through exceptional coaching, unwavering support from the staff, and an incredible off-field environment—has paved the way for these players to shine on bigger stages. While we will miss them dearly and wish them every success, this transition is a powerful testament to Birkenhead United's status as one of New Zealand's finest amateur football clubs. The vibrant pathway they have created for emerging talent speaks volumes about the club's greatness and its bright future in football. Some of the players who have moved on to join professional clubs include:

Monty Patterson	Ateletico Ottawa
Troy Putt	Minnesota United
Corban Piper	Wellington Phoenix
James Taylor	Auckland FC Reserves
Everton O'Leary	Auckland FC Reserves
Shiv Nair	Auckland FC Reserves
Semi Nabenu	Auckland FC Reserves

Beyond the field and outside the competitive season, the board worked diligently through the end of the year and into 2025, seeking improvements for another successful season ahead. Registering the club as a Charitable Trust has opened up exciting new funding opportunities and benefits, which the board are actively pursuing to further enhance club operations. The board also focused on reconnecting with our loyal sponsors and welcoming potential new partners as we prepared for the upcoming football season. Our growing presence in the community, driven by strong leadership and engaging initiatives, reflects our heartfelt commitment to making a positive impact which reinforces the club that we are.



## I Football Development

Our future footballers continue to thrive through the club's accredited development pathways, led by visionary football leaders who empower our coaching staff to set high standards and mentor emerging talent.

Birkenhead United has established itself as one of the most progressive clubs in developing and educating future coaches. This commitment—both from the club and individuals—drives sustainable growth, benefiting players and the wider community.

The girls' and women's sectors are also evolving positively, presenting new challenges and opportunities. At the close of last year, under the expert guidance of Dave Wright, the Head of Coaching, the BU AFC Girls TDP was accredited and formalized. Earlier this year, we welcomed Grace O'Donoghue as our new Women's Development Officer, further solidifying the club's investment in the women's game.

Our initiatives not only pave the way for a National Youth Licence but also embody our forward-thinking vision and robust risk management strategy. Building on our junior and youth successes, we remain committed to delivering high-quality, fun football experiences and a clear pathway to elite football for both girls and boys.

These programmes also help enhance the skills of our dedicated parent coaches, a true testament to the tireless efforts of our volunteers. The power of community connections through sport has never been more vital, and we deeply appreciate everyone's ongoing support.







# I Honours

## National Representation

Congratulations to all the Birkenhead United Players who were selected for New Zealand age group teams or wider training squads over the last 12 months, including:

- Everton O'Leary NZF U19s

## First Team Games

The following players have represented the Men's First Team on more than 100 occasions.

- Dino Botica
- Alex Connor-McClean
- Sam Burfoot
- Luke Jorgensen
- Emmanuel Darkwa
- Damien Hirst
- David Parkinson
- Jack Hobson-McVeigh
- Ian Lathwood
- Scott Reid
- Steve Chad
- Aaron Beach
- Jarrem Broadley
- Ricky Simmons
- Brian Simmons
- Barry Graham
- Tom Nimmo

## Major Titles and Championships

- 1980 Men's NRFL Division 2
- 2010 Men's NZ U19 National Cup
- 2012 Men's NRFL Division 1
- 2014 Men's NZ U19 National Cup
- 2015 Men's NZ U17 National Cup
- 2015 Men's NZ U19 National Cup
- 2016 Men's NZ U17 National Cup
- 2016 Chatham Cup Champions
- 2017 Men's NZ U17 National Cup
- 2018 Chatham Cup Champions
- 2018 Men's NZ U19 National Cup
- 2020 Men's NZ U19 National Cup
- 2021 Men's NZ U17 National Cup
- 2022 Men's NZ U17 National Cup
- 2023 Men's NZ U19 National Cup
- 2024 Men's NZ U19 National Cup - Runner Up
- 2024 Men's National League - Runner Up

