

**Essendon District FL and Western Region FL in Association with AFL Victoria "Club Volunteer Conference"**

**Victoria University, Footscray Park Campus, Ballarat Road, Footscray, Sunday, 18th February, from 9am to 1.00pm**

**TIMETABLE**

| TIME            | MCG - ROOM G370  | WINDY HILL - ROOM G470  | WHITTEN OVAL - ROOM G467  |
|-----------------|--|---|---|
| 9.00am          | <b>Registration:</b>   |   |   |
| 9.15am          | <b>Opening Address: Steven Reaper, CEO AFL Victoria</b>  |   |   |
| 9.30 - 10.00am  | <b>Club Community Health Wellbeing</b>   | <b>Club Financial Management</b>  | <b>Female Participation</b>   |
|                 | <p><b>Dave Burt</b> - CEO &amp; Founder of SALT - Sport and Life Training</p> <p>Dave has a Masters Degree in Guidance &amp; Welfare and has 30 years experience as a PE teacher &amp; School Chaplain. He has served as the Victorian Coordinator for Sports Chaplaincy Australia and the Crisis Response Chaplain for a number of football leagues. A club community is no different to the general community in it they exists. There are potentially some club participants that have issues of drug &amp; alcohol abuse, violence, mental health, etc that may provide club culture. This practical &amp; interactive session will help your club be aware of broader on and off-field responsibilities and how participants can support each other as well how to avoid problems that can negatively impact on the culture at your club. Participants will need to bring the iPhone to take part in a 'Live Quiz'.</p>   | <p><b>Dwayne Wathen</b> - State Financial Controller AFL, Treasurer EFL Club</p> <p>Dwayne is the AFL's State Financial Controller, overseeing the finances and admin of all AFL State Bodies across Australia. A qualified accountant with over 8 years' experience in the football industry professionally, and 5 years as a local club Treasurer and Vice President for the Waverley Blues in the Eastern Football League, Dwayne has hands on experience and knowledge of what community clubs and Treasurers experience. As a Committee member do you see your Clubs financials, budgets and results on a regular basis? In this session we cover some of the critical areas all Clubs should be actioning to ensure your clubs financial success and improvement, minimise risks and ensure the clubs future sustainability.</p>  | <p><b>Bridget Barker</b> - Manager of Diversity and Inclusion Nth Melbourne FC, Melbourne University Women's FC Junior President, Western Jets Youth Girls Head Coach</p> <p>Bridget has been involved in women's football for 14 years, having been a player, coach, committee member, advisory board member and spectator of all things women's football she's able to identify and share with you all of the do's and don'ts for female engagement at your club. This session will cover the critical areas of female engagement for your football club. From Auskick through to committee and board level participation, this session will give you strategies to engage and retain women and girls within your club. Women' and girls football is experiencing massive growth, so come and learn how to grow your club on and off the field through female engagement and be all the more successful for it.</p>   |
| 10.10 - 10.40am | <b>Club Governance</b>   | <b>Sponsorship and Marketing</b>  | <b>Engaging Multicultural Communities</b>   |
|                 | <p><b>John Larkins</b> - Barrister and Aberfeldie Football Club President</p> <p>John has been a senior committee person at the Aberfeldie Sports Club Inc. (ASC) for over 20 years. This included serving on the junior committee initially, then a period of 2 years as Chairman of the Sports Club, from 2002 to 2008 he acted as both Chair of the ASC and President of the senior football section of the club. He has retained the latter position to the present day. For 40 years he has been a Barrister, initially with a broad practice but now working mainly in the liquor licensing and hospitality area. In this session John will discuss the importance and relationship of club structure and volunteer role development to governance in a local sporting environment as well as the challenges in achieving compliance with legal obligations at "grass roots" level.</p>  | <p><b>Rob Threfall</b> - Senior Consultant, TD Community Solutions</p> <p>Rob was CFO at the Geelong FC for 15 years and previously worked in senior management for Newcrest Mining both in Australia and Indonesia. He founded Aqive Business Consulting in 2015 offering interim mgt, business strategy &amp; planning, sports consultancy, strategic philanthropy &amp; executive coaching services across many industries and sectors. He is also a senior consultant with Advanced Club Administration (ACA). ACA is the A-Z of successfully running your community sports club, via education (access to 160+ short videos &amp; an online "filing cabinet" of spreadsheets, document templates), direction (health checks and tailored action plans) &amp; support (you can call or email us!). Rob is a CPA, a graduate of AICD and an Executive Education Program at Harvard Business School, Boston. He is currently Vice-Pres of St Joseph's Football and Netball Club, Geelong, having held various positions over the years. This session will provide clubs with insight into optimizing current revenue streams and developing new avenues. We will also look at establishing a strong brand reputation, then exploiting it.