



ST KILDA SAINTS FOOTBALL CLUB LTD
ANNUAL FINANCIAL REPORT



FOR THE YEAR ENDED 31 OCTOBER 2020

CONSOLIDATED ENTITY **ABN 86 005 174 836**







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PRESIDENT'S REPORT

Dear Members of the St Kilda Football Club,

It is with tremendous pride that I begin this year's annual report by thanking you on behalf of our Board of Directors, our players, coaches and staff.

We often talk about members being the lifeblood of the Saints, but never was this clearer than in 2020.

It is still difficult to fathom the enormity of the challenge we faced as a society and the flow-on impact that hit the football industry, and of course the St Kilda Football Club.

COVID-19 presented incredible financial obstacles that at first seemed almost insurmountable.

After an off-season in which we built considerable momentum through the appointment of Brett Ratten, the recruitment of five highly talented players and a surge in memberships, we were suddenly fighting for our very existence.

While it took every section of our club to play their part to ensure we avoided significant increases in debt and returned to finals football, it was our members that stood up to be counted first.

As our players got to work in pairs during football's shutdown, our members rallied.

Thousands pledged their commitment, a significant number purchased memberships for those who could no longer afford it, while others donated additional funds to ensure the club survived one of the biggest challenges of its 147-year history.

It was simply extraordinary that the club reached a record membership of 48,775 in a year that most were unable to attend a single game.

I must also acknowledge our commercial partners, led by Pepper Money, Deliveroo and Dare Iced Coffee for their remarkable support, and our coteries and Foundation Members who continue to generously invest in our club and help us shape the future.

I am certain that this groundswell of support helped re-establish the momentum that led to our first finals appearance in nine years.

The first step

Since my appointment, I have seen a tremendous amount of change across the club, but none more so than in our football program under the strong leadership of Simon Lethlean.

I have said before that if you get the right group of people pursuing a shared purpose with passion and commitment, anything is possible.

As a club, we made a commitment to prioritise football. We will continue to do so until we achieve sustained on-field success, and within that, our second premiership.

Despite the immense challenges of this year, I believe we have made our first steps in this journey.

We improved our percentage by a remarkable 30% and moved from fifth-last to fifth on the ladder, with a very young and inexperienced side.

Our five experienced recruits all played crucial roles, while the growth in our young players exceeded all expectations.

Jack Steele's emergence as a genuine, high quality player was thrilling to see. I congratulate Jack on not only winning the 2020 Trevor Barker Award, but for the way in which he approached his season and took another step forward in his leadership.

Led by Captain Jarryn Geary, the team made great strides in improving on-field leadership. The increased connection saw our side challenge and win against some of the best teams in the competition, including the minor and reigning premiers.

However, the clearest progress on show was our memorable first finals appearance and win in over nine years, led by the irrepressible Brett Ratten.

Brett's impact on the playing group is unquestionably profound. His passion and energy for the role has helped to lift standards across not only the playing group, but the wider club.

He is now only the second ever St Kilda coach, behind the late and great Allan Jeans, to win a final in his first year.

I am sure many will agree that Brett is the right person to take this team through to the ultimate success.

Like many of you, I watched on in pride as our players, coaches and staff stood arm-in-arm in the team song that followed our iconic win against Greater Western Sydney.

A rendition almost a decade in the making.

While the moment was special, this long-awaited win also set a clear reminder – we must not be satisfied with simply making finals.

It is now 54 years and counting since our first and only premiership. We must work to ensure our story is not a quick rise and fall, but a continued climb.

And the experience of playing finals should only further drive our hunger for success.

I witnessed first-hand in Noosa the dedication and passion in which our coaches, staff and players approached the season.

I feel that we now have a club full of people excited by the opportunity to get to the top and not be scared by the challenges along the way.

Despite the on-field progress, the impacts of this year will continue to be felt by the industry for years to come. These circumstances have led us to farewell many on and off the field.

Amongst them, Nathan Brown, who honourably cut his season short to return home to his family. Nathan, who played 13 seasons, three of which were at St Kilda, had a key leadership role during his time with the club. We thank him for his dedication and we look forward to paying tribute to Nathan and his family at the right time.

I would like to also thank and acknowledge departing players Shane Savage, Ed Phillips, Jonathon Marsh, Matty Parker, Doultan Langlands, Ryan Abbott, Jack Bell, Jack Mayo, Logan Austin and Nicholas Hind for their contributions to the club.

Members and supporters should feel confident that the people we have in place in our football program can lead us to success.

Chief Operating Officer Simon Lethlean and Head of Football Program David Rath continue to build the program from strength to strength,



PRESIDENT'S REPORT CONTINUED

leading massive improvements in our performance. Alongside Brett, they have given us a glimpse of an exciting brand of football we can proudly call our own.

The prize in front of us is enormous.

To be part of the ultimate success will be a life highlight for all involved. Most importantly, it will provide the rich reward that our people and members so deeply deserve.

Capitalising on success

I believe that we have come a long way in building the right group of people, with the right level of passion and commitment across the organisation.

As our football performance improves, I am very confident in the capability to capitalise on this and ensure sustained success as a club.

Despite operational impacts, CEO Matt Finnis and the team gallantly led the club through the varied uncertainties.

Through the support of our members and relief provided through the Federal Government's JobKeeper payment scheme, the club has achieved an operating profit before facility funding, depreciation, amortisation and interest of \$1,246,930 (2019: \$383,208). The statutory result however was a net loss of \$963,106 (2019: \$2,462,880 net profit).

The inevitable cancellation of the AFL's annual China game and the introduction of regulations preventing crowds from attending matches initially portrayed a dire financial result, and in that context, we were pleased to record a meaningful operating profit and to have emerged from 2020 with a strong foundation for the future.

A key factor in achieving our operating profit was the significant increase in total membership and merchandise sales, further strengthened by the support of club partners and donors.

This unwavering allegiance assisted the club to avoid a dramatic increase in debt and strengthened our ambition of becoming a self-sustained club in future years.

With the unprecedented challenges facing our industry due to the COVID-19 pandemic, the AFL, in supporting the liquidity of the industry, has provided additional financial support to the Club.

Our overall debt grew by \$1,686,729 during this period due to the deferral of the club's first membership instalment for the 2021 season, pushing the normal payment plan from October into November. If not for this, our debt would have remained stable.

If we are to continue to grow as a competitive force, we must find new ways of generating revenue that can be re-invested into our football program.

We are committed to strengthening our position as a club, demonstrated by our renewed focus on football performance, community and mental health through the recently announced Danny Frawley Centre for Health and Wellbeing.

History in the making

Whilst it seems a long time ago now, one of the fondest memories of 2020 will be the historic fielding of St Kilda's first women's team.

It was incredibly exciting to see our women's team take shape under Peta Searle. Through her leadership, we witnessed the potential of

these young footballers who inspired us with their determination.

I watched on in delight as RSEA Park filled with new and old Saints for the opening game of the season and rejoiced just as loudly when Molly McDonald kicked our first ever AFLW goal.

St Kilda's entry into AFLW gave our members a whole new legion of heroes to celebrate.

From their first-ever win against Melbourne in front of a home crowd, to the way they inspired us by challenging the more experienced sides, there is much to love about these young Saints.

With the curtain drawn prematurely, it was a disappointing end to what can only be judged as a hugely promising opening campaign for our AFLW team.

Well done to Caitlin Greiser and Georgia Patrikios on being named in the 2020 AFLW All Australian squad and 22-Under-22 side, and congratulations to all four Best and Fairest recipients; Liv Vesely, Georgia Patrikios, Caitlin Greiser and Rosie Dillon.

It is important to acknowledge the tireless work of Peta Searle, Jamie Cox and their team. I have no doubt that through their leadership, we have established a culture of empowerment and support that will hold us in good stead for years to come.

With the 2021 season now approaching, we can revisit our vision of inspiring young girls everywhere who dream of wearing our famous colours.

A lasting legacy

We are humbled to have the opportunity to honour Danny Frawley's legacy in a way that is befitting of his contribution to the club.

Danny was so courageous and open about his own mental health struggles and the importance of speaking up.

In November, we unveiled plans for the Danny Frawley Centre for Health and Wellbeing to be built out of RSEA Park.

Through this facility, we can make a genuine difference to people suffering from mental health issues, including those who wore the same crest as Danny.

The centre will span two separate world-class facilities and add to the existing, and soon to be built, physical health and community focused components of RSEA Park.

Through our reach and role models, we will partner with providers in order to deliver evidence-backed education programs to schools, football clubs, and many other community groups in Melbourne's south and beyond.

I want to thank the Federal and State Governments, in particular Federal Treasurer Josh Frydenberg and The Hon. Martin Pakula who have made this vision possible. I'd also like to acknowledge two wonderful St Kilda families in Gerry and Val Ryan, and Paul and Georgia Solomon who have also generously contributed to helping us turn this dream into a reality.

Since the beginning of the process, we have been guided by experts and with the support of Anita Frawley and her daughters Chelsea, Danielle and Keeley, we are intent on creating a centre that serves as a place where the community can come together and seek expert support that is true to Danny's enormous legacy.



PRESIDENT'S REPORT CONTINUED

The Danny Frawley Centre for Health and Wellbeing is set to be completed by the end of 2021. I look forward to welcoming our community to what will be a world-class facility.

Unwavering commitment

I want to finish by thanking CEO Matt Finnis, the executive team, our coaches, players and staff for their resilience, selflessness, discipline and high standards which drove our improvement this year.

It was devastating to see so many hardworking people stood down for the majority of the year and we don't discount the impact this had on them and their families.

As is well documented now, the football industry has been forced to reduce costs dramatically, which has resulted in a number of hardworking and talented staff being made redundant.