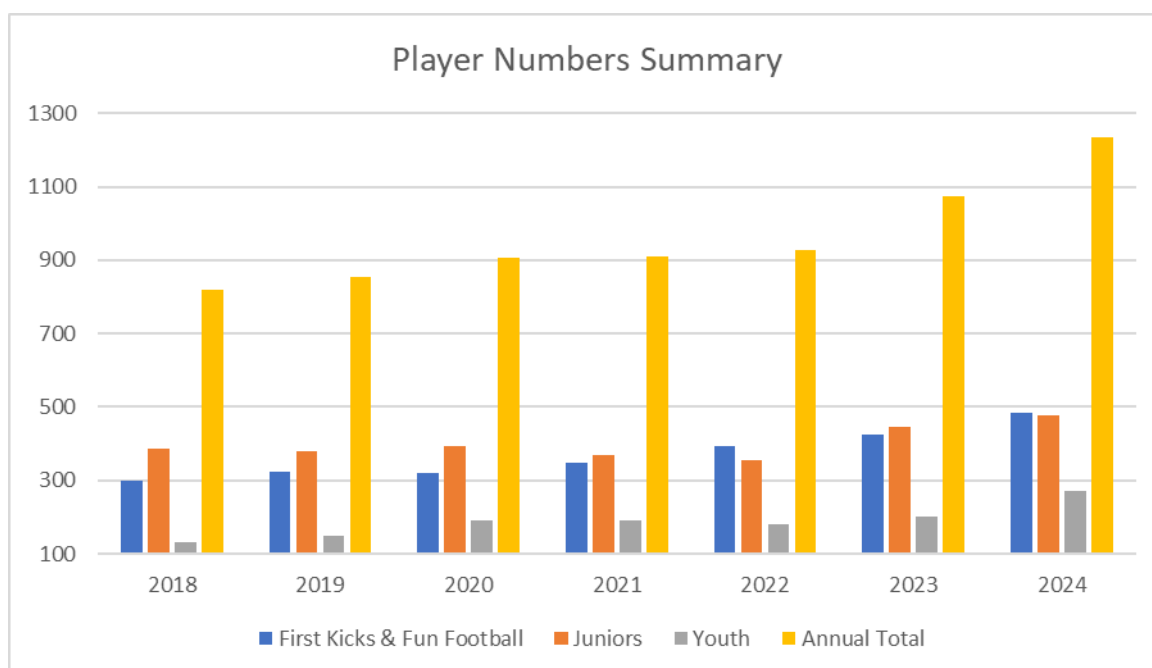


# Junior Report

BIRKENHEAD UNITED AFC | Juniors Section Annual Report for 2024

## Player Numbers

In the 2024 season we had a spike in membership with a total of 1,241 (up 167 from 2023) made up of the FF = 489 (up 63), Juniors = 478 (up 31), Youth = 274 (up 73) which is a 15% increase over 2023. The indications are that year 2025 will see the Juniors section membership reach 1320 an increase over 2024 of 6% percent.



## Junior Teams

In 2024 we fielded 151 teams in the various grades each Saturday (compared to the current 155 we will have in 2025):

### Coaching

A big thank you to all the coaches, managers and numerous other volunteers who stepped up to manage these teams and create the heart of this community club. We would like to thank all our coaches in the club as it is you who make a great football experience for our players and the reason why our club is as strong as it is today.

We also acknowledge the continued input from Chris Bryson (Fun Football and Juniors Coach) and in particular the volunteer efforts of Ben McQuay, Keith Lesslie and Steven Chad. Also special thanks to Ben for his help to arrange and manage the coaches of the Fun Football grades during the season.

We would like to thank the players from the 1st Team who coached the 7th and 8th grades mass trainings on Tuesday and Thursday and the Skill Centre and TDP Youth teams.





# I Junior Report

## Schools Summer League

With the schools summer football 7-aside league we engage with our local community through the primary schools by arranging a summer football league for the cluster of 10 primary schools in the Northcote – Birkenhead – Birkdale – Beachhaven area plus Willow Park.

This event was run on Wednesday evening here at Shepherds Park through the school term 4 over a 7 week period. It involved school based teams from school Year 3 to Year 6.

