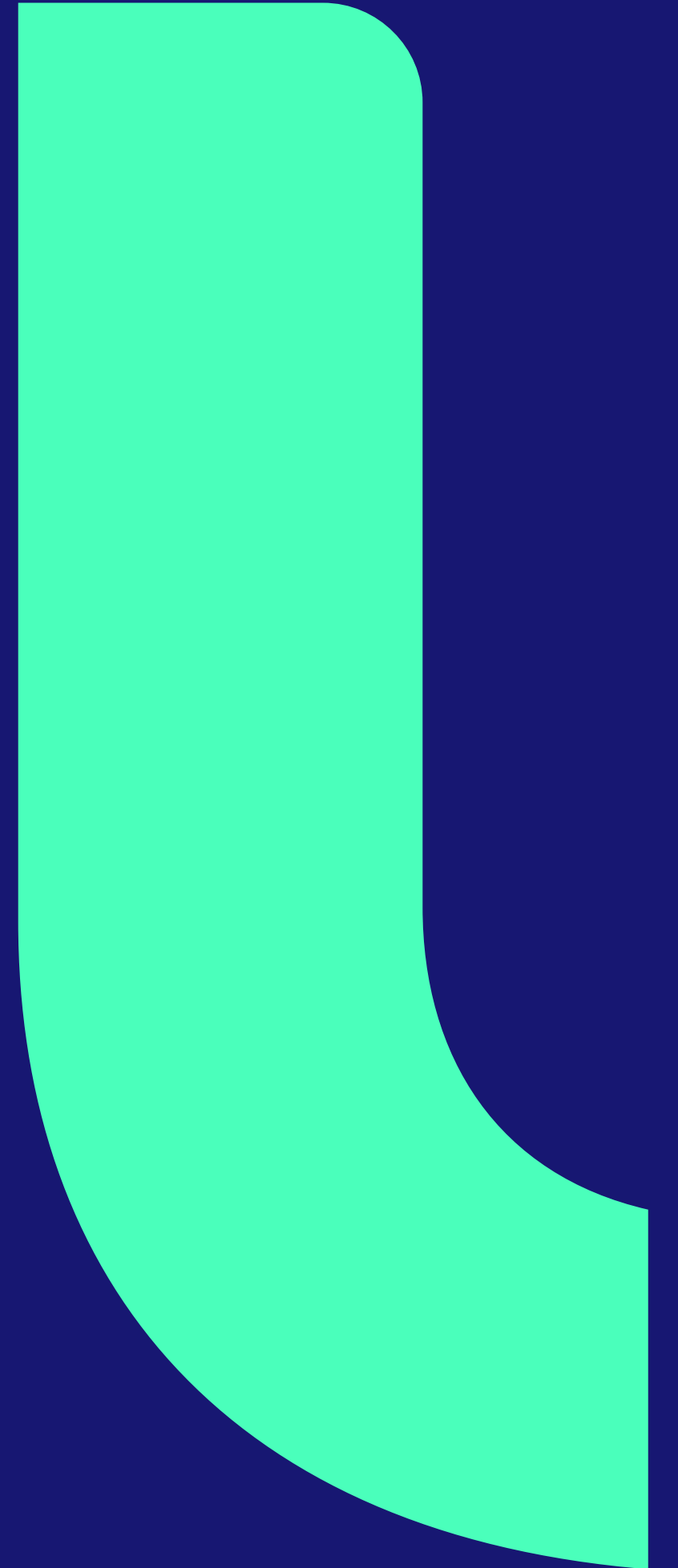
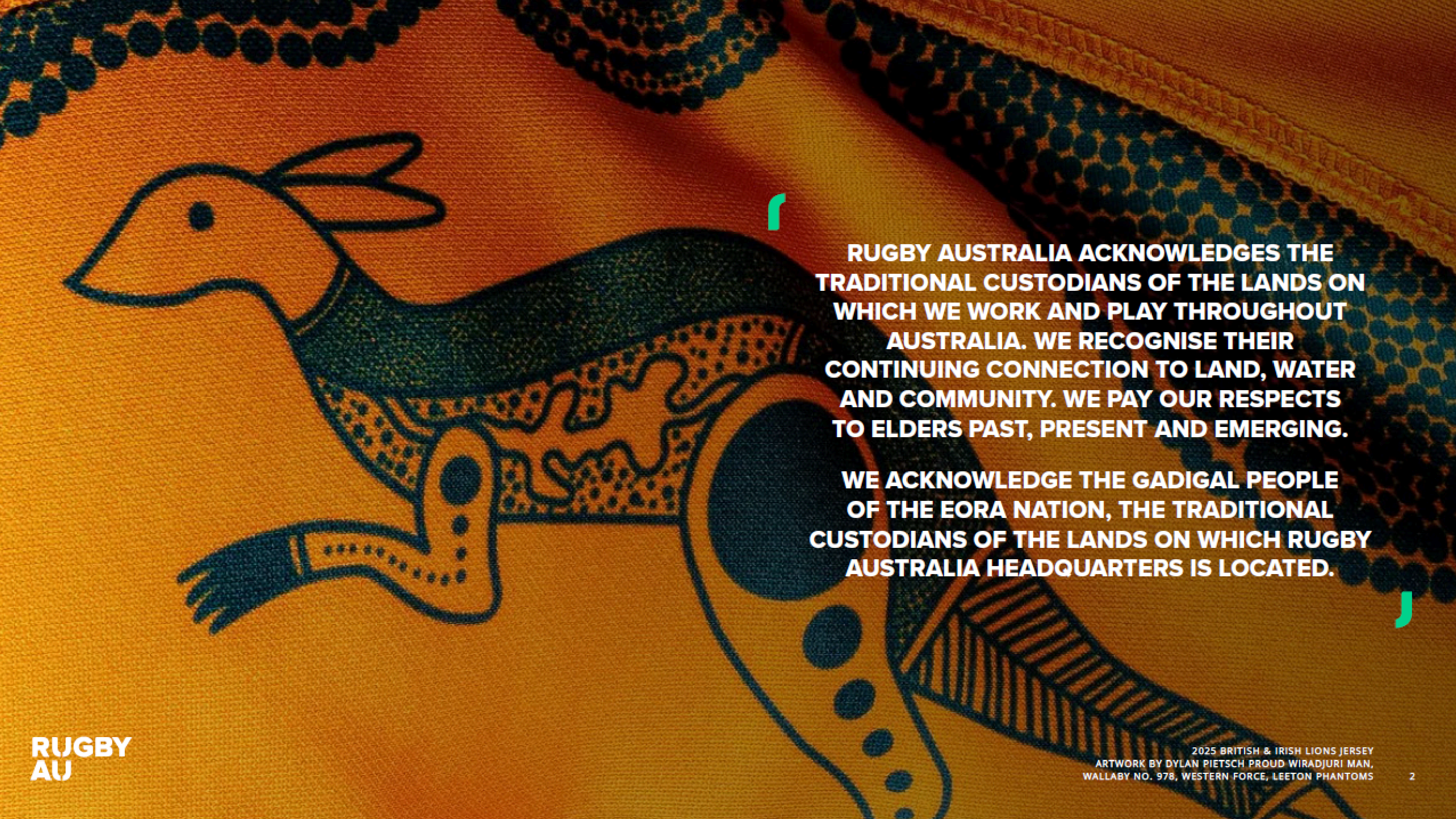