We have, and will continue to, support these individuals and help them continue their careers beyond the Saints.

I was lucky enough to join the club's high performance hub in south-east Queensland late in the season and was so proud of the way in which our staff conducted themselves.

We can't underestimate the personal sacrifice so many coaches, staff and players made living away from home for more than three months.

Not only did these staff put the club first, but they remained incredibly professional and resilient in the way in which they dealt with the strict rules enforced by the league and the Queensland Government.

The fact we were one of only a handful of clubs to not incur a sanction for a COVID breach is testament to their commitment.

Importantly, this time together has strengthened bonds across our playing group and football program that will be invaluable going forward.

In closing, I would like to express my gratitude to my fellow directors and committee members, who have been tireless in their support of the club throughout 2020 and have generously volunteered their expertise to ensure our club is managed according to high standards of integrity and governance.

Once again, thank you to our members. I look forward to seeing you return to RSEA Park and Marvel Stadium in 2021 while the club continues to take steps towards our ultimate goal of winning a second premiership.

Andrew Bassat
President





CHIEF EXECUTIVE OFFICERS REPORT

It is impossible to know the depths of the challenges you and your loved ones have faced this year.

What I am more certain of is – if you are reading this report – that football most likely provided a sense of normality and an opportunity to escape the daily pressures that came with COVID-19.

It will always be an emotional connection that binds us to the Saints and our great game, and 2020 provided no shortage of emotion.

It started with hope, as Brett Ratten and a host of new recruits helped us build momentum through the pre-season.

The profound pride we felt as RSEA Park filled for our inaugural AFLW season, and the joy as Peta Searle's team sung our iconic song for the first time in front of a crowd full of new and old fans.

The disappointment of our Round 1 loss was quickly overshadowed by complete shock as football came to a grinding halt in the moments that followed.

There were the soaring highs after victories over the likes of Port Adelaide and Richmond; crippling nerves as we headed into Round 18 still needing a win to secure a finals berth, and the pure joy that came with defeating the Western Bulldogs at the Gabba in a memorable elimination final.

While these were instances where the emotion was clearly visible, there were many others that remained unseen.

Behind the scenes of our promising on-field performance, the club was forced to make difficult decisions that impacted each and every one of our people.

But for every difficult moment, there was another to inspire.

Calls and emails from members who contacted the club to pledge their commitment, the brotherhood developed by our playing group, and the passion of our skeleton staff, especially those who spent so long away from loved ones, are just the tip of the iceberg.

Never have I been prouder to be a part of the St Kilda Football Club.

Strength through loyalty

As Andrew highlighted in his President's Report, our financial performance this year, and indeed the momentum we created on the field, is largely due to our loyal members.

Through our membership pledge campaign, we saw an additional \$301,036 of fundraising compared to the previous year, with over \$160,000 raised within the first 72 hours.

These figures should not be undervalued. In a year in which people were both financially and emotionally challenged, the generosity of our supporters grew.

This is a testament to the passion and loyalty of St Kilda people.

You cheered louder than ever before, wrote letters, sent in videos and made signs. From living rooms in locked down Melbourne, to the streets of Noosa and beyond, the support and love we felt will be remembered for years.

Yet our members were not alone in their rallying.

To our generous sponsors, coterie and supporter groups including our Foundation members, Halos, Angels, Coach's Club, True Believers, Fortius Quarterly and our Bequest Society, we are grateful for your continued support in what has been such a challenging year for so many.

The Saints family

The ripple effects of COVID-19 continue to be seen across the AFL industry.

We were faced early in the piece with the challenge of protecting our club from the immediate financial pressures of the pandemic.

As the season came to a dramatic halt, our staff felt the immediate impacts.

Standing down 70 per cent of our staff with no promise of a return to work weighed heavily on all leaders of the club. The impacts on our people and their loved ones have been significant, but in spite of this, they stood up in the face of adversity and found new and innovative ways of connecting with one another and importantly, our members.

I want to take this opportunity to thank our staff for their commitment in what has been such an arduous year professionally and personally.

And whilst we welcomed back the majority of our people in November, there were many talented staff across all aspects of the club who have not returned.

On behalf of the entire club, I pay tribute to our departing staff – from long serving Property Steward and life member Peter "Champ" Maddern to those new employees who were only just commencing their careers. Coming to work at St Kilda is never just another job. It carries with it a sense of purpose which is hard to describe and difficult to replace. These folks who have helped shape the club we see today will remain part of the Saints family and will always be welcome back at RSEA Park

Turning potential into performance

As is outlined in our club's strategy, winning our second premiership is the absolute focus.

To echo Andrew's sentiment, it is imperative that we commit ourselves to achieving sustained success both on and off the field. To do so, we must keep challenging the best in the competition and that means playing finals year-on-year.

This year's on-field performance should fill our members with confidence and excitement for what lays ahead for Brett Ratten and our playing group.

Fans and critics delighted in the exciting signs displayed by our young team on the rise. It is this recognisable brand of football that will help to secure and grow our footprint within the competition.

Our successful expansion into AFLW in 2020 may have been cut short, but the team's impact on the wider club has already enriched our culture.



CHIEF EXECUTIVE OFFICERS REPORT CONTINUED

It feels like a lifetime ago that we opened our doors to RSEA Park for our first-ever AFLW game. I think back on this day with pride and joy, of seeing old faces mixed in with new legions of fans who gathered to watch history take place.

I commend Peta Searle, Jamie Cox and the entire playing group for the way in which they have approached their first season. Despite the premature conclusion, the on-field performance of our women's side exceeded all expectations. Off-field, their openness to share their stories will help to inspire the next generation of footballers.

It is without a doubt that our entrance into women's football has only further strengthened our commercial position, with the likes of Deliveroo, AVJennings and Dare Iced Coffee all extending their partnerships into AFLW in 2020.

Australian Paper (via their Reflex brand), who has been a long-time supporter of women's football at St Kilda, will continue their support into 2021.

One of the club's major objectives has been to grow our commercial revenue through increasing our stable of partners and exploring non-football revenue opportunities.

Despite the disruption of COVID-19 across all industries, we have been reassured by the level of commitment demonstrated by our partners.

This year, we welcomed on board Deliveroo, CMC Markets and McDonald's. With reduced games and no crowds, their introduction to AFL and AFLW was far from normal. Despite this, they worked alongside us to enhance the experiences of the game for fans through other means.

RSEA Safety continues as a valuable naming rights partner at Moorabbin, and I know that Brandon Chizik and his team are as eager as all of us to welcome our members back to the heartland in 2021.

We were excited to partner with Holmesglen to deliver a unique tertiary education course for the first time this year. Like many other training providers, educators and students shifted their learning online. We were pleased to see so many remain within the program despite the physical limitations. Excitingly, we are now seeing this first group of graduates enter the industry, including within our own football department.

Pepper Money, who in their fifth year of partnership with the club have not only stood strong, but have also recommitted as a Co-Principal partner with a renewed focus on our community programs in 2021.

Importantly, this partnership will see the club host a 'Community Round' where we can further acknowledge the impact of our inspiring community partners.

The club has also partnered with global sportswear brand New Balance to deliver our on-field apparel and membership merchandise as our apparel partner in 2021.

We have also recently welcomed AIA Australia as our official life, health and wellbeing partner. This partnership will enable us to deliver valuable health and wellbeing resources to our members through our new membership product, Saints Pass.

The wellbeing of our members and community has never been more vital and the club is committed to making this a priority.

Following Danny Frawley's tragic passing just over a year ago, the club has committed to continuing his mission to dismantle the stigma around mental illness.

As detailed by Andrew in his report, we were honoured to recently announce the Danny Frawley Centre for Health and Wellbeing. The \$16m funding investment from the Federal and State Governments will allow us to build and deliver a host of facilities, services and programs which will support the physical and mental health of St Kilda people and the community alike.

The centre will build upon and extend our existing RSEA Park Stage 2 development plans and incorporate a 25m lap pool, hydrotherapy pool and rehabilitation gym, as well as a multi-purpose movement space capable of delivering wellbeing programs to schools and community groups of up to 250 participants.

Dedicated mental health facilities will include consulting suites for service providers, shared work areas for program development and research, a community education room for prevention and training programs, as well as casual meeting spaces for facility users.

In returning to Moorabbin we were intent on building a state-of-the-art facility that helps deliver on-field success, harnesses the spirit of St Kilda and connects our club deeply within our community.

This project promises to deliver on these goals and so much more.

I want to thank everyone who has made the RSEA Park relocation and ongoing redevelopment possible, in particular the Federal and State Governments, the Kingston City Council, our wonderful donor families and the many others who have contributed.

Preliminary site construction of the centre has already begun, and we can't wait to see this facility come to life and make a difference across the community.

2020 Financials

The St Kilda Football Club in 2020 posted an operating profit before facility funding revenue, depreciation, amortisation and interest of \$1,246,930 (2019: \$323,975 loss) and an overall statutory net loss of \$963,106 (2019: \$2,462,880 profit).

The statutory net loss includes Moorabbin Reserve grant-funding of \$591,000 (2019: \$4,997,789), depreciation and amortisation expenses of \$2,536,679 (2019: \$1,918,719).

The achievement of the operating profit is a significant milestone given the challenges faced during the year. Underpinning this profit was the Federal Government JobKeeper payments, coupled with support from the club's members who rallied in record numbers.

Other notable elements of the 2020 financial result include:

- **Sponsorship and events:** St Kilda's entry into the AFLW competition contributed to a profit uplift of \$722,257 before COVID-19 impacted the season. However, given the reduced season and lack of events, sponsorship, corporate and events, total profit contributions were down \$953,943 compared to last season.

