



## WorkSafe AFL Victoria Country POSITION DESCRIPTION

<b>Position:</b> <b>Region General Manager</b> <b>Department:</b> <b>AFL Western District Commission &amp; WorkSafe AFL Victoria Country</b> (The role is primarily located in Warrnambool).	<b>Date:</b> April 2017
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<b>Overview of Role</b>	<p>AFL Victoria’s vision is to be regarded as an accountable, respectful and progressive sporting organisation that is responsible for the continued growth of Australian Football in Victoria by:</p> <ul style="list-style-type: none"> <li>✓ acting collaboratively in the best interests of the game;</li> <li>✓ providing strong leadership and effective guidance;</li> <li>✓ managing relevant and viable state league competitions that form an integral part of the talent pathway;</li> <li>✓ supporting participation pathways and development programs.</li> </ul> <p>The <b>Region General Manager</b> is the senior manager within each of AFL Victoria’s regional country Commissions.</p> <p>The <b>AFL Western District Commission’s</b> Region General Manager (RGM) is primarily responsible for creating and managing a high performance environment that will enable the Commission’s strategic plan to be successfully implemented for the betterment of Australian Football within the region.</p>
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<b>Key Relationships</b>	<p><b>Reports to the:</b></p> <ul style="list-style-type: none"> <li>• <b>AFL Western District Commission Chair</b></li> <li>• The RGM will work closely with AFL Victoria in pursuit of the game development objectives and other requirements within the Affiliation Agreement, primarily through the WorkSafe AFL Victoria Country Football Manager who will provide or facilitate the provision of support, guidance, program training and leadership for the RGM.</li> </ul> <p><b>Direct Reports include:</b></p> <ul style="list-style-type: none"> <li>• Administrative &amp; operational management/staff</li> <li>• WorkSafe AFL Victoria Football Development Manager/s (FDM’s)</li> <li>• Other <b>AFL Western District Commission</b> staff</li> </ul> <p><b>Other Key Relationships include:</b></p> <ul style="list-style-type: none"> <li>• Member Leagues, Clubs and Umpiring Associations including executive/committee members</li> <li>• Local Council &amp; State Government representatives</li> <li>• Local Media representatives</li> <li>• AFL Victoria’s management &amp; staff</li> <li>• WorkSafe AFL Victoria’s Country partners &amp; sponsors</li> <li>• External service providers &amp; resources working in the region</li> <li>• AFL, VFL and/or TAC Cup competition clubs in the region</li> <li>• Other Region Commission Chairs and RGM’s</li> <li>• Government department representatives &amp; related agencies.</li> </ul>
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*Responsibilities shall include, but not limited to the following:*

Quite apart from the responsibility to implement the collaboratively developed and mutually agreed strategic plan for the region, the **Region General Manager** shall focus on the establishment and optimisation of the overall business model for the **AFL Western District Commission's** Region Administration Centre (RAC) including the responsibility for the day-to-day operational, commercial, financial and game development objectives.

**General:**

- Drive and monitor the region's strategic and business plans including consultation with local stakeholders and AFL Victoria.
- Develop and manage an annual budget process including the achievement of related commercial outcomes.
- Establish HR policies, performance goals and allocate resources.
- Identify and pursue strategic growth opportunities to support the overall strategic objectives and business plans.
- Develop, establish and maintain best practice management and operating policies.
- Conduct regular evaluation to ensure optimal and compliant business activities.
- Oversee the scheduling and delivery of a quality events calendar that highlights and promotes the Commission's plans and progress amongst affiliates and the broader community.
- Serve as the primary spokesperson and representative of the Region Commission.
- Execute key community football projects, initiatives or other activities as directed from time to time by the Commission or AFL Victoria.

**Game Development:**

- Develop a regional focus to improve engagement, participation rates and strategic growth linked to the delivery of AFL Victoria's core development objectives for Australian Football.
- Establish and capitalise on opportunities to grow participation, in particular, through Club based football, development programs or new initiatives.
- Identify and research key issues impacting on community football to develop appropriate responses, particularly relating to population growth areas or areas of population decline.
- Work with local stakeholders to identify the best structure for community football within the region to ensure efficient and effective participation pathways exist.
- Further develop League, Club and Umpiring group environments to enhance the overall quality of community football through the delivery of accessible and innovative training and education programs for volunteers.
- Oversee and manage appropriate competition management policies and procedures relating to male and female football, including the collection of data relating to all Club based football.
- Lead the strategic development of umpiring in the Region including the introduction of programs and initiatives to improve recruitment, training and retention.