NATIONAL CLUB DEVELOPMENT WEBINAR SERIES

*Supporting Clubs to manage their finances and
generate revenue*

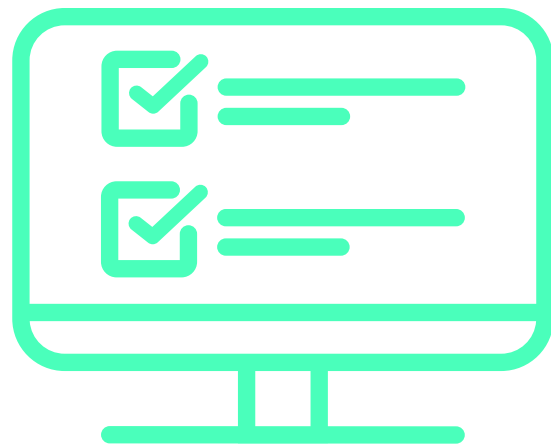




**RUGBY AUSTRALIA ACKNOWLEDGES THE
TRADITIONAL CUSTODIANS OF THE LANDS ON
WHICH WE WORK AND PLAY THROUGHOUT
AUSTRALIA. WE RECOGNISE THEIR
CONTINUING CONNECTION TO LAND, WATER
AND COMMUNITY. WE PAY OUR RESPECTS
TO ELDERS PAST, PRESENT AND EMERGING.**

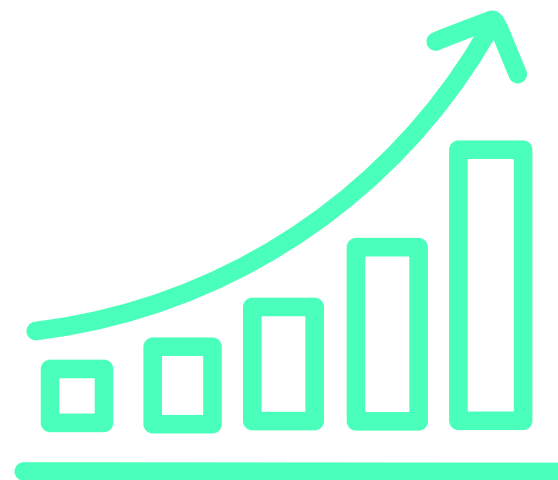
**WE ACKNOWLEDGE THE GADIGAL PEOPLE
OF THE EORA NATION, THE TRADITIONAL
CUSTODIANS OF THE LANDS ON WHICH RUGBY
AUSTRALIA HEADQUARTERS IS LOCATED.**

WHY THIS TOPIC?