CHIEF EXECUTIVE OFFICER'S REPORT CONTINUED

- **Consumer business:** Profit from the consumer business (membership, merchandise and fundraising) grew by \$1,214,856 due to the support and pledges from members, reflected by the record membership tally of 48,775 including 98% member retention from revenue generated before COVID-19 and 3% revenue growth on the 2019 season.
- **Match attendance:** Due to no attendances at Marvel Stadium, match return profits were down \$1,688,007 to \$104,464 (2019: \$1,792,471).
- **Social Club:** The Moorabbin Social Venue operated for 143 days during the period as a result of the forced closure of the venue on 22 March 2020 due to Victorian Government restrictions. For the period, the venue made a loss of \$409,845, a decrease of \$1,028,531 from the prior year.
- **AFL funding:** The AFL Distribution reduced by \$4,477,611. Signage revenue included in the Marvel Stadium tenancy agreement decreased by \$565,000 to \$710,000 with the balance of \$3,912,611 coming off the club's equal and variable distributions.
- **Football expenditure:** With the restructure of the AFL Men's Soft Cap and Total Player Payments, total football expenditure including AFLW reduced by \$4,383,416
- **Balance sheet:** The net assets of the club decreased to \$16,257,585 from \$17,220,196. Whilst our current net asset deficiency reduced from \$10,452,263 to \$10,206,763, post balance date our AFL loan extended by a further 12 months. If this extension occurred before 31 October 2020 our net current asset deficiency would have reduced to \$7,349,193. The club deferred the first instalment of its 2021 membership subscriptions by one month, as such \$2.3m of cash normally generated in October was now received in the 2021 financial year. This timing difference was the principal basis for debt increasing to \$13,827,195 in 2020 (2019: \$12,140,466) despite the operating profit.

• **Reconciliation of profit:**

Statutory net loss:	\$963,106
Add depreciation/ amortisation	\$2,536,679
Add finance costs	\$264,357
Less redevelopment funds	\$591,000
Operating profit	\$1,246,930

Thank-you

Finally, I must commend the AFL Commission, CEO Gillon McLachlan and his executive team for their innovation and adaptability during such an unprecedented year. Through their leadership and guidance, we were able to see the season through to completion and bring much-needed joy to football fans everywhere.

I would like to again thank all of the talented and hardworking St Kilda executive team, staff, players, coaches and volunteers at the Saints for their contributions this year.

2020 has challenged us more than we ever thought possible, yet what remained consistent was our people's passion and care for the club.

To our coteries, sponsors, supporter groups and community partners, thank you for the part that you all played to not only ensure the club's survival, but its future prosperity.

I also want to thank the Board of Directors and their respective partners for their commitment and steadfast direction during a trying year.

I want to finish by thanking the 48,775 members who stuck by us and pledged their commitment. We now enter 2021 in a strong position, and this is only possible due to the unwavering allegiance of our supporters.

Together we rise.



Matt Finnis
Chief Executive Officer





2020 HONOURS AND AWARDS

Trevor Barker Award:	Jack Steele
Runner-up:	Dan Butler
Third-place:	Dougal Howard
Leading goalkicker:	Dan Butler (29 goals)
Best emerging player:	Nick Coffield
Robert Harvey Best Clubman:	Tim Membrey
Lenny Hayes Player Trademark Award:	Jack Steele
Milestones:	250- Paddy Ryder 200 - Jarryn Geary 150 - Bradley Hill 100 - Tim Membrey 100 - Zak Jones 50 - Dan Butler 50 - Rowan Marshall 50 - Dougal Howard
Debutants:	Max King (Round 1) Ryan Byrnes (Round 7) Jack Bytel (Round 11)
NAB Rising Star Nominations:	Max King (Round 12)
Past Players and Officials who have passed away in 2020:	James Read – 1966 Premiership Player, October 2020 aged 76 Garry Holmes – Past Player, September 2020 aged 82 Jeff Dunne – Past Player & Dual B&F winner, September 2020 aged 64 Adrian Young – Past Player, August 2020, aged 77 Geoffrey Kerr – Past Player, May 2020 aged 95 Brian Muir – Life Member, Past Player, Member of the 1966 Selection Committee & Coaching Panel, and PP&O Association President, May 2020 aged 83 Tom McNeil – Past Player, March 2020 aged 90 Bill Young – Past Player, March 2020 aged 88 Doug Cox – Past Player, November 2019 aged 62 Don Howell – Past Player, December 2019 aged 82 Bill Linger – Past Player, March 2020 aged 88 Bob Myers – Past Player, March 2020 aged 89 Jack Curtin – Past Player, October 2019 aged 95 Jonathon Summers – Official, April 2020 aged 19



DIRECTORS' REPORT

Your directors submit their report together with the financial statements of the consolidated entity, being St Kilda Saints Football Club Ltd and its Controlled Entities (the "Group") for the year ended 31 October 2020.

Directors

The names and details of the directors in office at any time during the year and up to the date of this report are:

Andrew Bassat	President
Qualifications	Bachelor of Science, Bachelor of Laws (Hons), Master of Business Administration
Experience	Andrew is the CEO of SEEK Limited and an Executive Director and co-founded the company in 1997. He has been involved in all stages of the development of the business since then. Andrew has driven since inception the strategy of the group and led the creation and development of the international and education businesses. Prior to co-founding SEEK, Andrew was a management consultant with Booz Allen & Hamilton and prior to that, he worked as a solicitor at Corrs Chamber Westgarth.
Other responsibilities	Chairman of Meetings, Member of the Integrity Committee and Remuneration Committee
Russell Caplan	Director
Qualifications	Bachelor of Laws, Fellow of the Institute of Company Directors and Fellow of the Australian Institute of Management
Experience	Russell Caplan graduated in Law from Melbourne University in 1968 and joined the Shell Oil Company in Melbourne. In a 42 year career with Shell, he worked in many parts of the business in England, Europe, the USA and Australia, retiring in 2010 as Chairman of Shell in Australia. He is Chairman of Horizon Roads Pty Ltd, a Director of Aurizon Ltd, a Trustee of the Australian Cancer Research Foundation and in 2020 retired as Chairman of the Melbourne and Olympic Parks Trust.
Other responsibilities	Chairman of the Remuneration Committee
Matt Finnis	Director and Chief Executive Officer
Qualifications	Bachelor of Arts (Psych), Bachelor of Laws (Hons), Advanced Management Program (INSEAD), Vincent Fairfax Fellowship
Experience	<p>Matt was appointed Chief Executive Officer of the St Kilda Football Club in April 2014 after previously holding the position of Chief Executive Officer at the AFL Players' Association from September 2009. During his time at the AFLPA Matt drove an agenda which resulted in the agreement to introduce free agency to the AFL to secure recognition for the significant part AFL footballers play in the phenomenal and growing success of the code. He also represented player interests in a range of issues, including commercial rights and individual grievances, and chaired the AFLPA Agent Accreditation Board.</p> <p>Before his roles in the AFL Matt worked as a commercial lawyer advising numerous sporting organisations, businesses, athletes and government. Matt also has extensive experience in supporting community causes and organisations having been chairman of Ladder – an AFL Players charitable initiative to tackle youth homelessness and a director of AFL SportsReady – the AFL industry's group training company. Matt was a director of Surfing Australia – the peak governing body for the sport of surfing between 2007 and 2016 and has been a director and company secretary of Surf Life Saving Victoria since 2002. Matt was also a founding director of HeartKids Australia, a charity supporting children born with congenital heart disease.</p>
Other responsibilities	Member of the Integrity Committee
Paul Kirk	Director
Qualifications	Bachelor of Economics and Member of Australian Institute of Company Directors and Member of Chartered Accountants Australia and New Zealand
Experience	A Corporate Advisor, Paul Kirk is a specialist in business strategy and business improvement. He is a Chartered Accountant and previously held the position of senior Partner of PwC, where he led the firm's global Restructuring Practice from Tokyo and New York for a number of years. He has been a Special Advisor to Lazard, a leading Corporate Advisory firm and is also the Managing Director of his own corporate restructuring consultancy, Collins Pitt Associates. Paul is also a Non-Executive Director of a number of other entities.
Other responsibilities	Chairman of the Audit, Risk and Compliance Committee and Member of the Remuneration Committee



DIRECTORS' REPORT (CONTINUED)

Danni Roche OAM Director

Qualifications Master of Business Administration

Experience A lifetime St Kilda supporter, Danni Roche is an Olympic Gold medallist and was a member of the Australian women's hockey team that secured gold at the 1996 Atlanta Olympics. In that same year Danni was also awarded an Order of Australia in recognition of her services to Sport.

With over ten years of experience working in the financial sector, Danni has held finance and commercial positions with Telstra and has also been a Director at UBS, a Partner at Evans and Partners and a Director of a privately owned fraud and risk management business.

Danni was a Director of Hockey Australia for seven years and is currently a Trustee of The State Sports Centre Trust of Victoria, a Commissioner of the Australian Sports Commission and Chairperson of the National Australia Day Council

Dean Anderson Director

Qualifications Bachelor of Economics and Post Graduate Diploma in Finance and Investment

Experience Worked in the Banking and Finance industry for 28 years most recently as a Client Directors at HSBC Bank Australia Limited and previously 15 years with National Australia Bank.

Represented Hawthorn and St Kilda Football Clubs in 150 games including two Premierships with Hawthorn in 1989 and 1991. Over 10 years coaching experience in the Victorian Amateur Football Association and a further 12 years coaching Junior Football.