We had 43 teams (430 players) entered in the four leagues: Special thanks go to the referees from our Youth grades.

## Final Acknowledgements:

A big thanks go to:

The team of volunteers that turned up each Saturday morning between 6.30am – 8am to do the set up of the Fun Football fields.

Thank you to our sponsors of the Junior Section in 2023 with major contributions from New World Birkenhead and Kemps Weir Lawyers.

Ross Frisby, QSM

BUAFC Convenor Juniors Section 2024

'United in Sport'



# | Financial Statements



## Birkenhead United AFC Finance Report December 2024

Prepared by Sports Accounting Australia

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# P&L Forecast vs Budget — Birkenhead United AFC



JAN 2024 - DEC 2024

	YTD Actuals	Remaining Forecast	Revised Full Year Total	Approved Budget	Variance
	Actuals	Actuals			
<b>400 · Income</b>					
401 · Membership Income	1,504	0	1,504	230,087	(228,583)
402 · External Funding	370,470	0	370,470	293,290	77,180
403 · Events & Competition Income	566,413	0	566,413	279,627	286,787
404 · Commercial Income	172,437	0	172,437	195,772	(23,335)
405 · Sales	454,546	0	454,546	409,977	44,569
406 · Financial Income	16	0	16	0	16
407 · Other Income	32,184	0	32,184	2,657	29,527
<b>Total Income</b>	<b>1,597,570</b>	<b>0</b>	<b>1,597,570</b>	<b>1,411,409</b>	<b>186,161</b>
<b>500 · Cost of Sales</b>					
501 · Cost of Sales	238,024	0	238,024	235,020	(3,003)
<b>Total Cost of Sales</b>	<b>238,024</b>	<b>0</b>	<b>238,024</b>	<b>235,020</b>	<b>(3,003)</b>
<b>Gross Profit</b>	<b>1,359,546</b>	<b>0</b>	<b>1,359,546</b>	<b>1,176,389</b>	<b>183,158</b>
<b>600 · Expense</b>					
602 · Property Expenses	37,467	0	37,467	35,445	(2,023)
604 · Employment Expenses	205,996	0	205,996	199,120	(6,876)
605 · Office & Admin Expenses	274,802	0	274,802	183,417	(91,384)
606 · Affiliation & Accreditation Expe...	94,454	0	94,454	67,012	(27,442)
607 · Commercial Expenses	25,331	0	25,331	54,921	29,590
608 · Travel Expenses	43,040	0	43,040	19,734	(23,306)
609 · Operational Expenses	638,281	0	638,281	574,801	(63,480)
610 · Other Expenses	25,665	0	25,665	28,378	2,714
<b>Total Expense</b>	<b>1,345,035</b>	<b>0</b>	<b>1,345,035</b>	<b>1,162,828</b>	<b>(182,207)</b>
<b>Operating Profit</b>	<b>14,511</b>	<b>0</b>	<b>14,511</b>	<b>13,560</b>	<b>951</b>
<b>800 · Other Income</b>					
409 · Capital Improvements	26,244	0	26,244	0	26,244
<b>Total Other Income</b>	<b>26,244</b>	<b>0</b>	<b>26,244</b>	<b>0</b>	<b>26,244</b>
<b>900 · Other Expense</b>					
601 · Depreciation	125,501	0	125,501	0	(125,501)
<b>Total Other Expense</b>	<b>125,501</b>	<b>0</b>	<b>125,501</b>	<b>0</b>	<b>(125,501)</b>
<b>Net Profit</b>	<b>(84,746)</b>	<b>0</b>	<b>(84,746)</b>	<b>13,560</b>	<b>(98,306)</b>



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## COMMENTARY

### PROFIT AND LOSS – ACCOUNTS

Month: December 2024

#### Income **+\$186K**

##### **401 – Membership Income -\$229K**

- Negative variance due to budget sub-account originally accounting for 'Club Membership Fees' – in the meantime, this has been reviewed and has been reassigned as "Game Fees – General" under Events and Competition Income.  
Please see below under 403 for positive contra variance.

