



Position Description Chief Executive Officer

Position Title: Chief Executive Officer
Reports To: AFL Barwon Commission Chair
Employment Type: Full Time (Flexible)
Location: Geelong, Victoria

About AFL Barwon

Our Organisation

AFL Barwon is the regional governing body responsible for the administration, development and promotion of community football and netball across the Barwon region, encompassing the Geelong Football Netball League, Bellarine Football Netball League, Colac & District Football Netball League, AFL Barwon Female Football League, AFL Barwon All Abilities League, and AFL Barwon Juniors League.

We work in partnership with leagues, clubs, players, volunteers and the wider community to ensure our competitions are well-governed, inclusive and sustainable. Our team provides leadership, strategic direction, and operational support to strengthen community sport and create opportunities for people of all ages, abilities and backgrounds to participate and thrive.

Our Purpose

AFL Barwon exists to support the passion of our stakeholders through responsible governance and professional leadership, in order to deliver a thriving sporting community.

Our Values

Our values guide the way we work and our commitment to stakeholders, partners and the wider community.

At AFL Barwon we strive to be:

- Transparent & Fair
- Accessible & Inclusive
- Collaborative
- Strong & Courageous
- Progressive & Proactive

Our Strategic Pillars



**COMMUNITY &
CLUB ENGAGEMENT**



**STRONG & SUSTAINABLE
FOOTBALL & NETBALL**



**FACILITIES &
ENVIRONMENTS**



**COMMUNICATIONS &
PARTNERSHIPS**



**RESOURCED &
RESILIENT REGION**



Position Purpose

The Chief Executive Officer (CEO) is the most senior executive of AFL Barwon and is responsible for providing strategic leadership, operational excellence and visionary guidance across football and netball in the Barwon region. Reporting directly to the AFL Barwon Commission, the CEO ensures the organisation delivers its strategic objectives, maintains strong governance and fosters sustainable growth, inclusion and participation in community sport.

The CEO leads all aspects of AFL Barwon's operations, including football and netball competitions, commercial and financial management, stakeholder engagement and people and culture. They are responsible for protecting and enhancing the organisation's reputation, promoting its values and acting as a visible and credible ambassador to clubs, leagues, community stakeholders and government.

Key accountabilities include delivering effective governance, ensuring organisational performance and accountability, fostering a culture of health, safety and wellbeing, and driving strategic growth and innovation. The CEO advocates for community sport at local, regional and state levels and leads initiatives that strengthen the operational and cultural sustainability of AFL Barwon.

The CEO is expected to model AFL Barwon's values — being Transparent & Fair, Accessible & Inclusive, Collaborative, Strong & Courageous, and Progressive & Proactive — in their leadership, decision-making and interactions across the organisation.

This position requires the ability to work flexible hours, including evenings and weekends, and a demonstrated commitment to child safety, ethical leadership and community wellbeing. The CEO works closely with the AFL Barwon Commission, management team, member leagues, clubs and a wide range of external stakeholders to achieve the organisation's purpose and strategic priorities.

Responsibilities

Strategic Leadership and Governance

- Lead the implementation of AFL Barwon's Strategic Plan and annual business plans.
- Provide high-level advice to the AFL Barwon Commission on governance, risk, compliance, and policy matters.
- Promote a culture of integrity, accountability, and continuous improvement across the organisation.
- Support the Commission to strengthen governance structures that empower League Advisory Boards.

Football and Netball Operations

- Oversee the operations of all AFL Barwon-managed football and netball competitions, ensuring quality structures, compliance with rules, and continuous improvement.
- Maintain effective relationships with the Geelong Football Umpires League and oversee umpire operations and development.
- Ensure competition integrity, including points and salary cap systems, tribunal and incident management, and club liaison processes.

Commercial and Financial Management

- Drive financial sustainability through strong commercial partnerships, sponsorships, grants, and community fundraising.
- Oversee budgeting, reporting, and financial governance in collaboration with the Finance Manager.
- Ensure commercial strategies align with AFL Barwon's purpose and deliver long-term growth and impact.



Stakeholder and Community Engagement

- Build and maintain strong relationships with clubs, leagues, netball associations, and community stakeholders.
- Represent AFL Barwon as its key spokesperson, promoting the organisation's purpose, values and impact.
- Strengthen partnerships with government, AFL Victoria, Netball Victoria and other regional sporting bodies.
- Lead and promote inclusion, diversity, wellbeing and community engagement across all AFL Barwon programs.