Jack Rush Director

Qualifications Bachelor of Laws

Experience Upon graduating in Law from Monash University B.Juris, LLB, Jack has practised as a barrister in major litigation in all areas of law in jurisdictions throughout the country. He is a Queen's Counsel, a former Chairman of the Victorian Bar Council and from 2013 to 2015 served as a Supreme Court Judge returning to the Bar on 1 February 2016. He was senior counsel assisting the Royal Commission into the Black Saturday fires of February 2009 and in 2012 was commissioned by the State Government to inquire into the operation and effectiveness of the senior command of Victoria Police and make recommendations for restructure. Jack has served in the Royal Australian Navy Reserve for in excess of 30 years and holds the rank of Commodore. He is currently Deputy Judge Advocate General – Navy Prior to joining the St Kilda Football Club Board, Jack was Chair of the AFL Grievance Tribunal and provided legal advice to the AFL on a range of football matters. Jack also has a long association with the Victorian Amateur Football Association having served on the executive of the Association and is a former president of the Old Xaverian Football Club. Jack is a lifelong supporter of the Saints.

Other responsibilities Member of the Integrity Committee

Adam Hilton Director

Appointed 22 July 2019

Qualifications Bachelor of Business Marketing

Experience Adam Hilton is the CEO and Partner of Stratosphere Advertising agency. Stratosphere is one of Australia's largest independent full service agencies, representing brands such as Chemist Warehouse, The Good Guys, RSEA Safety, among others.

Previously, Adam was Managing Director and Founder of full service advertising agency Noisy Beast. After significant domestic and international growth, Noisy Beast was ranked in the top 10 fastest growing companies in Australia (AFR) in 2015/16. The company was acquired by Swisse Wellness in 2017.

Prior to that Adam spent more than a decade at Network Ten in charge of the Network's Sport / AFL revenue requirements before transitioning into the role of National Commercial Director.

Adam is a passionate Saints person, having spent most of his weekends at Moorabbin (RSEA park) as a child. Adam went on to play reserves footy at Hawthorn before returning to the VAFA to captain Old Haileybury and represent the Big V.



DIRECTORS' REPORT (CONTINUED)

Jennifer Douglas Director

Appointed 25 July 2019

Experience Jennifer is an experienced non-executive director with over twenty-five years in the technology and media industries. After starting her career as a lawyer (at Allens and Mallesons), Jennifer went on to hold key executive leadership roles at Sensis and Telstra. Her roles at Telstra included P&L responsibility for its \$3 billion fixed voice business, establishment of Telstra's technology support business Platinum, responsibility for its internal consulting and change team and most recently as Telstra's Executive Director of Customer Experience.

Jennifer is currently a Director of Hansen Technologies (ASX:HSN), GUD Holdings (ASX:GUD), Essential Energy, and Peter MacCallum Cancer Foundation, and a past Director of Telstra SNP Monitoring, Opticomm, Pacific Access Superannuation Fund, bayside charity Family Life and Kilvington Grammar.

Jennifer brings to the Board expertise in driving customer-centred thinking and growth and an understanding of technology supported by her background in legal and regulatory. She is a passionate Saints supporter.

Directors' Meetings

There were 7 meetings of the Board formally scheduled across the financial year, however, as the COVID-19 pandemic emerged and throughout the subsequent months until year's end, the Directors conducted numerous further meetings to support the Club's navigation of the crisis.

	Number of meetings eligible to attend	Number of meetings attended
Andrew Bassat	7	7
Russell Caplan	7	7
Matt Finniss	7	7
Paul Kirk	7	7
Danni Roche	7	6
Dean Anderson	7	7
Jack Rush	7	7
Adam Hilton	7	7
Jennifer Douglas	7	7

Company Secretary

The following person held the position of Company Secretary during and at the end of the financial year:

Yohan Pereira – Bachelor of Business (Accounting), Member of Chartered Accountants Australia and New Zealand. Yohan has worked for the St Kilda Saints Football Club since 2010, firstly as the Finance Manager and currently as the General Manager – Finance & Administration. He has held previous roles with Grant Thornton, Origin Energy and United Biscuits UK. Yohan was appointed Company Secretary on 24th August 2015.

Principal Activities

The principal activities of the Group during the financial year consisted of competing as a member of the Australian Football League competition, the promotion of Australian Rules Football and offering sporting and social facilities to members. There has been no significant change in those activities.



DIRECTORS' REPORT (CONTINUED)

Objectives and Strategies of the Group

The Group's short-term objectives are to:

- Be a top 4 side that is positioned to be a consistent premiership contender
- Redevelop sporting and community facilities at our Moorabbin premises
- Increase in our membership base and fan engagement
- Attract and retain high quality people into all on and off-field roles
- Develop a hallmark community engagement platform to direct meaningful positive contribution in the community
- Further develop our Foundation capable of supporting significant infrastructure, health and community initiatives
- Deliver sustainable cash profits through improving revenues from football and non-football related trading activities
- Have infrastructure and home match stadium returns the equivalent of our competitors

The Group's long-term objectives are to:

- Have more than 75,000 members
- Deliver annual profits year on year to enable investment into our key strategic initiatives that will underpin a prosperous future
- Be admired for our culture, built on a foundation of respect and accountability
- Have developed a working environment that continues to attract the very highest calibre of people
- Be a club that has meaningful relationships with our business and community partners

Review and Results of Operations

The net loss of the consolidated Group for the financial year after providing for income tax, finance costs and depreciation is \$963,106 (2019: profit \$2,462,880). Included within the net loss is Moorabbin Reserve funding revenue of \$591,000 (2019: \$4,997,789).

Excluding the Moorabbin Reserve funding revenue, depreciation and amortisation expenses the Group produced a profit of \$1,246,930 compared to an operating loss in 2019 of \$323,975.

As for many organisations, particularly Melbourne based companies, COVID-19 has significantly impacted the operations of the Group. Included in the profit is the Federal Government JobKeeper Payment and Cash Boost of \$3,611,600 which was used to support the Group over the period. As a result, total revenue from operating revenue and other activities decreased by \$5,912,753 (14%) and total operating expenses (including depreciation) decreased by \$6,778,197 (15%).

Profit from the consumer business (membership, merchandise and fundraising) grew by \$1,214,856 due to the support and pledges from members, reflected by the record membership tally of 48,775. However, due to no attendances at Marvel Stadium and forced closure of Moorabbin Social, match return profits were down \$1,688,007 and Social Club profits down \$1,028,531. The support from our Corporate Partners and Coterie groups was pleasing however due to the lack of events including no return from the AFL Grand Final to clubs, events and sponsorship profit was down \$953,943. The AFL Distribution reduced by \$4,477,611 which was offset by the in season restructure of the AFL Mens Soft Cap and Total Player Payments resulting in total football expenditures reducing by \$4,383,416.

After Balance Date Events

Information regarding after balance date events is provided in Note 23 of the Financial Statements.

Indemnification and Insurance of Officers

Indemnification

Under the Group's Constitution, the directors and officers shall be indemnified by the Company against all costs, losses, expenses and liabilities incurred by the directors or officers thereof in the course of the business and it shall be the duty of directors out of the funds of the Group to pay and satisfy all such costs, losses, expenses and liabilities.

Insurance Premiums

During the financial year the Group paid insurance premiums in respect of directors' and officers' liability insurance contracts on behalf of the Group. Such insurance contracts insure against certain liabilities (subject to specific exclusions) for persons who are or have been directors or officers of the Group.

The liabilities insured include costs and expenses that may be incurred in defending civil or criminal proceedings that may be brought against the officers in their capacity as officers of the Group.

Proceedings on Behalf of the Company

No person has applied for leave of Court to bring proceedings on behalf of the Group or intervene in any proceedings to which the Group is a party for the purpose of taking responsibility on behalf of the Group for all or any part of those proceedings. The Group was not a party to any such proceedings.

Environmental Regulation

The operations of the Group are not subject to any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

Contribution in Winding Up

St Kilda Saints Football Club Ltd is a Company limited by guarantee. Under the Company's Constitution the liability of members is limited to \$20 each (for members who joined prior to 1st November 2006) and \$1 each (for members who joined on or after 1st November 2006) in the event of the Company being wound up. At the end of the financial year there were 48,775 members (2019: 43,102).

Auditor's Independence Declaration

The auditor's independence declaration for the year ended 31 October 2020 has been received and can be found in page 13 of the directors' report.

Andrew Bassat
President

Paul Kirk
Director

Melbourne

Dated on this 22nd December 2020

Auditor's Independence Declaration

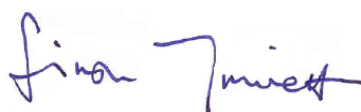
To the Directors of St Kilda Saints Football Club Limited

In accordance with the requirements of section 307C of the *Corporations Act 2001*, as lead auditor for the audit of St Kilda Saints Football Club Limited for the year ended 31 October 2020, I declare that, to the best of my knowledge and belief, there have been:

- a no contraventions of the auditor independence requirements of the Corporations Act 2001 in relation to the audit; and
- b no contraventions of any applicable code of professional conduct in relation to the audit.