550+

Responses to the 2025 & 2026
Rugby Australia Club Health
Check



63%

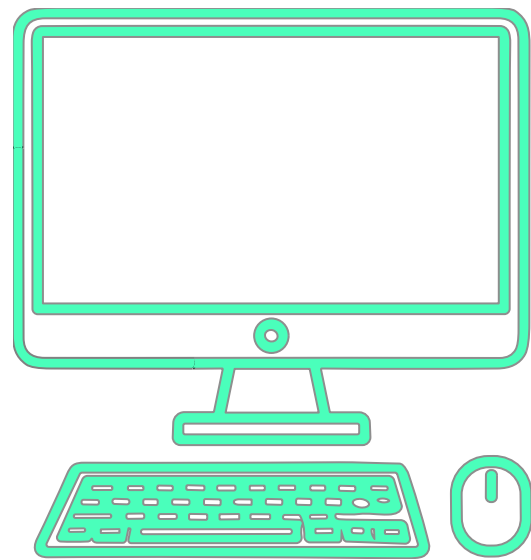
Percentage of Clubs who did not
have a budget they were currently
following



28%

Percentage of Clubs who had 3 or
less income streams

HOW WE'RE GOING TO BREAK IT DOWN



Financial
Management
Software



Budgets



Income
Streams

Financial Management & Budgets

Louw Kruger - Albury Wodonga RUFC

RUGBYAU WEBINAR

Financial Management & Governance

For Community Rugby Clubs

Louw Kruger
Treasurer – Albury Wodonga Junior Rugby Union Club
15 July 2026

Financial Management & Budgets

Louw Kruger - Albury Wodonga RUFC

Why Financial Management Matters

A strong club is not only measured by what happens on the field.



Sustainability

Know whether the club can fund the season, the program and future growth.



Transparency

Give members, sponsors and committees clear information.



Protection

Reduce risk for volunteers, office bearers and the wider club.



Better decisions

Use facts rather than guesswork when committing funds.



Financial Management & Budgets

Louw Kruger - Albury Wodonga RUFC

Tonight's Questions

The webinar is structured around the practical questions clubs are asking.

1 What software options are available?

2 Why use these systems instead of Excel?

3 What are the negatives or challenges?

4 How should a club move from Excel to software?

5 How do you draft and implement a budget?

6 What does strong financial governance look like?

Software → Budgeting → Governance → Better club decisions

Financial Management & Budgets

Louw Kruger - Albury Wodonga RUFC

Main Financial Software Options

For most community clubs, the goal is practical, reliable and volunteer-friendly finance.

Xero

- Very user-friendly cloud platform
- Strong bank feeds and reconciliation
- Excellent for volunteer handover
- Preferred for most clubs

Preferred platform for volunteer clubs

MYOB

- Mature Australian accounting platform
- Good compliance and payroll capability
- More accounting-system feel
- Good option where already embedded

Excel

- Flexible but manual
- Low cost but higher risk
- Formula and version control risk
- Useful for analysis, not core ledger

Financial Management & Budgets

Louw Kruger - Albury Wodonga RUFC

Why Xero Is My Preferred Platform

It reduces the accounting barrier for volunteers.



Easy interface

The screen layout is intuitive and quick to learn.



Not everyone is an accountant

Treasurers, secretaries and committee members can understand the workflow.



Bank feeds & reconciliation

Less manual data entry and fewer missed transactions.



Live reports

Committees can see current information, not month-old spreadsheets.



Clean handover

A new Treasurer can inherit the system with less disruption.



Technology should make volunteering easier — not harder.

Financial Management & Budgets

Louw Kruger - Albury Wodonga RUFC

Why Move Beyond Excel?

Excel is useful, but it should not be the club's only accounting system.

Excel-only

! Manual bank imports

! Formula errors

! Version control problems

! Limited audit trail

! Harder volunteer handover



move
core ledger

Cloud accounting

✓ Automatic bank feeds

✓ Consistent reports

✓ Cloud access

✓ User permissions and audit trail

✓ Cleaner Treasurer transition

Keep Excel for extra schedules and analysis — not as the single source of truth.

Financial Management & Budgets

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Moving from Excel to Software

A staged implementation keeps the change controlled and achievable.

Do not automate a messy process. Clean the process first, then select and configure the system.



Financial Management & Budgets

Louw Kruger - Albury Wodonga RUFC

Building a Rugby Club Budget

Start with last year's actuals, then build a realistic season plan.

Income

Memberships, sponsorships, grants, fundraising, canteen, events, merchandise

Operating costs

Ground hire, referees, uniforms, medical, insurance, equipment, admin

Capital & one-offs

Major equipment, facility upgrades, representative travel, events

Cash reserve

A buffer for timing gaps, unexpected costs and season-end commitments

The budget should become the club's financial game plan.

Financial Management & Budgets

Louw Kruger - Albury Wodonga RUFC

Implementing the Budget

A budget only works if it is reviewed and acted on.