Reputation and Brand Leadership

- Protect and enhance the reputation of AFL Barwon as a trusted, professional and community-focused organisation.
- Ensure consistent and values-aligned communication across all media and public engagement.
- Act as a visible and credible ambassador for AFL Barwon within the community and the sporting industry.

Advocacy and Influence

- Advocate for the interests of AFL Barwon and community sport at local, regional, and state levels.
- Represent AFL Barwon in strategic discussions with government in collaboration with AFL Victoria and Netball Victoria.
- Influence policy and funding decisions that support the long-term sustainability of community sport in the region.

Organisational Performance and Accountability

- Establish and monitor clear performance indicators across all areas of the organisation ensuring accountability and transparency.
- Report regularly to the Commission on performance, risk and strategic progress.
- Ensure robust systems are in place for decision-making, compliance and continuous improvement.

Strategic Growth and Innovation

- Support AFL Vic and Netball Victoria with initiatives to identify and pursue opportunities to grow participation and engagement in football and netball across the region.
- Lead innovation in program development, digital systems, and service delivery to enhance the experience of clubs, players, umpires, and volunteers.
- Monitor trends in community sport and advocate for proactive responses to emerging challenges and opportunities.

People and Culture

- Lead, develop and support the AFL Barwon management team and staff.
- Foster a positive, collaborative and performance-driven organisational culture.
- Ensure development of and compliance with HR policies, workplace safety and employment legislation.
- Model and promote AFL Barwon's values — being Transparent & Fair, Accessible & Inclusive, Collaborative, Strong & Courageous, and Progressive & Proactive — through their leadership, decision-making and daily interactions.

Health, Safety and Wellbeing

- Promote a proactive approach to health, safety, and wellbeing across all AFL Barwon activities.
- Ensure compliance with all relevant health and safety legislation, policies, and procedures.
- Support initiatives that enhance the physical and psychological wellbeing of staff, players, volunteers, and the wider sporting community.



The responsibilities outlined above are not intended to be an exhaustive list. The CEO may be required to undertake additional duties within their skills, experience and scope of the role, as directed by the AFL Barwon Commission to meet organisational needs and strategic priorities.

Key Selection Criteria

The Chief Executive Officer (CEO) must demonstrate:

- Proven experience in senior executive leadership, preferably within the sport, community, or not-for-profit sectors, demonstrating strategic and forward-thinking capabilities.
- Passionate about community sport and wellbeing, with a commitment to driving inclusion and participation.
- Strong strategic and operational management skills, with a demonstrated ability to deliver organisational objectives and drive results.
- Exceptional stakeholder management and relationship-building skills across diverse sectors; collaborative and people-focused approach.
- Demonstrated financial management, business planning and commercial acumen.
- High-level understanding of governance, risk and compliance frameworks; ethical and transparent in decision-making.
- Strong leadership and team management capabilities, fostering a culture of excellence, accountability and resilience.
- Excellent communication, negotiation and presentation skills.
- Demonstrated understanding of the Victorian Child Safe Standards and the Reportable Conduct Scheme, with a strong commitment to upholding child safety and wellbeing in all organisational operations.
- Ability to work flexible hours, including evenings and weekends, as required; decisive and adaptable under pressure.
- Current Working With Children Check.
- Victorian Drivers Licence.

Desirable

- Understanding of Australian football and netball structures, governance and participation pathways.
- Experience working with volunteer-led community sporting clubs and leagues.
- Knowledge of facility development, local government relations and regional sport administration.
- Experience in sponsorship, marketing or community engagement.

Key Relationships

Direct Reports:

- Head of Football
- Head of Netball
- Commercial & Communications Manager
- Finance Manager
- Club Development Lead

Other Key Relationships:

- AFL Barwon Commissioners and Advisory Boards (GFNL, BFNL, Women's Football, Junior Football)
- AFL Victoria and AFL
- Netball Victoria
- Geelong Football Umpires League (GFUL)
- Member Leagues and Clubs
- Local Government and State Government representatives
- Sponsors, partners and commercial stakeholders
- Local media and community organisations