Grant Thornton Audit Pty Ltd
Chartered Accountants



S C Trivett
Partner – Audit & Assurance

Melbourne, 22 December 2020

Grant Thornton Audit Pty Ltd ACN 130 913 594
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STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

FOR THE YEAR ENDED 31 OCTOBER 2020

	Notes	Consolidated	
		2020 \$	2019 \$
Revenue			
Operating revenues	2	32,246,564	41,683,417
Non-operating revenues	2a	4,202,600	4,997,789
Total revenue		36,449,164	46,681,206
Expenses			
Administration and facilities management		7,252,334	7,308,177
Secondary market		14,044	111,945
Community		1,255,506	1,427,136
Football		21,391,552	25,774,967
Fundraising		46,672	58,292
Ground and maintenance		351,741	244,690
Match day		177,963	150,296
Membership and reserved seats		2,243,122	2,888,806
Merchandise		932,697	657,826
Social club		1,391,911	1,854,197
Sponsorship and events		2,090,371	3,449,778
Total expenses other than finance costs		37,147,913	43,926,110
Profit/(loss) before related income tax expense and finance costs		(698,749)	2,755,096
Finance costs	3	264,357	292,216
Profit/(loss) before related income tax expense		(963,106)	2,462,880
Income tax expense	4	-	-
Profit/(loss) after related income tax expense		(963,106)	2,462,880
Other comprehensive income from the year, net of tax		-	-
Total comprehensive income for the year		(963,106)	2,462,880

The accompanying notes form part of these financial statements.



STATEMENT OF FINANCIAL POSITION

AS AT 31 OCTOBER 2020

	Notes	Consolidated	
		2020	2019
		\$	\$
Current assets			
Cash and cash equivalents	6	263,339	723,273
Trade and other receivables	7	1,284,472	1,030,911
Inventories	8	210,913	197,715
Other assets	12	11,852	508,987
Total current assets		1,770,576	2,460,886
Non-current assets			
Property, plant and equipment	10	33,219,663	33,995,830
Right-of-use asset	5	2,373,994	-
Intangibles	11	274,798	400,595
Total non-current assets		35,868,455	34,396,425
Total assets		37,639,031	36,857,311
Current liabilities			
Trade and other payables	13	5,646,181	6,587,901
Other current liabilities	14	796,790	2,194,336
Other short-term loans	15	4,057,570	2,857,570
Lease liability	16	668,693	198,540
Employee benefits	18	808,105	1,074,802
Total current liabilities		11,977,339	12,913,149
Non-current liabilities			
Financial liabilities	17	6,750,000	6,250,000
Lease liability	16	2,315,752	261,812
Employee benefits	18	338,355	211,659
Total non-current liabilities		9,404,107	6,723,471
Total liabilities		21,381,446	19,636,620
Net assets		16,257,585	17,220,691
Members' equity			
Contributed equity	19	5	5
Accumulated earnings		16,257,580	17,220,686
Total members' equity		16,257,585	17,220,691

The accompanying notes form part of these financial statements.

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 31 OCTOBER 2020

Consolidated Group	Accumulated earnings \$	Contributed equity \$	Total \$
Balance at 31 October 2018	14,757,806	5	14,757,811
Total comprehensive income attributable to members of Group	2,462,880	-	2,462,880
Balance at 31 October 2019	17,220,686	5	17,220,691
Total comprehensive income attributable to members of Group	(963,106)	-	(963,106)
Balance at 31 October 2020	16,257,580	5	16,257,585



The accompanying notes form part of these financial statements.



STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 OCTOBER 2020

	Notes	Consolidated	
		2020	2019
		\$	\$
Cash flows from operating activities			
Receipts from customers, members, sponsors and Australian Football League		36,989,434	46,209,819
Moorabbin redevelopment funds		591,000	4,997,789
Payments to suppliers and employees		(37,991,620)	(46,942,120)
Interest received		225	2,526
Finance costs		(197,261)	(292,216)
Net cash flows provided by operating activities	21(a)	(608,222)	3,975,798
Cash flows from investing activities			
Purchase of property, plant and equipment		(1,085,546)	(4,526,824)
Proceeds from sales of assets		-	1,375
Purchase of intangible assets		-	(25,349)
Net cash flows used in investing activities		(1,085,546)	(4,550,798)
Cash flows from financing activities			
Repayment of borrowings		-	(800,000)
Repayment of right-of-use liability		(290,682)	-
Proceeds from borrowings		500,000	800,000
Repayment of finance leases		(175,484)	(427,029)
Proceeds from finance leases		-	308,907
Proceeds from other loans		1,200,000	-
Net cash flows provided by/ (used) in financing activities		1,233,834	(118,122)
Net decrease in cash and cash equivalents held		(459,934)	(693,122)
Add cash and cash equivalents at the beginning of the financial year		723,273	1,416,395
Cash and cash equivalents at the end of the financial year	6, 21(c)	263,339	723,273

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 OCTOBER 2020

1. Statement of Significant Accounting Policies

The financial report includes the consolidated financial statements and notes of St Kilda Saints Football Club Ltd and St Kilda Football Club Limited, collectively St Kilda Saints Football Club Ltd Consolidated Entity ('Group'). The financial statements were authorised for issue by the directors on the 22nd December 2020.

Basis of Preparation

The financial report is a general purpose financial report that has been prepared in accordance with Australian Accounting Standards – Reduced Disclosure Requirements (including Australian Accounting Interpretations), and the Corporations Act 2001. St Kilda Saints Football Club Ltd and St Kilda Football Club Limited are unlisted public companies limited by guarantee and incorporated and domiciled in Australia. The Group is a not-for-profit entity for the purpose of preparing the financial report.

The financial report has been prepared on an accruals basis and is based on historical costs modified by the revaluation of selected non-current assets, financial assets and financial liabilities for which the fair value basis of accounting has been applied.

The following is a summary of the material accounting policies adopted by the Group in the preparation of the financial report. The accounting policies have been consistently applied, unless otherwise stated.

Going concern basis of accounting

The financial report has been prepared on the basis that the Group is a going concern.

The Group has reported a net loss of \$963,106 for the year ended 31st October 2020 (2019: \$2,462,880). At year end the Group has net assets of \$16,257,585 (2019: \$17,220,691) and a net current asset deficiency of \$10,206,763 (2019: \$10,452,263). This result includes Moorabbin Reserve grant funding revenue. The Group's ability to continue as a going concern and meet its debts as and when they fall due is dependent on the Group:

1. Receiving continued financial support from the AFL including:
 - a. The continued guarantee of the Group's borrowing facilities with Westpac totalling \$6.75m (currently drawn to \$6.75m and is extended until 31st January 2023).
 - b. Continued support under the conditions set out in the AFL's Letter of Financial Support.
 - c. Working capital capacity with the AFL enabling the Group to receive periodic advances of monies to pay its creditors.
2. The receipt of the committed funds from the State Government of Victoria Department of Health and Human Services.
3. Having continued success with other strategic initiatives, profit enhancement plans and fundraising efforts in future years.

In the Directors' opinion, there are reasonable grounds to believe that such funding will continue to be available.

The financial report of the Group does not include any adjustments relating to the recoverability or classification of recorded asset amounts or classification of liabilities, which might be necessary should the group not be able to continue as a going concern.

a) Adoption of New and Revised Accounting Standards

No new, revised or amended Accounting Standards or Interpretations that are not yet mandatory have been early adopted.

The Group has adopted all of the new, revised or amending Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period. The adoption of these Accounting Standards and Interpretations did not have a significant impact on the financial performance or position of the Group, unless otherwise stated below.





NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

1. Statement of significant accounting policies (continued)

The following Accounting Standard is the most relevant to the Group:

AASB 16 Leases

The Group has adopted AASB 16 from 1 November 2019. The standard replaces AASB 117 'Leases' and for lessees eliminates the classifications of operating leases and finance leases. Except for short-term leases and leases of low-value assets, right-of-use assets (Note 1b) and corresponding lease liabilities are recognised in the statement of financial position. Straight-line operating lease expense recognition is replaced with a depreciation charge for the right of-use assets (included in operating costs) and an interest expense on the recognised lease liabilities (included in finance costs). In the earlier periods of the lease, the expenses associated with the lease under AASB 16 will be higher when compared to lease expenses under AASB 117. However, EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) results improve as the operating expense is now replaced by interest expense and depreciation in profit or loss. For classification within the statement of cash flows, the interest portion is disclosed in operating activities and the principal portion of the lease payments are separately disclosed in financing activities. For lessor accounting, the standard does not substantially change how a lessor accounts for leases.

On adoption of AASB 16, the Group recognised lease liabilities in relation to leases which had previously been classified as 'operating leases' under the principles of AASB 117 Leases. These liabilities were measured at the present value of the remaining lease payments, discounted using the lessee's incremental borrowing rate as of 1 November 2019. The weighted average lessee's incremental borrowing rate applied to the lease liabilities on 1 November 2019 was 2.43%.

For leases previously classified as finance leases the Group recognised the carrying amount of the lease asset and lease liability immediately before transition as the carrying amount of the right of use asset and the lease liability at the date of initial application. The measurement principles of AASB 16 are only applied after that date. The remeasurements to the lease liabilities were recognised as adjustments to the related right-of-use assets immediately after the date of initial application.

The application date of AASB 16 for the Group is 1 November 2019, using the modified retrospective approach option 2.

The Group has also elected not to reassess whether a contract is, or contains a lease at the date of initial application. Instead, for contracts entered before the transition date the Group relied on its assessment made applying AASB 117 and Interpretation for Determining whether an Arrangement contains a Lease.

In applying AASB 16 for the first time, the Group has used the following practical expedients permitted by the standard:

- i) applying a single discount rate to a portfolio of leases with reasonably similar characteristics;
- ii) relying on previous assessments on whether leases are onerous as an alternative to performing an impairment review - there were no onerous contracts as at 1 November 2019;

- iii) accounting for operating leases with a remaining lease term of less than 12 months as at 1 November 2019 as short-term leases;
- iv) excluding initial direct costs for the measurement of the right-of-use asset at the date of initial application; and
- v) using hindsight in determining the lease term where the contract contains options to extend or terminate the lease.

