



AFL BARWON & AFL VICTORIA GOVERNANCE & ADMINISTRATION CHANGES

Barwon Stakeholder Engagement

BACKGROUND & RATIONALE



The Barwon region is a unique country region with long-standing centralised governance and administration of Bellarine & Geelong Football Netball Leagues, and in recent times, the formulation of AFL Barwon Juniors, All Abilities, Female Football & Region Umpiring.

In addition, AFL Barwon provides administration services (in part) to Colac & DFNL & Geelong & DFNL.

The role of AFL Victoria has evolved and it's primary focus on the below, not competition management:

- Participation;
- Experience & football communities capability building; &
- Facilities, Government & partnerships

As such, the role of the Regional Manager has diversified to include growth, sustainability & club development to increase the support we provide to regions and community clubs, which has reduced the capacity to lead competition management and region entity business operations.

SUMMARY OF KEY CHANGES



- The AFL Barwon entity (LEAGUE) constitution and company name will be updated to reflect the refreshed roles and responsibilities.
- The LEAGUE entity will evolve to concentrate its resourcing and efforts on League governance (Bellarine, Geelong, Juniors, AA & Female Football) business operations, & administration services of current serviced competitions.
- As such, the LEAGUE has appointed a CEO position to effectively lead the above functions.
- The AFL Victoria Regional Manager role will be reset to reflect the contemporary role of AFL Victoria and the Region.
- A Region Council will be introduced to govern and lead the region holistically (detail in further slides), to divide the roles and responsibilities between the LEAGUE entity & AFL Victoria game development.

WHAT IS THE LEAGUE ENTITY?



The AFL Barwon entity (LEAGUE) constitution and company name will be updated to reflect the refreshed roles and responsibilities.

The LEAGUE responsibilities shall include:

- Manage entity constitution
- Manage fiduciary obligation of governed competitions
- Continue governance and administration of: BFNL, GFNL, AFLB Juniors, All Abilities & Female Football.
- Lead and manage region umpiring function to service competitions
- Continue current administration role of Geelong & DFNL & Colac & DFNL.
- Continue to lead and manage entity commercial revenue & partnerships.
- Engage the community & clubs.
- Management of competition by-laws.
- Management of investigations.
- Management of tribunal

WHAT IS A REGION COUNCIL?



A Region Council is a region-based committee to oversee footballs direction in the Region

A Region Council

- shall be aligned to the Region Manager
- is a region-based committee established to provide constructive guidance, knowledge and expertise, from a broad collection of backgrounds, on a range of strategic and demographical football issues that arise within a Region.
- is non-fiduciary, however, exercises due care, diligence in providing insight and understanding on football matters.

- shall manage the Regions
 - modification to any rules or regulations that relate to the Region.
 - Regulations and by-laws that affect the Region;
 - competition structure, e.g. age group determinations; club transfers, etc under State Affiliate Regulations
 - participation deliverables;
 - club development opportunities; and
 - growth opportunities for the Region;

Region Councils - local people dealing with local issues and making local decisions.

ROLE OF AFL VICTORIA



- Participation – drive attraction, retention & transition all participants – players, coaches, volunteers & umpires.
- Community Football & Experience – provide advocacy and build capability of clubs & leagues.
- Facilities, Partnerships & Government – partner with all levels of government & industry to support community football.

The Role of AFL Victoria does not include League Management and Governance:

- AFL Victoria funding is not for the purpose of League Operations

The Region Managers primary focus is Growth and Strategy and Community Football Support

COMMUNITY FOOTBALL

Governance & Delivery Model



AFL BARWON REGION

— Region Council

- Region Strategy
- Regional By-Laws
- Regions CCSP
- Relevant State Affiliate Regulations



AFL VICTORIA

- Community Football
- Participation & Growth
- Facilities & Partnerships

NEW ENTITY BOARD

NEW ENTITY OPERATIONAL TEAM

Operational Delivery



COMPETITION ADMIN

- Fixtures & By-Laws



COUNTRY RULES & DISCIPLINARY

- Investigations
- Tribunal



UMPIRE OPERATIONS

- Recruitment & Development



COMMERCIAL, COMMUNICATIONS & FINANCE

- Partners
- Social Media & Media
- Budget Management



CONTACT SERVICES & STAFF MANAGEMENT

- Engagement & Support
- Member Services
- Service Delivery
- Club Administration
- Competition Execution
- Training & Compliance
- HR & Staffing

REGION INVESTMENT – “FOOTY IN EVERY HOME”



STRENGTHEN THE BASE

SCHOOLS

COACHES & VOLUNTEERS

UMPIRES

CLUB & COMPETITION DEVELOPMENT

LOCAL GEOGRAPHY PLANS

SECURE THE FUTURE

INCREASE DIVERSITY

ACHIEVING WOMEN & GIRLS 2030 VISION

MORE WAYS TO PLAY THE GAME

FACILITIES

COMMUNITY FOOTBALL COMPETITION GROWTH