</p> | <p><b>Andrew Ainger</b> - Multicultural Participation Manager, AFL Vic</p> <p>Andrew took up the Multicultural Participation Manager role with AFL Victoria in 2017 having previously worked in this sector at the South Australian National Football League. Andrew will also involve current AFL Club Multicultural Development Officers to deliver this session. Participants will be informed of various club experiences adopted to help educate volunteers in recognising different cultural behaviours and opportunities to engage families from diverse multicultural communities. Clubs will gain ideas and initiatives to develop their own inclusive action plan with short, medium and long-term strategies that will better equip them to introduce targeted recruiting and retention programs to attract players and their families from different cultural background.</p>   |
| 10.40am         | <b>Morning Tea</b>   |   |   |
| 11.00 - 11.30AM | <b>Managing Club Risk &amp; Reputation</b>   | <b>Allowable Player Payments &amp; Player Points</b>  | <b>Child Safety</b>   |
|                 | <p><b>Kerry Gassner</b> - Integrity Operations Manager AFL</p> <p>Kerry spent 15 years with Victoria Police (Serious &amp; Organised Crime, Homicide, Sporting Integrity Intelligence Unit) before joining the AFL Integrity and Security Department in 2016. He has a background in local football at Eastern FL &amp; VAFA clubs together with extensive history in professional baseball in playing, coaching and administration from community to elite level. This session will provide an overview of the AFL Integrity &amp; Security Department &amp; the AFL's Integrity approach, a snapshot of what is happening at state &amp; community football, what the risks are at your club &amp; league (reputation risk), topics on the horizon (Child Safeguarding, Respect &amp; Responsibility, Wagering, Organised Crime) and key takeaways.</p>  | <p><b>Darryl Collings</b> - Club Sustainability &amp; Affiliates Manager AFL Vic</p> <p>Darryl's role at AFL Victoria includes liaising with all Metropolitan Leagues, Managing Region Development Managers (Nth/East/Southern metro) &amp; the implementation of the Allowable Player Payment framework &amp; the Player Points system. Darryl previous roles included AFL Vic Club Development Manager &amp; GM Football Operations at the Eastern Football league. Darryl has also served on Club Committees for over 20 years, predominantly in the Treasurer and Football Operations roles. Prior to moving into the football industry, he was a manager at Price Waterhouse Coopers. This session will provide clubs with detail on the introduction and administration of the Allowable Player Payments and Points Systems framework, including clubs responsibilities, background and purpose of APP and Player points system, Player Points System – Overview of Club Administration &amp; APP - Overview of Club Administration</p>   | <p><b>Meg McArthur</b> - Community Football Program Coordinator, AFL Vic</p> <p>Meg has nine years' experience working in football program operations at the Calder Cannons including the last two at AFL Victoria overseeing at community football the implementation of rules, regulations and policies at community football level working closely with volunteers and all that is included in running a football Club. She is currently a part of the AFL Safeguarding Children Policy working group, developing expectations and guidelines to ensure all levels of football are keeping our children safe. This session will include awareness of child abuse, why this is an important topic for football to work on, what your Club needs to be putting in place to ensure all children that take part in football are kept safe. Research has found over 350 000 reports of child abuse are made every year, but one third of people don't know how to recognise or deal with this issue. Child Safety is a vital area of development across all sporting organisations in Australia, and AFL Victoria are working to give all Clubs areas to continually consider on this journey to improve our environments for all involved.</p> |
| 11.40 - 12.10am | <b>Club Planning</b>   | <b>Grants Funding &amp; Government Relationships</b>  | <b>Conflict Resolution Strategies to Deal with Difficult People</b>   |