Budget vs actual reporting should be a standing committee agenda item.

Financial Management & Budgets

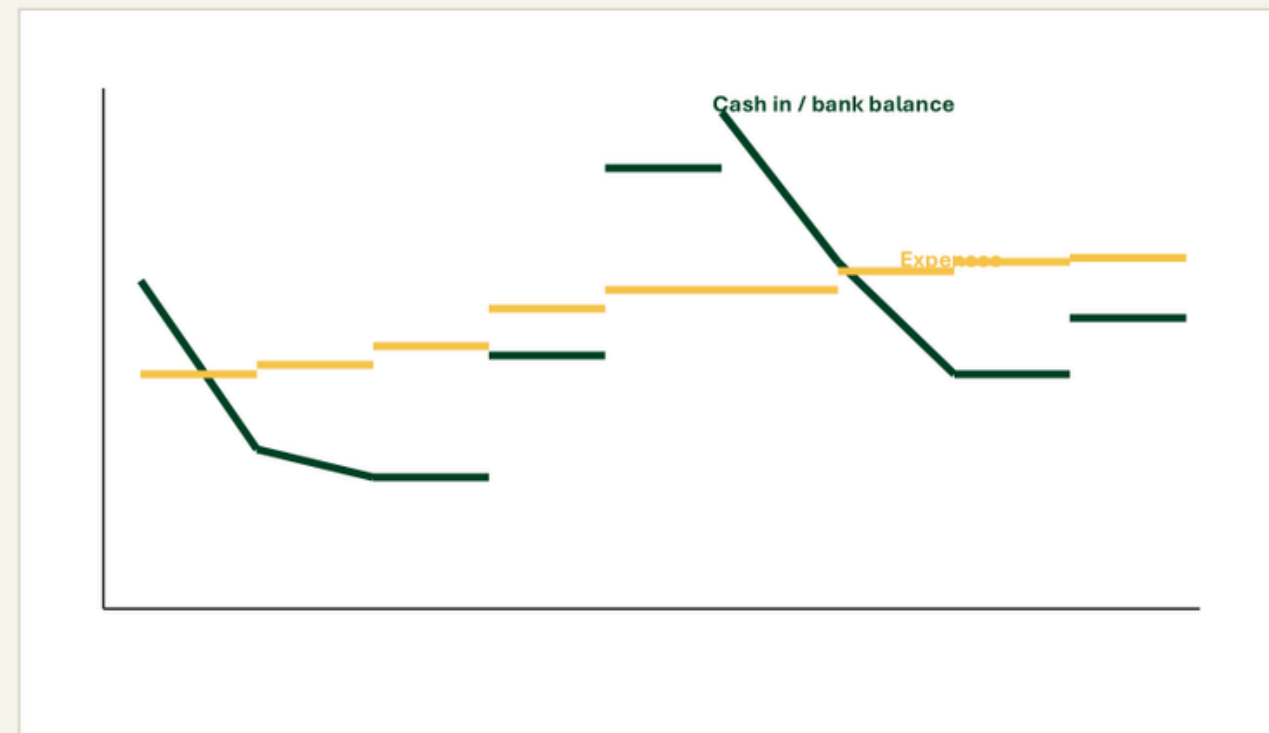
Louw Kruger - Albury Wodonga RUFC

Cash Flow: The Treasurer's Early-Warning System

Profit does not pay the bills. Cash does.

Profit $\neq$ Cash

A club can look profitable on paper and still be under cash pressure if income arrives late or costs are front-loaded.



Monitor cash monthly — especially before major events, travel, uniforms and season-end commitments.

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Financial Governance for Rugby Clubs

Governance protects the club, the committee and the volunteers.



✓ Committee-approved annual budget

✓ Clear payment approval limits

✓ Two-authority payment process

✓ Monthly bank reconciliations

✓ Documented purchasing process

✓ Grant and sponsorship reporting discipline

✓ Annual review or audit where required

Financial Management & Budgets

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A Simple Governance Framework

Five pillars every community rugby club can apply.



Good governance is repeatable. It should not depend on one person remembering everything.

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Monthly Financial Reporting Pack

A simple pack gives the committee the right information without overloading them.

Cash at bank

\$42.5k

Current liquidity position

Budget vs actual

92%

Track income and spending

Debtors

\$3.1k

Money owed to the club

Creditors

\$5.8k

Upcoming payments

Forecast

8 weeks

Forward cash visibility

Risks

3 items

Decisions required

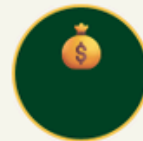
Recommended monthly pack: P&L, balance sheet, budget vs actual, cash flow forecast and key risks.

Financial Management & Budgets

Louw Kruger - Albury Wodonga RUFC

Practical Lessons from the Steamers

The biggest improvement is clarity: the committee can see the club's financial position.



Cash position

Know where the club stands before committing funds.



Budget discipline

Identify overspend early and adjust before it becomes a problem.