##### **402 – External Funding +\$77K**

- Additional Grants received compared to budget – some of these are; \$41 Pelorus Trust, Four Winds \$15k & North South Trust \$10k. We also released historical Grant income items from the Fixed Asset Register amounting to \$14k.

##### **403 – Events & Competition Income +\$286k**

- Additional Game and Holidays fees compared to our original estimates. As outlined above, originally this was budgeted under "Club Membership Fees" but was recoded during our forecasts. \$33k worth of Holiday Program income received throughout the year which was initially unbudgeted, but has subsequently been included in our recent 9+3 reforecast. Summer Seven a Side is bonus income received in October & November 2024 which was not forecasted.

##### **404 – Commercial Income -\$23k**

- Negative variance due to lower than expected Function and Sponsorship income compared to our original estimates. Has been partially offset by an increase in Fundraising income.

##### **405 – Sales +\$45k**

- Additional Merchandise Sales together with bonus Bar & Kitchen sales.

##### **407 – Other Income +\$30k**

- Positive variance for miscellaneous income items; Mostly Donations \$4k and Club Raffle \$3k and Sundry income streams of \$23k.

##### **501 – Cost of Sales -\$3k**

- As we have had additional Bar + Kitchen sales, this has caused our Cost of Sales to also increase compared to forecasts. Offset by savings on Merchandise COGS due to discounts, and stock pre-purchased.



**Expense - \$182K**

**604 – Employment Expenses -\$7K**

- Negative variance due to additional Salaries and Wages incurred as well as Workcover not being originally budgeted for – this has been included in our 24FY budget. These negative variances have been offset by a saving towards Contractor costs.

**605 – Office & Admin Expenses -\$91K**

- Additional Accounting & Audit Fees due to increased services related to forecasting and budgeting compared to our original estimates. Consultancy fees have also increased as we have had additional Grants and Game/Holiday fees to service. Photography costs for 2024 Laminated Team Photos were unbudgeted. Partly offset by savings to IT & Insurance Costs.

**606 – Affiliation & Accreditation Expenses -\$27K**

- Additional Affiliation Fees compared to our original estimations due to additional game fees – these have been updated in our 25FY budget.

**607 – Commercial Expenses +\$30K**

- Positive variances due to function costs and tax liability costs originally budgeted for, not being incurred as of yet. Offset by increased costs for Donations/Sponsorships as well as Fundraising.

**608 – Travel Expenses -\$23K**

- Loss on Travel and Accommodation costs due to various additional activities not forecasted. More away games were played originally budgeted.

**609 – Operational Expenses -\$63K**

- Catering costs for Tuka Shop incurred, but weren't originally budgeted for \$17k.
- Increased costs towards Sports Admin compared to our original estimates \$12k.
- Incurred Coaching Fees under budget estimations \$25k.
- Costs for Gear & Equipment towards Dynamic Sport is higher than our original budget \$12k.
- Team Uniforms from Dynamic Sport has exceeded our budget as costs incurred weren't forecasted \$20k.
- Holiday program fees exceeded our budget by \$6k as we had an increase in participants.
- Saving on Prizes/Awards \$6k compared to budget.
- Field Hire over budget by \$11k as more matches were played away from home than forecasted.
- Communication expenses around Women's & Men's programs was not forecasted, costs of \$8k over budget.

**610 – Other Expenses +\$3K**

- Underspend on Sundry Expenses compared to our original forecasts.

**Non-Operating Items**

**409 – Capital Grant Funding +\$26k**

- Capital works funding income introduced to be offset against associated capital works depreciation costs (see below) for the period ended 31 Dec 2024.

**601 – Depreciation -\$126k**

- Write-off \$96k of unrecognized Assets from prior financial years. We have also recognized depreciation of Fixed Assets up to 31 December 2024. Both items were not originally forecasted. We will be introducing depreciation into our budget for next financial year.