Measurement of lease liabilities on transition

Operating lease commitments disclosed at 31 October 2019	1,446,386
Less: discounting commitments using the lessee's incremental borrowing rate	(385,133)
Add: adjustments because of a different treatment of extension and termination options	1,861,910
Lease liability recognised at 1 November 2019	2,923,163

AASB 15 Revenue from contracts with customers

The Group has adopted AASB 15 from 1 November 2019. The standard provides a single comprehensive model for revenue recognition. The core principle of the standard is that an entity shall recognise revenue to depict the transfer of promised goods or services to customers at an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. The adoption of AASB 15 did not have a significant impact on the financial performance or position of the Group.

AASB 1058 Income of Not-for-Profit

The Group has adopted AASB 1058 from 1 November 2019. The standard replaces AASB 1004 'Contributions' in respect to income recognition requirements for not-for-profit entities. The timing of income recognition under AASB 1058 is dependent upon whether the transaction gives rise to a liability or other performance obligation at the time of receipt. The adoption of AASB 1058 did not have a significant impact on the financial performance or position of the Group for prior periods.

b) Right-of-use assets

A right-of-use asset is recognised at the commencement date of a lease. The right-of-use asset is measured at cost, which comprises the initial amount of the lease liability, adjusted for, as applicable, any lease payments made at or before the commencement date net of any lease incentives received, any initial direct costs incurred, and, except where included in the cost of inventories, an estimate of costs expected to be incurred for dismantling and removing the underlying asset, and restoring the site or asset.

Right-of-use assets are depreciated on a straight-line basis over the unexpired period of the lease or the estimated useful life of the asset, whichever is the shorter. Where the Group expects to obtain ownership of the leased asset at the end of the lease term, the depreciation is over its estimated useful life. Right-of-use assets are subject to impairment or adjusted for any remeasurement of lease liabilities.

The Group has elected not to recognise a right-of-use asset and corresponding lease liability for short-term leases with terms of 12 months or less and leases of low-value assets. Lease payments on these assets are expensed to profit or loss as incurred.



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

1. Statement of significant accounting policies (continued)

c) Principles of Consolidation

Subsidiaries are all entities over which the group has control. The Group controls an entity when the Group is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power to direct the activities of the entity. Subsidiaries are fully consolidated from the date on which the control is transferred to the Group. They are deconsolidated from the date that control ceases.

A list of controlled entities is contained in Note 9 to the financial statements.

The acquisition method of accounting is used to account for business combinations by the group.

Intercompany transactions, balances and unrealised gains on transactions between group companies are eliminated. Unrealised losses are also eliminated unless the transaction provides evidence of an impairment of the transferred asset. Accounting policies of subsidiaries have been changed where necessary to ensure consistency with the policies adopted by the group.

d) Income Tax

The companies in the Group are exempt from income tax as an exempt sporting organisation in accordance with s.50-45 of the Income Tax Assessment Act, with the exception of St Kilda Football Club Ltd, which is a tax paying entity.

The income tax expense (revenue) for the year comprises current income tax expense (revenue) and deferred tax expense (revenue).

Current income tax expense charged to the profit or loss is the tax payable on taxable income calculated using applicable income tax rates enacted, or substantially enacted, as at reporting date. Current tax liabilities (assets) are therefore measured at the amounts expected to be paid to (recovered from) the relevant taxation authority.

Deferred income tax expense reflects movements in deferred tax asset and deferred tax liability balances during the year as well as unused tax losses.

Current and deferred income tax expenses (revenues) are charged or credited directly to equity instead of the profit or loss when the tax relates to items that are credited or charged directly to equity.

Deferred tax assets and liabilities are ascertained based on temporary differences arising between the tax base of assets and liabilities and their full carrying amounts in the financial statements. Deferred tax assets also result where amounts have been fully expensed but future tax deductions are available. No deferred income tax will be recognised from the initial recognition of an asset or liability, excluding a business combination, where there is no effect on accounting or taxable profit or loss.

Deferred tax assets and liabilities are calculated at the tax rates that are expected to apply to the period when the asset is realised or the liability is settled, based on tax rates enacted or substantially enacted at reporting date. The measurement also reflects the manner in which management expects to recover or settle the carrying amount of their related asset or liability.

Deferred tax assets relating to temporary differences and unused tax losses are recognised only to the extent that it is probable that future taxable profit will be available against which the benefits of the deferred tax asset can be utilised.

e) Inventories

Inventories are measured at lower of cost and net realisable value. Cost is based on an actual weighted average. Net realisable value represents the estimated selling price for inventories less all estimated costs necessary to make the sale.

f) Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost less, where applicable, any accumulated depreciation and impairment losses.

The carrying amount of plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the asset's employment and subsequent disposal. The expected net cash flows have been discounted to their present values in determining recoverable amounts.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the group and the cost of the item can be measured reliably. All other repairs and maintenance are charged to the profit or loss during the financial period in which they are incurred.

g) Depreciation Expense

The depreciable amount of all fixed assets is depreciated on a straight-line basis over their useful lives to the consolidated group commencing from the time the asset is held ready for use. Leasehold improvements are depreciated over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements.

The useful lives used for each class of assets are:

	Useful lives	Depreciation basis
Leasehold improvements	2.5 – 40 years	Straight line
Leased plant and equipment	3 – 5 years	Straight line
Plant and equipment	3 – 20 years	Straight line

The asset's residual values and useful lives are reviewed, and adjusted if appropriate, at each balance sheet date.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains and losses are included in the profit or loss. When revalued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

1. Statement of significant accounting policies (continued)

h) Financial Instruments

Initial Measurement

Financial assets and financial liabilities are recognised when the Group becomes a party to the contractual provisions of the financial instrument, and are measured initially at fair value adjusted by transactions costs, except for those carried at fair value through profit or loss, which are initially measured at fair value.

Classification and Subsequent Measurement

For the purpose of subsequent measurement, financial assets other than those designated and effective as hedging instruments are classified into the following categories upon initial recognition:

- loans and receivables
- financial liabilities

The Group does not designate any interest in subsidiaries or associates as being subject to the requirements of accounting standards specifically applicable to financial instruments.

(i) Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. After initial recognition, these are measured at amortised cost using the effective interest method, less provision for impairment. Discounting is omitted where the effect of discounting is immaterial. The Group's trade and most other receivables fall into this category of financial instruments.

Individually significant receivables are considered for impairment when they are past due or when other objective evidence is received that a specific counterparty will default. Receivables that are not considered to be individually impaired are reviewed for impairment in groups, which are determined by reference to the industry and region of a counterparty and other shared credit risk characteristics. The impairment loss estimate is then based on recent historical counterparty default rates for each identified group.

(ii) Financial Liabilities

Non-derivative financial liabilities (excluding financial guarantees) are subsequently measured at amortised cost using the effective interest rate method.

Amortised cost is calculated as:

- a. the amount at which the financial asset or financial liability is measured at initial recognition;
- b. less principal repayments;
- c. plus or minus the cumulative amortisation of the difference, if any, between the amount initially recognised and the maturity amount calculated using the *effective interest method*; and
- d. less any reduction for impairment.

Impairment

At each reporting date, the group assesses whether there is objective evidence that a financial instrument has been impaired. Impairment losses are recognised in the profit or loss.

i) Impairment of Assets

At each reporting date, the group reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the profit or loss.

Where it is not possible to estimate the recoverable amount of an individual asset, the group estimates the recoverable amount of the cash-generating unit to which the asset belongs.



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

1. Statement of significant accounting policies (continued)

j) Employee Benefits

(i) Wages, salaries and annual leave

Provision is made for the consolidated group's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits expected to be settled within one year together with benefits arising from wages and salaries and annual leave which will be settled after one year, have been measured at the amounts expected to be paid when the liability is settled plus related on-costs. Other employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits.

(ii) Long service leave

Liabilities for long service leave are measured at the present value of the estimated future cash outflows to be made by the entity in respect of services provided by employees up to the reporting date. Interest rates attaching, as at reporting date, to high-quality corporate bonds are used to discount the estimated future cash flows to their present value.

In December 2002 the AFL Clubs and the players entered into a Federally Certified Long Service Leave Agreement. This agreement removed the State Long Service Leave entitlements of the players. Instead, the players receive additional annual leave after a set number of years of service and consequently clubs will not be required to accrue for long service leave liabilities for its current players.

(iii) Superannuation

Contributions are made by the consolidated group to employee superannuation funds and are charged as expenses when incurred.

k) Provisions

Provisions are recognised when the group has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

l) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within short-term borrowings in current liabilities on the balance sheet.



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

1. Statement of significant accounting policies (continued)

m) Revenue Recognition

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. Sales revenue comprises revenue earned from the sales of memberships, reserved seating, corporate marketing, sponsorships, events and fundraising, sale of merchandise, gate receipts, AFL distributions, Social Club activities and gaming revenue. Sales revenues are recognised when the amount of revenue can be measured reliably, collection is probable, and when the criterion for each of the Group's different activities have been met. Details of the activity-specific recognition criteria are described below:

- Revenue from the sale of goods is recognised at the point of delivery as this corresponds to the transfer of significant risks and rewards of ownership of the goods and the cessation of all involvement is those goods.
- Revenue from the rendering of a service is recognised upon the delivery of the service to the customer.
- Fundraising donations which have been directly received by the Company are recognised on receipt.
- Interest revenue is recognised using the effective interest rate method, which, for floating rate financial assets, is the rate inherent in the instrument.
- Grant revenue is recognised in the profit or loss when it is controlled. When there are conditions attached to the grant relating to the use of grant funds for specific purposes it is recognised in the Balance Sheet as a liability until those conditions are met or services provided.