Committee confidence

Members and sponsors trust clear, consistent reporting.



Volunteer continuity

Good systems make future handovers easier.

A Treasurer's role is not just recording history — it is helping the club make better decisions.

Financial Management & Budgets

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Key Takeaways

Good systems save volunteer time.

Budgets drive better decisions.

Cash flow gives early warning.

Governance protects volunteers and clubs.

Technology should make volunteering easier.

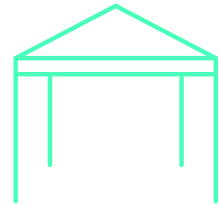
Questions

Thank you

Income Streams



Grants



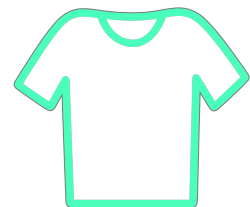
Events



Membership



Sponsorship



Sales



Donations

Donations

Aaron Averay - Australian Sports Foundation



Donations

Aaron Averay - Australian Sports Foundation

**ABOUT
THE ASF**

-  AUSTRALIA'S LEADING SPORTS FUNDRAISER
-  40 YEARS SUPPORTING AUSSIE SPORT
-  ~\$1 BILLION DISTRIBUTED TO SPORT
-  FREE TO SIGN UP AND PARTNER WITH ASF
-  TAX DEDUCTIBLE, COMPLIANCE & GOVERNANCE

Donations

Aaron Averay - Australian Sports Foundation



FUNDRAISING WITH THE ASF

Minimal Effort, Maximum Impact

Who Can Fundraise?

- Athletes, coaches, officials
- Community sporting clubs
- Sporting organisations
- Universities, Schools, community groups
- Government and councils
- NSO & SSO's

What Can You Fundraise For?

- Sporting equipment
- Facilities & ground upgrades
- Coaching & training costs
- Travel costs
- Participation or development programs
- Athlete welfare, support & more