# Balance Sheet — Birkenhead United AFC



DEC 2024

		Dec 2024		Nov 2024		Dec 2023	
		Actuals	Actuals	Variance	% Variance	Actuals	Variance
<b>100 · Asset</b>							
101 · Cash & Equivalent		199,696	168,672	31,024	18%	182,878	16,817
102 · Debtors		22,838	29,426	(6,588)	(22%)	63,099	(40,262)
103 · Prepayments		9,774	0	9,774	N/A	0	9,774
104 · Inventory		10,190	7,198	2,992	42%	7,198	2,992
105 · Fixed Assets		2,987,281	2,990,033	(2,752)	0%	2,932,340	54,941
<b>Total Asset</b>		<b>3,229,778</b>	<b>3,195,329</b>	<b>34,449</b>	<b>1%</b>	<b>3,185,516</b>	<b>44,262</b>
<b>200 · Liability</b>							
201 · Creditors & Accruals		44,002	52,548	8,546	16%	47,524	3,522
202 · Prepaid Income		159,916	20,000	(139,916)	(700%)	0	(159,916)
203 · Employee Entitlements		0	0	0	N/A	897	897
204 · Fund Liabilities		(246)	1,962	2,207	113%	0	246
205 · Non-Current Liabilities		500,000	500,000	0	0%	500,000	0
<b>Total Liability</b>		<b>703,673</b>	<b>574,510</b>	<b>(129,163)</b>	<b>(22%)</b>	<b>548,420</b>	<b>(155,252)</b>
<b>Net Assets</b>		<b>2,526,106</b>	<b>2,620,819</b>	<b>(94,714)</b>	<b>(4%)</b>	<b>2,637,095</b>	<b>(110,990)</b>
<b>300 · Equity</b>							
3960 · Retained Earnings		407,079	407,079	0	0%	364,565	42,514
3965 · Capital Grant		2,203,772	2,230,016	(26,244)	(1%)	2,230,016	(26,244)
Current Earnings		(84,746)	(16,276)	(68,470)	(421%)	42,514	(127,260)
<b>Total Equity</b>		<b>2,526,106</b>	<b>2,620,819</b>	<b>(94,714)</b>	<b>(4%)</b>	<b>2,637,095</b>	<b>(110,990)</b>



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## **BALANCE SHEET**

### **Assets**

#### **Cash & Equivalent \$199,696**

- Bank Accounts (reconciled) \$199,696

#### **Debtors \$22,838**

- Trade debtors \$22,838 (refer to detailed listing further in report).

#### **Prepayments \$9,774**

- Prepayments of;  
25FY Friendly Manager subscription \$2,274.  
Jan 25 GM Role Invoice \$7,500.

#### **Inventory \$10,190**

- Various snacks and drinks \$10,190  
Stock count for 31 December 2024 has been completed.

#### **Fixed Assets \$2,987,281**

- Works on new clubhouse have been completed.
- Fixed Assets were reviewed in accordance with accounting standard – includes the write-off of various assets from past financial years with no historical supporting documentation.
- Depreciation and Capital Funding to 31 December 24 has been completed and reconciled.

## **Liabilities**

### **Creditors & Accrued Expenses \$44,002**

- Trade Creditors \$42,635
- Accrual Expenses \$2,900  
(\$1.1k Jordan Roberts Dec 24 & Contact Energy utilities Dec 24 estimation \$1.8k)
- GST -\$5,671 (IRD balance for period of December 2024)
- PAYE Payable \$4,138

### **Prepaid Income \$159,916**

- Grant income received in advance \$105,161:  
We Care Community Trust \$19,999.98  
Pub Charity \$14,000  
Air Rescue Services Ltd \$48,746.76  
Pelorus Trust \$22,414.40
- Sponsorship Income received in advance \$28,667 (multiple partners)
- 2025 Season Early Birds – Skill Centre Registration \$26,087

### **Fund Liabilities -\$246**

- MS Society funds for March, July & October Bingo paid out in Dec 24 (\$251)
- Hardship Fund @ \$5pp

### **Non-Current Liabilities \$500,000**

- Building Loan – Club Members – \$300,000
- Loan – Club Members - \$200,000



# I Our Equity Charter Commitment

## Equity Charter Progress Overview

Birkenhead United is committed to fostering sustainable growth and diversity, ensuring all members feel valued and included. Guided by the Equity Charter's five pillars, we celebrate the key achievements to date:

### Leadership and Governance

Women now make up 47% of club committees and boards.  
The Girls and Women's Committee in its fourth year and thriving!  
Recently appointed a Female Women's Football Development Officer.