All revenue is stated net of the amount of goods and services tax (GST).

n) Borrowing Costs

Borrowing costs directly attributable to the acquisition, construction or production of assets that necessarily take a substantial period of time to prepare for their intended use or sale, are added to the cost of those assets, until such time as the assets are substantially ready for their intended use or sale.

All other borrowing costs are recognised in the income period in which they are incurred.

o) Goods and Service Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances the GST is recognised as part of the acquisition of the asset or as part of an item of the expense. Receivables and payables in the balance sheet are shown inclusive of GST. Cash flows are presented in the cash flow statement on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

p) Critical Accounting Estimates and Judgments

The directors evaluate estimates and judgments incorporated into the financial report based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the group.

Key Estimates — Impairment

The group assesses impairment at each reporting date by evaluating conditions specific to the group that may lead to impairment of assets. Where an impairment trigger exists, the recoverable amount of the asset is determined. Value-in-use calculations performed in assessing recoverable amounts incorporate a number of key estimates.

q) Intangibles and Amortisation Expense

Gaming Licences

Gaming licences that are acquired by the Group are stated currently at cost less accumulated amortisation. The gaming machine entitlements commenced on 16th August 2012 and are effective for 10 years thereafter and are amortised on a straight line basis. It is assessed annually for impairment.

r) Football Expenses

Football expenses include football department related costs including total player payments, coaching and support staff remuneration and recruiting costs.





NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

	Consolidated	
	2020	2019
	\$	\$
2. Revenue		
<u>Revenue from operating activities</u>		
AFL standard distributions	9,620,953	11,003,144
AFL variable distributions	5,727,273	8,331,443
AFL signage	710,000	1,275,000
AFL other income	100,000	26,250
Community	355,211	609,576
Finance and administration	93,116	163,900
Fundraising	506,879	205,843
Gain on sale of plant and equipment	-	1,345
Match returns	282,427	1,942,767
Membership and reserved seats	7,494,628	7,234,051
Merchandise	997,617	726,807
Social club	982,066	2,472,883
Sponsorship and events	5,376,169	7,689,519
	32,246,339	41,681,183
<u>Revenue from other activities</u>		
Interest – financial institutions	225	2,234
Total revenue from operating and other activities	32,246,564	41,683,417
2a. Non-operating revenue		
Moorabbin redevelopment funds – government grants and contributions	591,000	4,997,789
Government assistance	3,611,600	-
Total revenue from non-operating activities	4,202,600	4,997,789
Total revenue	36,449,164	46,681,206



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

	Consolidated	
	2020	2019
	\$	\$
3. Expenses		
<i>Finance costs:</i>		
Financial Institutions	90,724	119,101
Right-of-use asset	67,096	-
Other - AFL	106,537	173,115
Total finance costs	264,357	292,216
<i>Depreciation of:</i>		
Leasehold improvements – RSEA Park	1,505,379	1,413,753
Property, plant and equipment	356,334	379,513
Total depreciation of property, plant and equipment	1,861,713	1,793,266
<i>Right-of-use asset:</i>		
Depreciation	549,169	-
Total depreciation of right-of-use asset	549,169	-
<i>Amortisation of:</i>		
Licenses – gaming entitlements	125,797	125,455
Total amortisation	125,797	125,455
<i>Net expense including movements in:</i>		
Provision for impairment of receivables	(84,954)	88,003
Total movement in provision for impairment of receivables	(84,954)	88,003
<i>Net expense for movements in provision for:</i>		
Employee entitlements	(140,001)	(20,399)
Total movement in provision for employee entitlements	(140,001)	(20,399)
<i>Employee Benefit Expenses</i>		
Salary, wages, termination expense and other benefits	23,058,348	27,923,645
Defined contribution superannuation expense	1,567,130	1,653,106
Total employee benefit expense	24,625,478	29,576,751



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

	Consolidated	
	2020	2019
	\$	\$
4. Income Tax Expense		
(a) The components of tax expense comprise		
Current tax	-	-
Under/(over) provision in respect of prior years	-	-
	-	-
(b) The prima facie tax on loss before income tax is reconciled to the income tax as follows:		
Prima facie tax expense on profit before income at 30%	288,932	(738,864)
Add:		
Tax effect of:		
- Unrecognised tax losses and temporary differences	-	(71)
- losses exempt from income tax	(288,932)	738,935
Income tax attributable to the entity	-	-
5. Right-of-use assets		
Non-current		
At cost	2,923,163	-
Accumulated depreciation	(549,169)	-
	2,373,994	-
Right-of-use assets include; the lease of property located at 32-60 Linton Street, Moorabbin (RSEA Park), a storage facility on Levanswell Road Moorabbin, the Gaming Services Agreement with Max Performance Solutions, and the hiring of various office equipment.		
The training and administration facility at Seaford (Linen House Centre) lease was prepaid in 2011, is considered below market rate and as such is considered to be a peppercorn lease. In accordance with the Groups accounting policy, the lease has been accounted for at cost.		
6. Cash and Cash Equivalents		
Cash at bank	142,499	610,972
Cash on hand	120,840	112,301
	263,339	723,273

Included in the cash at bank balance are unspent funds held for the Moorabbin Reserve redevelopment totalling \$5,391 (2019: \$458,578).



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

	Consolidated	
	2020	2019
	\$	\$
7. Trade and Other Receivables		
Current		
Trade receivables	902,562	774,247
Provision for impairment of receivables	(63,065)	(148,020)
	839,497	626,227
Other receivables	444,975	404,684
	1,284,472	1,030,911

(b) Provision for Impairment of Receivables

Current trade and term receivables are non-interest bearing loans and generally on 30 day terms. Trade and term receivables are assessed for recoverability based on the underlying terms of the contract. A provision for impairment is recognised when there is objective evidence that an individual trade or term receivable is impaired. These amounts have been included in the other expenses item as per note 3.

Movement in the provision for impairment of receivables is as follows:

	Opening Balance 01/11/2018	Charge for The year	Amount Written Off	Closing Balance 31/10/2019
Consolidated Group				
(i) Current Trade Receivables	60,017	112,464	(24,461)	148,020

	Opening Balance 01/11/2019	Charge for The year	Amount Written Off	Closing Balance 31/10/2020
Consolidated Group				
(i) Current Trade Receivables	148,020	39,170	(124,124)	63,066

	2020	2019
	\$	\$
8. Inventories		
Merchandise stock	206,707	188,553
Food and liquor	16,206	18,093
Provision for stock obsolescence	(12,000)	(8,931)
	210,913	197,715

9. Controlled Entities	Country of incorporation	Controlling Interest	
		2020	2019
St Kilda Football Club Ltd	Australia	100%	100%



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

	Consolidated	
	2020	2019
	\$	\$
10. Property, Plant and Equipment		
Leasehold Improvements		
At cost	46,080,888	42,848,581
Accumulated amortisation	(15,030,777)	(13,525,399)
	31,050,111	29,323,182
Plant and Equipment		
At cost	4,538,037	4,357,990
Accumulated depreciation	(3,700,218)	(3,343,884)
	837,819	1,014,106
Capital Works in Progress		
At cost	1,331,733	3,658,542
Total Property, Plant and Equipment		
At cost	51,950,658	50,865,113
Accumulated depreciation / amortisation	(18,730,995)	(16,869,283)
	33,219,663	33,995,830

(a) Movements in Carrying Amounts

Movement in the carrying amounts for each class of property, plant and equipment between the beginning and end of the current financial year

	Plant and equipment	Leasehold improvements	Capital works in progress	Total
	\$	\$	\$	\$
Consolidated Group:				
Balance at the beginning of year	1,014,106	29,323,182	3,658,542	33,995,830
Additions	180,048	9,200	896,298	1,085,546
Disposals	-	-	-	-
Transfers	-	3,223,107	(3,223,107)	-
Depreciation expense	(356,335)	(1,505,378)	-	(1,861,713)
Carrying amount at the end of year	837,819	31,050,111	1,331,733	33,219,663

	2020	2019
	\$	\$
11. Intangible Assets		
Gaming Licences		
At cost	1,305,239	1,305,239
Accumulated Amortisation	(1,030,441)	(904,644)
Total Intangible Assets	274,798	400,595

(a) Movement in Carrying Amounts

	Gaming Licences Total
	\$
Consolidated Group:	
Balance at the beginning of year	400,595
Additions	-
Disposal	-
Amortisation charge	(125,797)
Carrying value at the end of year	274,798



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

	Consolidated	
	2020	2019
	\$	\$
12. Other Assets		
Current		
Prepayments	11,852	508,987
13. Trade and Other Payables		
Current		
Unsecured Liabilities		
Trade payables	3,628,137	4,014,556
Sundry payables and accrued expenses	2,018,044	2,573,345
	5,646,181	6,587,901
Current unsecured liabilities includes a \$3,019,535 (2019: \$3,032,896) trade payable due to the Australian Football League.		
14. Other Current Liabilities		
Income in advance	796,790	2,194,336
15. Other Loans		
Current		
Unsecured AFL loan 1	2,857,570	2,857,570
Unsecured AFL loan 2	1,200,000	-
Unsecured other loans	4,057,570	2,857,570
Unsecured AFL loan 1 is a non interest bearing loan which has a review date of the 7th November 2020. Post balance date, the unsecured loan has been extended and now expires on the 7th November 2021.		
Unsecured AFL loan 2 will accrue interest from the 1 April 2021. This loan is payable upon the Group determining that it will cease to be an Assisted Club under the AFL's COVID-19 Letter of Financial Support .		
16. Lease Liabilities		
Current		
Right-of-use liability	556,961	-
Finance leases	111,732	198,540
	668,693	198,540
Non-current		
Right-of-use liability	2,142,616	-
Finance leases	173,136	261,812
	2,315,752	261,812
17. Financial Liabilities		
Non-Current		
Commercial Bill	6,750,000	6,250,000
	6,750,000	6,250,000



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

	Consolidated	
	2020	2019
	\$	\$
17. Financial liabilities (continued)		
Commercial Bill facilities		
Total facilities available	6,750,000	6,750,000
Facilities utilised at balance date	(6,750,000)	(6,250,000)
Facilities not utilised at balance date	-	500,000
The facility is summarised as follows:		
The Group has one Commercial Bill outstanding at balance date with the Commercial Bill for \$6.75m maturing on the 11th November 2020.		
Security		
Guarantee limited to \$6,750,000 has been given by the Australian Football League ACN 004 155 211 to expire on 31st January 2023. The fair value of current borrowings approximates their carrying amount as the impact of discounting is not significant.		
18. Employee Benefits		
Current		
Annual Leave	546,333	560,881
Long Service Leave	261,772	513,921
	808,105	1,074,802
Non-current		
Long Service Leave	338,355	211,659
(a) Aggregate Employee Entitlements	1,146,460	1,286,461
(b) Number of Employees		
Number of full time employees at year end	88	97

The current portion of these liabilities represents St Kilda Saints Football Club Limited's obligations to which the employee has a current legal entitlement. These liabilities arise mainly from accrued annual leave entitlement at reporting date.