Donations

Aaron Averay - Australian Sports Foundation

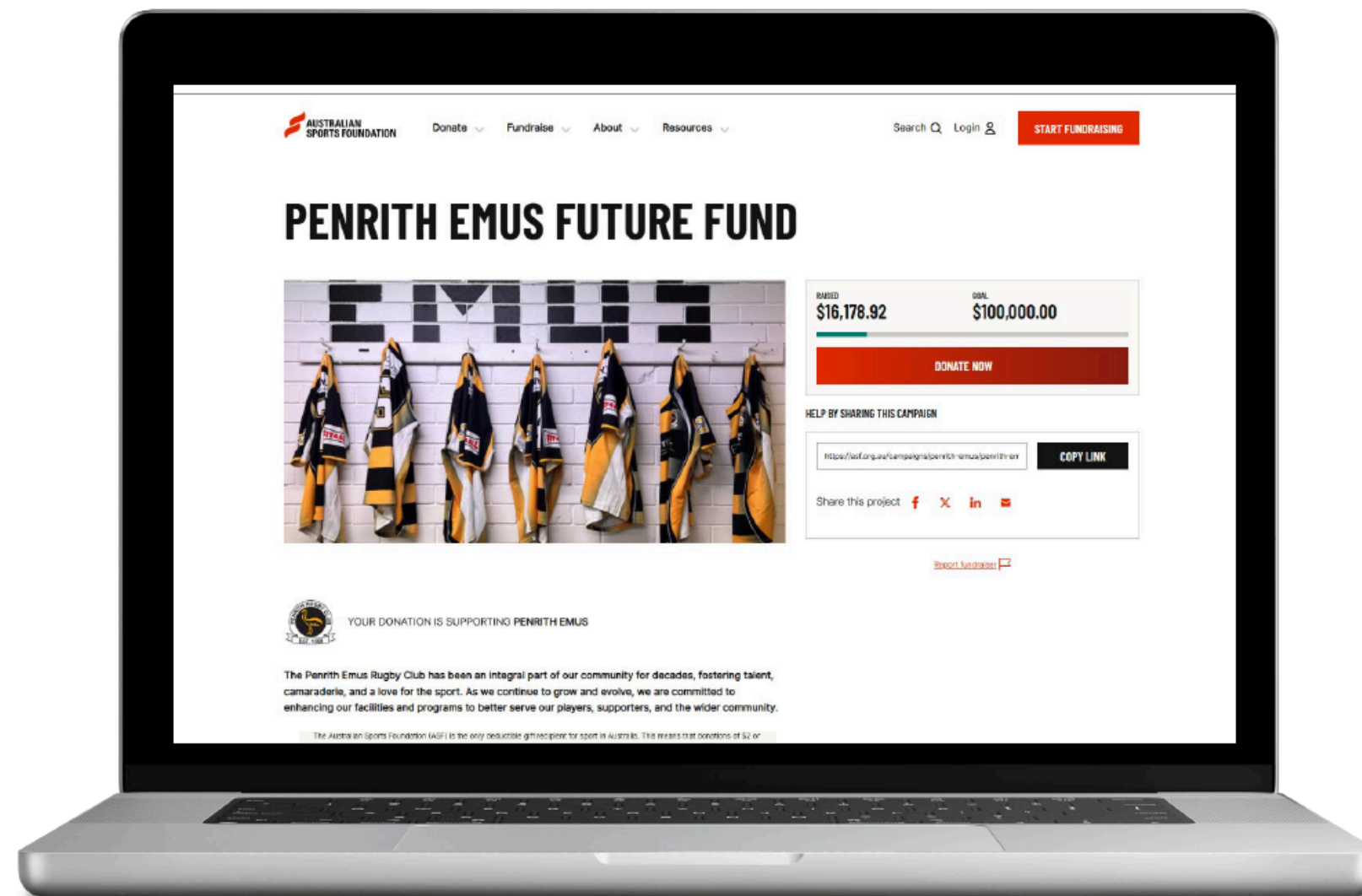
FUNDRAISING PLATFORM

Australia's only sport-specific and tax-deductible fundraising platform.

The ASF provides an online fundraising platform that provides a personalised fundraising page with an online donation form.

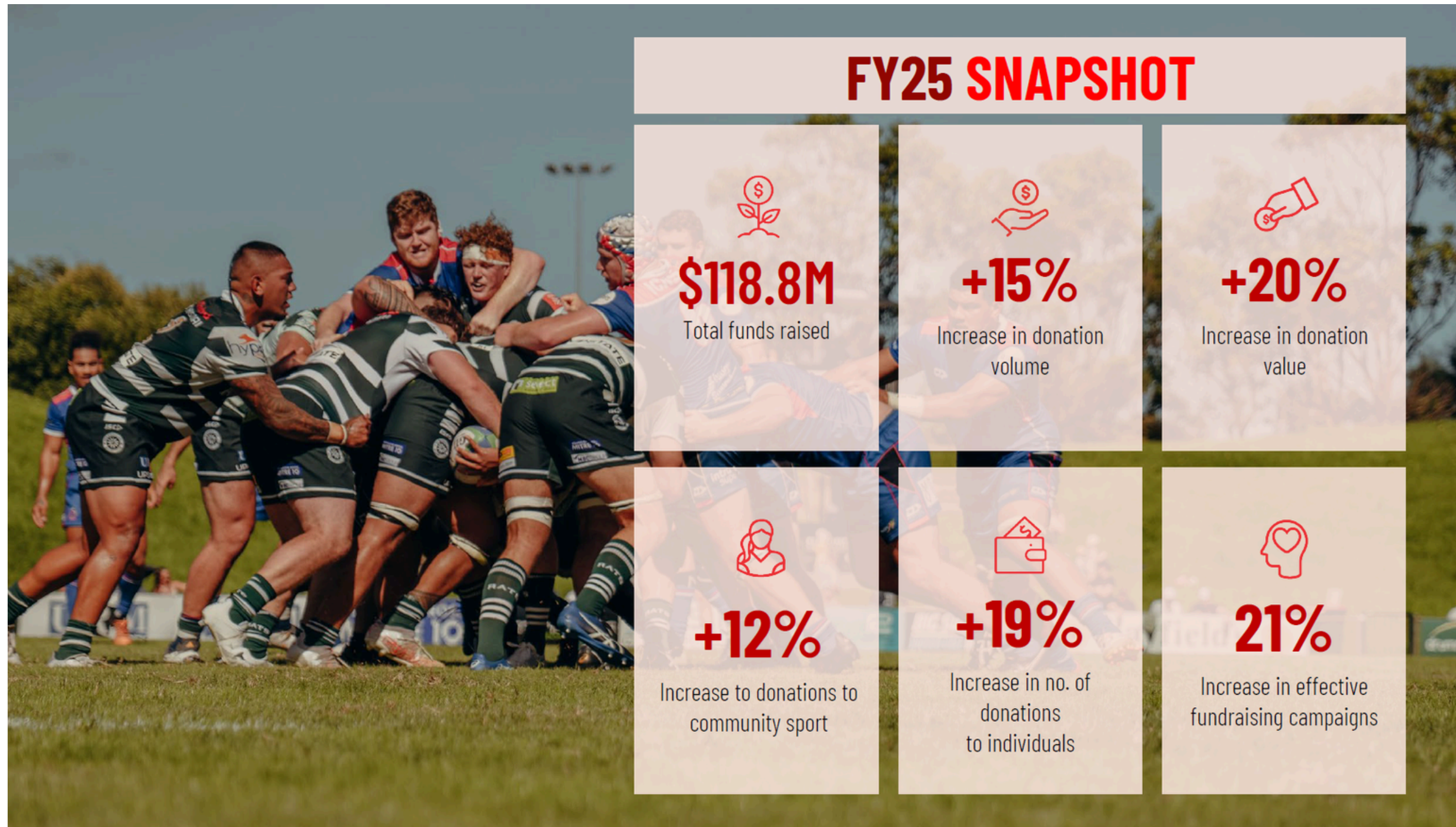
Donations raised are distributed to your club twice monthly.