### Participation and Development

Continued growth of our Girls Only days in last 3 years; next event on Sunday, 6th April.  
Successful delivery of our second Fantails Hub in Term 1 of 2025 with 52 participants!

### Resources and Opportunities

More youth and senior girls and women are stepping into coaching roles at the club across all age groups  
Female coaches leading U14 and U16 TDP teams and the Women's Reserves.

3 number of female coaches that currently hold or are working towards their C-Licence.

### Value and Visibility

Increased visibility of all Girls and women's teams across all club platforms  
In-club and social media recognition for those with over 50 senior women's first-team appearances.

Looking ahead to 2025 and 2026, our focus will remain on addressing areas of diversity, equity and inclusion as well as looking at some of our more comprehensive actions such as the creation of a Girls and Women's Strategy and integrating it into BUAFC's wider framework.





# I Thank You

Community sports clubs thrive on the dedication of the people who bring them to life. 2024 was a significant year for many reasons, and it required the invaluable support of numerous selfless volunteers and contributors to keep the club going strong. Their unwavering efforts and energy are what make Birko truly special, and we owe a tremendous amount of gratitude to all our significant contributors.

We extend our heartfelt thanks to our main sponsors—Harcourts Copper & Co, Kemps Weir Lawyers —and all our loyal partners who continue to stand by BUAFC. We encourage everyone to support these businesses as they have generously supported us.

Special gratitude goes to the members of the Kaipātiki Local Board, Trustees of the Birkenhead Licensing Trust, and all the gaming and charitable trusts that have contributed to our clubroom upgrade and continue to support our club's growth.

We also want to acknowledge the dedication of the BUAFC Board who have stepped up this year to confront the challenges of a growing club and bring about positive change.

A huge thanks to Ross Frisby and Ben McQuay for their extraordinary efforts in organizing 1st Kicks, Fun Football, and Junior grades. Your commitment is invaluable.

Thank you to the parents who ensure their children are at training and games each week, and to the early risers who are out at 6 a.m. every Saturday setting up fields for 1st Kicks & Fun Football. Finally, our appreciation goes out to the team at NRF and NZF for coordinating and supporting the delivery of both Junior and Senior games.

Ngā mihi mahana,

*William Taylor* | BUAFC President

& the BUAFC team

Junior Lead	Ross Frisby
Secretary	Rochelle Lee-Warren
Treasurer	Matt Dalton
Financial Operations	Sian Chad
Club Captain	Ian Morgan
Communications	Rory O'Sullivan
Media	Melissa Sullivan
Apparel Manager	Paul Blackmore
W&G Committee Chair	Janine Manga
Club Administrator	Kylie Dalton
Head of Football	Paul Hobson
Head of Coaching	Dave Wright
General Manager	Malcolm McPherson



## | Club Sponsors

**Harcourts**  
Cooper & Co

  
**Hencoz**  
Financial Services Limited

  
**NEW WORLD**  
Birkenhead

**kemps weir**  
LAWYERS

**LIVE WIRE**  
**SUPER PARK**

**AkzoNobel** **JustWorkout!**

**CAKE**  
**COMMERCIAL**  
**SERVICES**  
PROTECTIVE COATINGS

  
**NZ BUILDERS**

**ALLPROOF**  
INDUSTRIES

 **rolandjeffery**  
Physiotherapy Sports Injury Clinic

**Constructure**

Service focussed.  
Smart solutions.

**SRL**