|                 | <p><b>Rob Threfall</b> - Senior Consultant, TD Community Solutions</p> <p>Rob was CFO at the Geelong FC for 15 years and previously worked in senior management for Newcrest Mining both in Australia and Indonesia. He founded Aqive Business Consulting in 2015 offering interim mgt, business strategy &amp; planning, sports consultancy, strategic philanthropy &amp; executive coaching services across many industries and sectors. He is also a senior consultant with Advanced Club Administration (ACA). ACA is the A-Z of successfully running your community sports club, via education (access to 160+ short videos &amp; an online "filing cabinet" of spreadsheets, document templates), direction (health checks and tailored action plans) &amp; support (you can call or email us!). Rob is a CPA, a graduate of AICD and an Executive Education Program at Harvard Business School, Boston. He is currently Vice-Pres of St Joseph's Football and Netball Club, Geelong, having held various positions over the years. This session will provide clubs with insight into how to best structure up your Committee and develop a strategic plan, then importantly communicate the plan and assess progress.</p> | <p><b>Patrick Moriarty</b> - Training Manager, Our Community Group</p> <p>Patrick provides business development and training expertise to Our Community having extensive business management expertise in his existing and previous management roles. Our Community is a national organisation providing information, support, advice, resources and training for community groups across Australia – among its resources is Australia's leading grants newsletter, Easy Grants, that provides a monthly summary of all of Australia's grants from Federal, State and Local Government, Philanthropic and Corporate Trusts. In this session we'll focus on the key things your club needs to have in place to be successful in accessing grants funding.</p>  | <p><b>Murray Ashby</b> - Inspector Victoria Police</p> <p>Murray is currently responsible for the management of misconduct investigations and workplace conflict resolutions in the Southern Metropolitan Police Region. A registered psychologist with significant experience in conflict resolution strategies and executive coaching programs. Murray has been actively involved in the football environment for a number of years as a player at Richmond VFL, East Burwood (EFL), Box Hill and Northcote (VFA) and more recently as the coach co-ordinator at the Kilsyth Junior Football Club. All club leaders and their committee members encounter some type of conflict within the club from time to time and often rely on their "learned experience" to respond rather than a combination of learned experience and an evidence-based framework. This session will be of interest to those seeking to be exposed to some of the principles of the current evidence-based conflict resolution strategies in an effort to minimise any negative outcomes from conflict.</p>   |
| 12.20 - 12.50am | <b>Facility Management</b>   | <b>Volunteer Recruitment &amp; Management</b>   | <b>Media Strategies</b>   |
|                 | <p><b>Shayne Ward</b> - Strategy Government &amp; Infrastructure Manager, AFL Vic</p> <p>Shayne's role at AFL Victoria is primarily around driving organisational strategy, and overseeing the relationships with various government bodies. As part of this work Shayne also drives implementation of the AFL Victoria Football Facilities Development Strategy. Today Shayne will show you how such a strategy relates to club venues along with some best practise examples of recent projects. Some hints on how to work with your local Council and attract grant funding for upgrades will also be offered.</p>  | <p><b>Patrick Moriarty</b> - Training Manager, Our Community Group</p> <p>No football club in Australia would be able to exist without it's volunteers. In this session we will discuss ways to recruit, retain and reconise your volunteers - without burning them out. Participants will be provided with an outline of an action plan to help put in place a volunteer management process regardless of the number of volunteers at your club. We'll also be providing links to valuable templates and resources to support your clubs in this role.</p>   | <p><b>Adem Saricaoglu</b> - Media Manager, EDFL. <b>Kristen Alebakis</b> - Media Manager, WRFL</p> <p>Adem and Kristen are responsible for all league media platforms and promotional material, including websites, social media and game-day coverage. Today's session will provide club volunteers with an overview of how best to utilise available online and social media platforms and technologies to promote your club and engage your community. We'll also provide an overview of the resources available to club media volunteers and open the floor for questions.</p>  |
| 12.55 - 1.00pm  | <b>Close</b>   |   |   |