The fundraising portal allows you to track live donation information and gives you access to tools, tips and templates to make your fundraising journey easier.



Donations

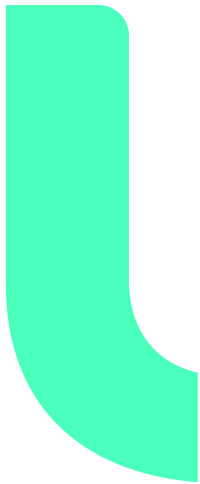
Aaron Averay - Australian Sports Foundation



Donations

Aaron Averay - Australian Sports Foundation





Donations

Aaron Averay - Australian Sports Foundation

RUGBY UNION GIVING

DONOR GROUP

\$60K+

ANNUALLY



FOW FOUNDATION

Support the club in the promotion and development of rugby talent in the Northern Beaches.

FUTURE FUND

\$21k+

RAISED



PENRITH EMUS

Committed to enhancing facilities and programs to better serve players, supporters, and the wider community.

TRAVEL & EQUIPMENT

\$19K+

Raised FY22-24



BURRANEER WOMENS RUGBY CLUB

Subsidise the cost of travel, equipment and team costs to run rugby clinics to help develop the game.

Title of document



Donations

Aaron Averay - Australian Sports Foundation



EASTS TIGERS RUGBY UNION

INFRASTRUCTURE AND FACILITIES

\$700K+

The Clubhouse is the heart of Easts Rugby, where the community of players, families, and supporters come together.

The facility upgrades including new unisex changerooms, new female and male toilets, new medical room and changeroom for referees, as well as a facility for players with intellectual and physical disabilities.

The new facilities will benefit all current and future members as well as the wider community.

Fundraising activity included:

- High net worth donor group
- Fundraising events
- Match day fundraising
- Social media campaign

Donations

Aaron Averay - Australian Sports Foundation

**FUNDRAISING
101**



Donations

Aaron Averay - Australian Sports Foundation

THE FUNDAMENTALS

At the heart of fundraising are three core principals

THE WHY

Why are we asking for donations?
What problem are we trying to solve?
How will donations help us as a club?

THE HOW

What are we going to do to raise the funds required?
What channels are we going to use to communicate with our donors?

THE THANK

How will we report impact?
How will we thank our donors?
How will bring donors on their journey of impact?

THE ENABLERS

Club Network - Marketing Channels - Resources - Committee Support



Donations

Aaron Averay - Australian Sports Foundation

**GET IN
TOUCH**

Contact our Support Team
info@asf.org.au



SIGN UP NOW



Sponsorship

Brendan Edwards - Maroochydore RUC

2026 SPONSORSHIP PROPOSAL

"The club by the sea"



ABOUT OUR CLUB

Maroochydore Rugby Club is a proud, community-focused club based on the Sunshine Coast, with a rich history of developing grassroots and DIAMOND rugby talent. With teams spanning juniors to seniors, and strong local support, we're more than just a rugby club - we're a hub for connection, growth, and sporting excellence. By sponsoring Maroochydore Rugby Club, your brand will be aligned with a respected local institution and gain exposure to a passionate and engaged audience across regular matches, events, and digital channels. Join us in shaping the future of sport and community on the Sunshine Coast.



01

Support local, build community, and grow your brand with Maroochydore Rugby Club

Sponsorship

Brendan Edwards - Maroochydore RUC



02

OUR CLUB'S STORY

THE FOUNDING

Maroochydore Rugby Union Club was formed in 1974 when an advertisement was placed by Bev Hall calling for persons interested in the establishment of a rugby club to attend a meeting at the Maroochydore Hotel. Our first patron was then Shire Chairman Mr Eddie De Vere O.B.E. and former Queensland prop Ian Kennedy, our first President.

WHERE ARE WE LOCATED

As 'The Rugby Club by the Sea' we are located in the prime position of Cotton Tree, Maroochydore. With the beach at the end of the street, and city centre just down the road we truly are in a prime position. So come down and say hello at Fifth Ave, Maroochydore





03

OUR COMMITTEE

Driven by Passion, Powered by Volunteers

At the heart of Maroochydore Rugby Club is a dedicated team of volunteers who serve on our committee — passionate individuals who generously give their time, energy, and expertise to ensure the smooth running and continued growth of our club. From managing operations and coordinating events to supporting players and families, our committee plays a vital role in fostering a welcoming and professional environment for all involved. Their commitment reflects the strong community spirit that defines Maroochy Rugby and makes it a club worth supporting.

