



Caroline Springs George Cross FC  
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6<sup>th</sup> January 2021

Mr Maurie Heaney  
General manager Community Services - City of Melton  
By Email: [maurieh@melton.vic.gov.au](mailto:maurieh@melton.vic.gov.au)

Copy to: Mr Kelvin T  
Chief Executive Officer - City of Melton  
By Email: [KelvinT@melton.vic.gov.au](mailto:KelvinT@melton.vic.gov.au)

Dear Maurie,

**RE: Request for Continued Council Assistance**

Happy New Year, thank you for your correspondence dated 19th October 2020, which was written and sent to us during the Council Elections.

Now that the Elections are over, on behalf of the club, please pass on my sincere congratulations to all the elected councillors, and also welcome Ashleigh Vandenberg, Julie Shannon and Moira Deeming as newly elected councillors, we also welcome back Kathy Majdlik, Steve Abboushi, Goran Kesic, Bob Turner, Sophie Ramsey and Lara Carli.

With regards to our previous correspondence for continued Council assistance, I fully understand that Council will be conducting a review during February, I can imagine they will have many considerations commencing this year, especially following on from 2020 and what was the most difficult year ever experienced for everyone, and it's for this reason that I am updating you on our current position.

As COVID-19 restrictions continue, raising revenue has been extremely difficult, and as new COVID problems occur, the financial impact on our ability to achieve ongoing earnings is constantly causing concern, in fact currently, as a result of 2020, we have lost the ability to build a self-operating model anything like we previously enjoyed or had planned.

To give an example in point:

- Our Club could not have a Football Playing Season in 2020
- We could not hold revenue earning events
- We were unable to market our Bistro as a dining venue
- We were unable to run the scheduled Soccer Festival
- Our Sponsorship revenue was severely impacted because our Sponsors including the 3 major Sponsors could not honour their commitments
- We were required to heavily discount our financial arrangements with Western United
- We were obliged to refund monies to players, parents of players and coaches.

We were unable to host functions, and this continues with the recent decision that the planned Australia Day Maltese Festival is not allowed to take place due to COVID

These are just some examples of what we had to deal with and endure because of COVID-19, there are many more issues that surface on a daily basis, however we are positively managing as best we can, and we are still planning in a hopeful way to enable this year's 2021 playing season, in other words we remain hopeful that no outbreaks occur and a COVID normal can happen.

As a community we have continued to honour our commitments to our stakeholders, however this comes at a cost because our facility is costly to operate and our bills must be paid ongoing, we recognise our responsibilities to the wider community which we are part of and although we strictly followed the COVID guidelines we did not turn people away.

Moving forward as I stated earlier, we remain positive, and we hopefully anticipate we can have a good season, however we need Council's support, unfortunately with Job keeper ceasing in March, we will be further impacted, therefore as the Club's representative I come cap in hand and am asking the Council to continue to assist us by maintaining the financial assistance until at least **July 2021**, although this may be a moving target due to COVID implications.

In regard to how we communicate with Council moving forward, please advise me how best to do this? This is important to us as we wish to have an open dialogue with Councillors.

I sincerely thank you for your assistance thus far and in anticipation of a positive future working together in community spirit.

Yours Sincerely



Mark Sultana  
President Caroline Springs George Cross Football Club