



EXTRAORDINARY PEOPLE | EXTRAORDINARY GAME A WAY OF LIFE FOR EVERY COMMUNITY

Role	Football Development Manager
Reporting to	Club Sustainability and Affiliates Manager
Location	Various

The AFL is Australia's premier sporting organisation supporting a constantly evolving national competition which has experienced rapid growth over the past 10 years. The AFL currently has 680 permanent employees across the five state bodies: AFL Vic, NSW/ACT, QLD, NT, Tasmania, and at AFL House. The AFL organisation is responsible for growing and developing Australian Football across Australia.

AFL Victoria's vision is to be regarded as the most accessible sport for all Victorians. We will do this by:

- Increasing opportunities to participate in Australian Football;
- Nurturing and promoting participation and talent pathways;
- Strengthening the community connection to Australian Football.

Position Overview

The **Football Development Manager** is primarily responsible for supporting participation pathways and development programs, and developing strong sustainable clubs which promote inclusive, respectful and safe environments. The role will look to ensure Australian Football continues to grow and maintain a strong community connection.

Reports to: Club Sustainability and Affiliates Manager.

Direct reports: Casual Game Development Officers (if applicable)

Key Relationships

- AFL Victoria Management and staff
- Affiliated League Management and Administration staff
- AFL Victoria Program Managers & Community Football department
- NAB AFL Auskick Coordinators and/or District Managers
- AFL School Ambassadors
- Multicultural Community Ambassadors
- Executive/committee members of Leagues, Clubs & Umpiring groups
- External service providers & resources working in the Region
- Local Council & Media representatives
- AFL, VFL and/or TAC Cup competition clubs in the region
- Government department representatives & related agencies
- AFL Victoria partners
- Local partners e.g.: schools, suppliers



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Job Profile

Stakeholder Management:

- Establish collaborative relationships with Leagues, Clubs & Umpiring groups including developing an understanding of the status of these entities in terms of their ongoing viability, capacity and challenges.
- Provide support for Leagues, Clubs & Umpiring groups with respect to rules and regulations, including AFL Victoria and other matters requiring immediate attention to ensure a quick and effective response.
- Develop and encourage the progression of participants from AFL Development programs to junior and senior football clubs.
- Ensure the role is integrated with and supports the match day management, commercial and administrative operations conducted by the Affiliated League.
- Apply a team approach to achieving overall operational outcomes sought by Affiliated Leagues and a flexible approach to the hours and days worked
- Implement and reinforce all AFL Victoria programs and policies in the Region including education, training and management of volunteers.
- Establish effective and collaborative relationships with other FDM's in the Region, League administration and with other AFL Victoria staff.
- Support League and AFL Victoria partners and sponsors

Development:

- Develop and monitor effective and efficient participation pathway strategies between NAB AFL Auskick, school football, junior, youth & senior club football – similarly, an identifiable pathway should also exist for coaches and umpires.
- Implement and manage development programs and other initiatives in the Region in consultation with AFL Victoria Program Managers and the Community Football department. This shall include, but not be limited to, overall participation, AFL 9s, female, multicultural and Indigenous programs.
- Co-ordinate and support development programs that relate to the recruitment, retention and training of umpires.

More specifically:

NAB AFL Auskick:

- Manage the NAB AFL Auskick Program in accordance with the program strategy.
- Promote quality environments and maximise the participation of children and parents.
- Educate and support volunteer coordinators to ensure the quality delivery of the program.

School Football

- Establish effective partnerships with principals, teachers, school ambassadors, regional school sport associations and other relevant stakeholders to encourage and maximise participation of school football including the potential implementation of new strategies.
- Develop the most efficient structure for school football in the Region.
- Manage the implementation of the AFL Sporting Schools Program.



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League & Club Development:

- Coordinate training and education programs aimed at building capacity for the volunteers within Leagues, Clubs and Umpiring groups.
- Assist with future planning for Leagues, Clubs and Umpiring groups including the development of new Clubs to capitalise on growth opportunities that may exist.
- Support and monitor Leagues, Clubs and Umpiring groups with the implementation of their strategy and plans including providing ongoing support, advice and direction.
- Assist Leagues, Clubs & Umpiring groups with local Council, Government and other stakeholder relationships.
- Implement and support any other development programs that are proposed from time to time by AFL Victoria.

Coach Education:

- Manage Coach Education in the Region at NAB AFL Auskick, junior, youth and senior levels to develop and maintain quality coaches and umpire coaches.
- Support the management of the regional branch of the Australian Football Coaches Association (AFCA) and its activities.