A provision has been recognised for employee entitlements relating to long service leave for employees. In calculating the present value of future cash flows in respect of long service leave, the probability of long service leave being taken is based upon historical data. The measurement and recognition criteria for employee benefits have been included in Note 1.

19. Issued Capital

5 fully paid ordinary shares	5	5
There are no voting rights attached to the shares		

St Kilda Saints Football Club Ltd is a Company limited by guarantee. Under the Company's Constitution the liability of members is limited to \$20 each (for members who joined prior to 1st November 2006) and \$1 each (for members who joined on or after 1st November 2006) in the event of the Company being wound up. At the end of the financial year there were 48,775 members (2019: 43,102).

No dividends were declared since the start of the financial year. No recommendation for payment of dividends has been made.



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

	Consolidated	
	2020	2019
	\$	\$
20. Capital Commitments		
(a) Minimum Player Payments:		
Due to the contract terms varying considerably amongst players it is not practical to reliably measure the future commitments under player contracts. The Club will continue to comply with the prescribed AFL's Total Player Payments limits.		
(b) Moorabbin Reserve capital commitments:		
The entity has entered into various contracts for the development of a new training and administration facility at Linton Street in Moorabbin, Victoria. The remaining of the contractual commitments is as follows:		
not later than one year	10,053,520	9,018,140
later than one year and not later than five years	825,000	3,006,047
later than five years	-	-
	10,878,520	12,024,187
21. Cash Flow information		
(a) Reconciliation of cash flow from operations with profit after income tax		
Profit after income tax	(963,106)	2,462,880
Non-cash flows in profit from ordinary activities		
Right-of-use interest	67,096	-
Gain on sale of plant & equipment	-	(1,375)
Depreciation and Amortisation of non-current assets	2,536,681	1,918,721
Changes in assets and liabilities		
(Increase) / decrease in trade and other receivables	(275,645)	686,166
(Increase) / decrease in inventory	(13,198)	(37,466)
(Increase) / decrease in other assets	497,136	(378,856)
Increase / (decrease) in employee benefits	(140,001)	(20,399)
Increase / (decrease) in other current liabilities	(1,397,546)	483,366
Increase / (decrease) in trade and other payables	(919,639)	(1,137,239)
Cash flow from operations	(608,222)	3,975,798
(b) Non-cash investing and financing activities		
Acquisition of plant and equipment by means of finance leases	-	308,907
(c) Reconciliation of cash & cash equivalents		
Cash balance comprises:		
- cash at bank	142,499	610,972
- cash on hand	120,840	112,301
Closing cash & cash equivalents balance	263,339	723,273



NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2020

	Consolidated	
	2020	2019
	\$	\$
22. Parent entity information		
Information relating to St Kilda Saints Football Club Limited (Parent)		
Statement of financial position		
Current assets	1,730,405	2,558,112
Total assets	36,682,568	36,971,312
Current liabilities	11,950,520	12,907,149
Total liabilities	20,408,094	19,630,621
Net assets	16,274,474	17,220,692
Retained earnings	16,274,474	17,220,692
Total equity	16,274,474	17,220,692
Statement of profit or loss and other comprehensive income		
Profit/(loss) for the year	(946,218)	2,462,643
Other comprehensive income	-	-
Total comprehensive income	(946,218)	2,462,643

The Parent Entity has not entered into a deed of cross guarantee nor are there any contingent liabilities at year end.

23. Events After the Balance Sheet Date

AFL loan

Post balance date the loan facilities with the Australian Football League (AFL) was extended. The AFL Loan Agreement has been extended to the 7th November 2021. Given the agreement was extended post balance date, it is disclosed as current liabilities in the financial statements. This puts the Group's net current asset deficiency at \$10,206,763. Had the new agreements been in place at balance date, the net current asset deficiency would have been \$7,349,193.

Redevelopment of RSEA Park – Danny Frawley Centre for Health & Wellbeing

On 19 November 2020, the Federal Government announce \$8.3m and Victorian Government \$7.5m in funding towards the construction of the Danny Frawley Centre for Health & Wellbeing. The Danny Frawley Centre will build upon and extend St Kilda's existing RSEA Park Stage 2 development plans and ultimately incorporate a 25m lap pool, hydrotherapy pool and rehabilitation gym, as well as a multi-purpose movement space capable of delivering wellbeing programs to schools and community groups of up to 250 participants. Preliminary site construction of the centre commenced in December 2020, with the project completion date currently scheduled for early 2022.

Given the above announcement occurred post balance date, no financial impacts have been recorded in the current year financial statements.

24. Contingent Liabilities

There are no contingent liabilities that have been incurred by the Group in relation to 2020.

25. Economic Dependency

A significant portion of the income of the consolidated group is derived from the holding of licences issued by the Australian Football League and the Victorian Commission for Gambling Regulation.

26. Company Details

The registered office and principal place of business of the Company is:

St Kilda Saints Football Club Ltd | 32-60 Linton Street | Moorabbin Victoria 3189



DIRECTORS' DECLARATION

The directors of the Company declare that:

1. the financial statements and notes, as set out on pages 14 to 32, are in accordance with the Corporations Act 2001 and:
 - a. comply with Australian Accounting Standards Reduced Disclosure Requirements including the Australian Accounting Interpretations and the Corporations Regulations 2001; and
 - b. give a true and fair view of the financial position as at 31 October 2020 and of the performance for the year ended on that date of the consolidated group;
2. the Chief Executive Officer and Chief Financial Officer have each declared that:
 - a. the financial records of the Company for the financial year have been properly maintained in accordance with section 286 of the Corporations Act 2001;
 - b. the financial statements and notes for the financial year comply with the Accounting Standards; and
 - c. the financial statements and notes for the financial year give a true and fair view;
3. in the director's opinion there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

Andrew Bassat
President

Paul Kirk
Director

Melbourne
Dated on this 22nd December 2020



Independent Auditor's Report

To the Members of St Kilda Saints Football Club Limited

Report on the audit of the financial report

Opinion

We have audited the financial report of St Kilda Saints Football Club Limited (the Company) and its subsidiary (the Group), which comprises the consolidated statement of financial position as at 31 October 2020, the consolidated statement of profit or loss and other comprehensive income, consolidated statement of changes in equity and consolidated statement of cash flows for the year then ended, and notes to the consolidated financial statements, including a summary of significant accounting policies, and the Directors' declaration.

In our opinion, the accompanying financial report of the Group is in accordance with the *Corporations Act 2001*, including:

- a giving a true and fair view of the Group's financial position as at 31 October 2020 and of its performance for the year ended on that date; and
- b complying with Australian Accounting Standards – Reduced Disclosure Requirements and the *Corporations Regulations 2001*.

Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Group in accordance with the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Material uncertainty related to going concern

We draw attention to Note 1 in the financial statements, which indicates that the Group incurred a net loss of \$963,106 during the year ended 31 October 2020, and as of that date, the Group's current liabilities exceeded its current assets by \$10,206,763. As stated in Note 1, these events or conditions indicate that a material uncertainty exists that may cast significant doubt on the Group's ability to continue as a going concern. Our opinion is not modified in respect of this matter.

Information other than the financial report and auditor's report thereon

The Directors are responsible for the other information. The other information comprises the information included in the Group's annual report for the year ended 31 October 2020, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors' for the financial report

The Directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards – Reduced Disclosure Requirements and the *Corporations Act 2001*. The Directors' responsibility also includes such internal control as the Directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the Directors are responsible for assessing the Group's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors either intend to liquidate the Group or to cease operations, or have no realistic alternative but to do so.

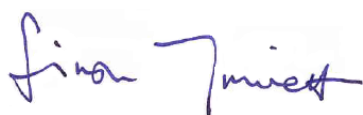
Auditor's responsibilities for the audit of the financial report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: http://www.auasb.gov.au/auditors_responsibilities/ar3.pdf. This description forms part of our auditor's report.



Grant Thornton Audit Pty Ltd
Chartered Accountants



S C Trivett
Partner – Audit & Assurance

Melbourne, 22 December 2020



ST KILDA SAINTS FOOTBALL CLUB LIMITED

ABN 86 005 174 836 CONSOLIDATED ENTITY

NOTES



ANNUAL FINANCIAL REPORT

FOR THE YEAR ENDED 31 OCTOBER 2020