**Commercial Management:**

- Proactively manage and grow all aspects of the **AFL Western District Commission's** business to achieve revenue growth, partnership development and drive increased exposure.
- Explore new opportunities to improve capacity and expand reach through the media, social media, internet and other broadcast platforms.
- Develop and manage all partnerships with key stakeholders and related third parties.

**Financial Management:**

- Manage the financial aspects of the business including the development of the annual budget process including related revenue/expenditure forecasting.
- Facilitate the production of monthly budget/forecast activity reports.
- Establish and achieve agreed commercial revenue targets.

<b>Job/Task Profile</b>	<p><b>Stakeholder Relationships:</b></p> <ul style="list-style-type: none"> <li>• Develop and maintain productive relationships with all member Leagues, Clubs and Umpiring Associations as well as AFL Victoria Country partners (including WorkSafe), local Councils, State Government representatives and the various local media outlets and personnel.</li> <li>• Liaise with other community based organisations and build relationships when and where appropriate.</li> </ul> <p><b>Human Resource Management:</b></p> <ul style="list-style-type: none"> <li>• Develop a high performance culture for regional staff that reflects the Commission’s direction whilst creating a harmonious and effective workplace.</li> <li>• Manage regional staff so that the recruitment, retention, and performance of all staff contribute positively to the agreed strategic direction of the Region.</li> <li>• Maintain an in-depth understanding of all facets of the regional structure, its primary focus, staff roles and responsibilities and provide leadership, support and guidance as required.</li> <li>• Ensure staff work plans are linked to the overall strategy and business plans of the Region to ensure available resources are targeting the delivery of agreed outcomes for football.</li> <li>• Monitor, review and performance manage all staff within the RAC structure.</li> </ul>
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<b>Key Selection Criteria</b>	<p><b>Mandatory</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualifications or significant experience in related field (eg: Sports management, business).</li> <li>• Demonstrated strategy, analysis and leadership skills.</li> <li>• Proven ability to show initiative, plan, set priorities and manage change.</li> <li>• Highly developed verbal and written communication, presentation and negotiation skills.</li> <li>• Sound knowledge of governance best practices.</li> <li>• Experience in staff management practices.</li> <li>• Experience in building relationships and working with volunteers.</li> <li>• Demonstrated personal initiative and ability to work effectively in a team environment.</li> <li>• Sound knowledge of the football industry.</li> <li>• Developed IT skills.</li> <li>• Experience in commercial partnership, sponsorship, marketing or sales management.</li> <li>• Ability to work flexible hours including nights/weekends and to work well in an autonomous environment.</li> <li>• Passion, self motivated and the willingness to become immersed in work.</li> </ul> <hr/> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Detailed understanding of governance practices and accountability.</li> <li>• An understanding of Australian Football networks in the Region and/or Country Victoria more generally.</li> <li>• Knowledge of AFL Victoria development participation programs.</li> <li>• Experience in the establishment of business and financial management systems.</li> <li>• Extensive experience in stakeholder relationship building involving local sporting clubs, community Leagues, business, government or community groups.</li> <li>• Experience in facility development, management and local Council relations.</li> <li>• Understanding of the unique challenges confronting a high profile sporting, entertainment (or similar) organisation.</li> </ul>
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<p style="text-align: center;"><b>AFL Values</b></p>	<p><b>Play to Win</b> 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.</p> <p><b>Play Fair</b> Respect, integrity, honesty, empathy and a great work ethic earns us the right to play.</p> <p><b>Play with Passion</b> We love what we do. Passion, energy, fun and perseverance is at the heart of our sport and is what drives how we work.</p> <p><b>Play as One Team</b> 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.</p>
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*Note: This PD is subject to change as required and determined by AFL Victoria Ltd in consultation with the Region Commission.*