President	Troy Derwin	Vice President	Chris Neutze
Treasurer	Brendan Edwards	Secretary	Nate Baker
Junior President	Miles Turvey	Committee Member	Nathan Baughan
Committee Member	Melissa West	Committee Member	Lachlan Moffatt
Committee Member	Nelson Robinson	Committee Member	Tom Page
Committee Member	Emma Holahan	Committee Member	Mike Hammond
Committee Member	Isaac Holahan	Committee Member	Andrew Block
Committee Member	Mike Sinclair		

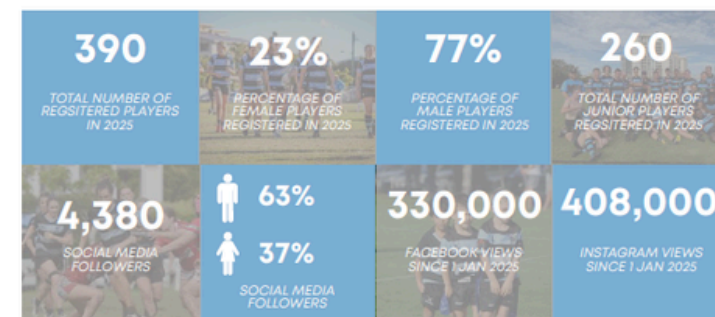
Sponsorship Brendan Edwards - Maroochydore RUC



04

ABOUT OUR CLUB

- As one of the Sunshine Coast's leading rugby clubs, Maroochydore Rugby Club is proud to support a growing and diverse rugby community. With strong participation across all age groups, an active social media presence, and a loyal supporter base, our club offers sponsors valuable reach and real connection with local families, athletes, and fans.



05

OUR OFFER TO YOU

GOLD PARTNER - ONLY 4 AVAILABLE

Support the club and be part of our story.

Benefits:

- Advanced Group known as a Gold Partner
- Advanced Group logo to be featured on the sponsor page of our website
- Advanced Group logo to be featured on the sleeve of one senior playing jerseys team (depending on availability; A-Grade, Reserve Grade, Cricks Cup, Women's)
- Advanced Group logo to be featured on the back in the general position of the club training shirt for all junior and senior players (in the company of other sponsors)
- Advanced Group to receive 1 x social media posts during the season
- Advanced Group to receive 1 x large (2.4m x 1.2m) field perimeter sign space allocation - sign to be supplied by Advanced Group
- Advanced Group to receive 4 x tickets to the Swans Long Lunch event.
- Advanced Group to receive 2 x tickets to the Swans Sponsors Day.
- Advanced Group to be listed as Gold Partner on the Sponsor Board inside the clubhouse
- Merchandise Pack - merchandise will vary each year

Your 3 year Investment (includes first right of renewal)

2026 - \$7,500 +GST

2027 - \$8,000 +GST

2028 - \$8,500 +GST

*Payment plan available on request

Sponsorship Brendan Edwards - Maroochydore RUC



OUR OFFER TO YOU

BRONZE PARTNER

Perfect for local businesses wanting to be part of the Swans family.

Benefits:

- Advanced Group known as a Bronze Partner
- Advanced Group logo to be featured on the sponsor page of our website
- Advanced Group to receive 1 x social media posts during the season and 1 x social media post in the off-season.
- Advanced Group logo to be featured on the back in the general position of the club training shirt for all junior and senior players (in the company of other sponsors)
- Advanced Group to receive 1 x small (1.2m x 1.2m) fence sign space, allocation - sign to be supplied by Advanced Group
- Advanced Group to receive 2 x tickets to the Swans Sponsors Day.
- Advanced Group to be listed as Bronze Partner on the Sponsor Board inside the clubhouse

Your 3 year Investment
2026 - \$2,500 +GST
2027 - \$2,600 +GST
2028 - \$2,700 +GST



OPTIONAL EXTRAS

Enhance your partnership with tailored opportunities that align with your brand and the Swans community. These optional packages offer additional visibility, engagement, and recognition beyond your chosen sponsorship level, allowing you to support specific teams, events, or initiatives throughout the season.

- GAME DAY Sponsor
- EVENT Sponsor - Golf Day, Ladies Day, Indigenous Round, Mental Health Round, Long Lunch, Senior Presentation, Junior Presentation
- Women's Rugby Sponsor
- Match Day Ball Sponsor
- Junior team partner

Contact us to discuss further

Sponsorship

Brendan Edwards - Maroochydore RUC



12

THANK YOU

Thank you for considering a partnership with Maroochydore Rugby Club. Your support helps us continue to grow the game, support our players, and strengthen the community we're so proud to be part of. Together, we can build something special — both on and off the field. We look forward to the opportunity to work with you.



0424 199975



president@maroochyrugby.co
m.au



maroochyrugby.com.au





THANK YOU

Visit <https://clubhub.rugby/> to access all e-learning and club management templates

Contact the RugbyAU Club Development team at
clubdevelopment@rugby.com.au

Contact Leroy O'Sullivan - Gungahlin Eagles RUC at
generalmanager@gungahlineagles.com.au

Contact Aaron Averay - Australian Sports Foundation at
aaron.averay@asf.org.au

Contact Louw Kruger - Albury Wodonga RUFC at
steamersjuniors@gmail.com

Contact Brendan Edwards - Maroochydhore RUC at
president@maroochyrugby.com.au