Community Engagement:

- In conjunction with other Region staff and external partners, facilitate community engagement strategies and programs in the following areas – multicultural, Indigenous and female football.

Fan Development:

- Coordinate and manage AFL Player Appearances in Schools, NAB AFL Auskick centres and community clubs.
- In conjunction with other Region staff and external partners, facilitate the planning and execution of the AFL Community Camp program as required.

Assist with infrastructure planning:

- Identify facility development opportunities.
- Identify and document the facility needs of Leagues, Clubs and Umpiring groups as part of regional infrastructure plans.
- Assist Clubs with grant applications where required.

Preparation of administrative reports:

- Monitor, record and promote development activities.
- Effective management of records and databases to produce timely reports, including participation census and tracking details, retention tracking, program analysis and the location and demographics of participants.
- Measure the success of each program including feedback from program participants.
- Manage income and expenditure in line with budgets.
- Monitor, record and assist in the development of transition strategies across all segments of the participation pathway.



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Other Duties

- Regularly attend games at all levels within the Region to promote the organisation and support of Leagues, Clubs and Umpiring groups to help develop strong relationships.
- Provide advice, input and support to the AFL Victoria representative football programs such as, AFL Victoria Metro Junior Championships, Junior Carnivals and League and AFL Victoria Representative teams.
- Establish a sound understanding of netball and the important role it plays within Leagues and Clubs in the Region.
- Assist in the delivery of information evenings in relation to football and netball operations.
- Develop positive & productive relationships with community football stakeholders.
- Undertake other duties as directed by the Club Sustainability and Affiliates Manager from time to time including attending League meetings/functions/events.
- Develop communication strategies to promote programs and make regular contributions to enhance AFL Victoria's online and social media presence.

Selection Criteria

Core Competencies

- Ability to generate, drive and implement change, adaptability, ability to motivate and influence personnel.
- Understand cost/benefit analysis concepts for the rationalisation of programs and know how to develop targets and budgets.
- Knowledge of AFL Victoria Development programs and their impact on the sports industry. Knowledge of the sports industry and its impact on AFL Victoria Development programs.
- Ability to identify opportunities to develop and sustain productive relationships with stakeholders.
- Capability to establish and prioritise tasks to achieve objectives.
- Anticipate and plan to meet the future needs of customers and develop and implement strategies and processes to improve customer services across Participation.
- Outstanding leadership skills and the ability to engage and build relationships with a wide range of people from all areas of Australian Football.
- Ability to inspire belief of new initiatives and programs to staff and stakeholders at all levels.
- Strong organisational skills.
- Well-developed verbal and written communication, interpersonal, presentation and negotiation skills.
- Strong business acumen and the ability to manage budgets.



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Experience & Qualifications

Mandatory

- Tertiary qualifications in teaching, business, sports management or suitable work experience in related field/s.
- Capacity to influence people and organisations.
- Ability to manage the performance of volunteers.
- Level 1 Coaching Accreditation or willingness to achieve this level as a minimum.
- Highly developed verbal and written communication, interpersonal and negotiation skills.
- Proficient knowledge of the important linkages between netball and football within Leagues and Clubs.
- Demonstrated personal initiative and ability to work effectively in a team environment.
- Developed IT skills particularly in Word, Excel, PowerPoint and Social Media.
- Ability and willingness to work outside of normal business hours.
- Current Victorian Driver Licence.
- Current Working with Children accreditation

Desirable

- Demonstrated knowledge of AFL Victoria's development & participation programs.
- Some knowledge of AFL Club management & development programs.
- Knowledge of the football structure in the Region.
- Knowledge of current AFL Victoria and League Rules and Regulations.

AFL Values

Play to Win

We rise to every challenge and do what we say we will do – we own the outcome. We thrive on pushing the boundaries beyond what we have done before to achieve the extraordinary for our people, fans, partners and the community.

Play Fair

Respect, integrity, honesty, empathy and a great work ethic earns us the right to play.

Play with Passion

We love what we do. Passion, energy, fun and perseverance is at the heart of our sport and is what drives how we work.

Play as One Team

We work as one team because together we achieve better outcomes. We bring out the best in each other by embracing our diverse range of ideas, skills and backgrounds to achieve individual and shared success. We celebrate our wins and always have each other's back.



PLAY TO WIN



PLAY WITH PASSION



PLAY FAIR



PLAY AS ONE TEAM