

AFL Sydney Juniors
Engagement
Model



Introduction



AFL Sydney Juniors consist of:

- 47 clubs
- 380 teams
- 400 coaches
- 350 umpires
- 8,000 club participants
- 2 Regional Committees
- 1 tribunal
- 1 Executive Group

.....and is supported by AFL NSW/ACT resources.

An efficient and cohesive **Engagement Model** is vital for the successful operation of AFL Sydney Juniors and provides the basis for an enjoyable and positive experience.

The **AFL Sydney Juniors Engagement Model** details the correct contacts, processes and decision owners, ensuring communication and escalations are dealt with by the appropriate resource in a timely manner.

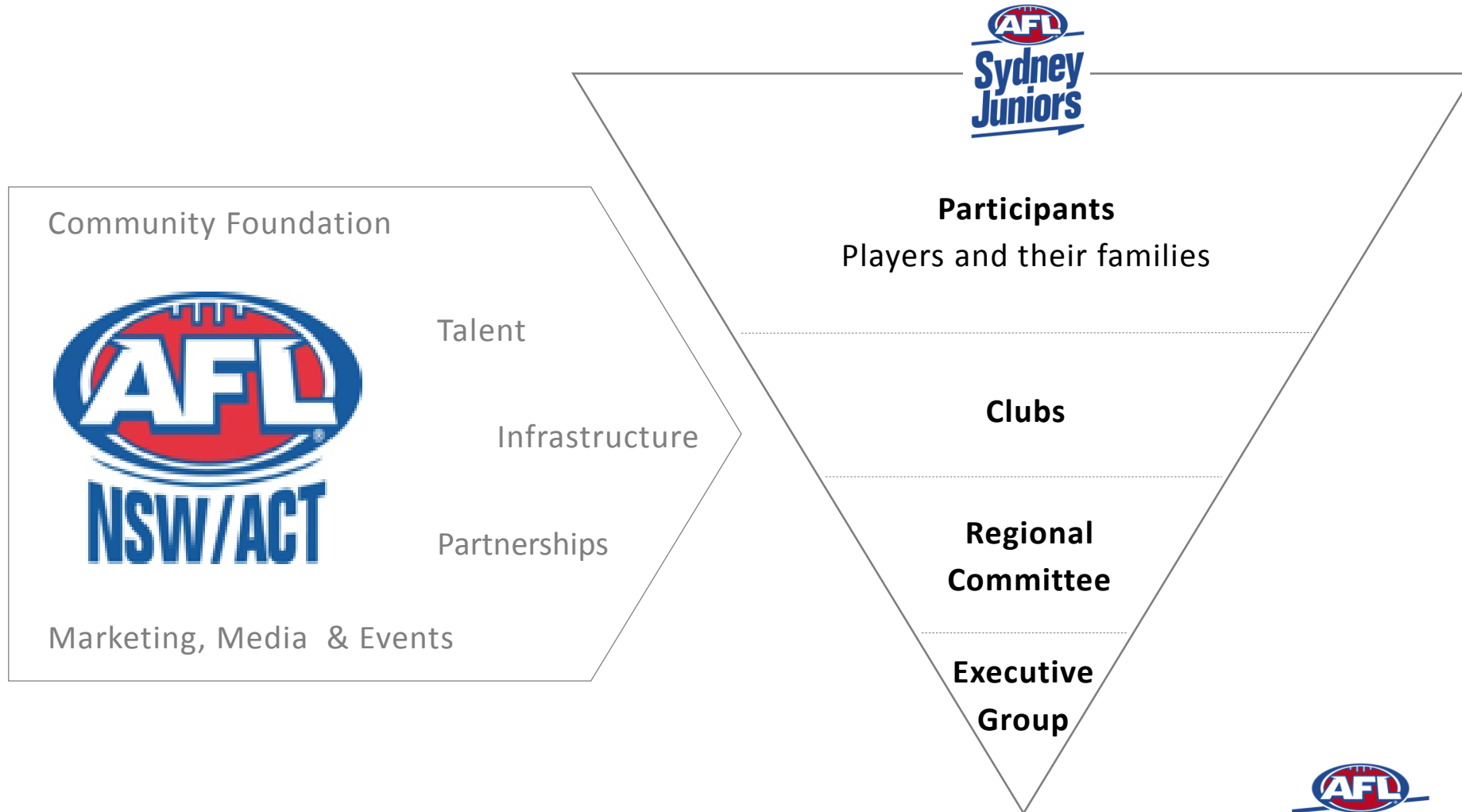
Non Adherence to this model may create delays or deliver incorrect decisions/outcomes.

Golden Rules



- Where specific clarification on a rule is required review Competition Bylaws first
- All communications sent to clubs, and received from clubs should be through the club president or agreed proxy.
- All contact with the Executive Group should be through the Executive Group secretary.
- The Regional Committees manage football aspects as laid down in the Competition Rules and Bylaws for the appropriate year.
- Any request to vary rules or exempt participants from these rules should be made to the Executive Group through the relevant Regional Committee.

AFL Sydney Juniors Engagement Overview



AFL NSW/ACT Participation/Role



Community Foundation:

- Maximize Participation
- Grow league, Club School network
- Promote Community Engagement

Talent:

- Talent Pathway
- Nurture 2nd Tier Competitions
- Centralized Recruiting Information System

Infrastructure:

- Facility Development
- Strong organization - Brand, Governance & Collaboration
- Develop and retain quality Staff

Partnerships:

- AFL Players, Clubs & Corporate Partners
- Community Engagement, Education and Leadership
- Government relationships

Marketing, Media & Events:

- Fan Development
- Fan Pathways
- Quality events & Marketing Campaigns



AFL Sydney Juniors Participation/Roles



Club – Regional Committee – AFLSJ Administration Engagement Model

Executive Group

- Competition Management Strategy and Operations
- Governance , Bylaws & Process
- Sydney Junior Wide Environment and Culture
- Finance
- Sydney Junior Wide Communication
- Marketing , Social Media & Web
- Reward & Recognition of Volunteers

Regional committees:

- Regional Stakeholder Management
- Regional Admin / Budget
- Regional Marketing / Events
- Regional Umpire Scheduling / Coaching
- Regional Coach Management /Accreditation
- Junior & Youth Operations
- Draw Management
- AFL Strategy Delivery

Clubs

- Club & Code Growth and Development
- Auskick Operations
- Property Management
- Recruitment
- Club Stakeholder - Relationship Management
- Club Sponsorship
- Club Database Management
- Club Umpire Recruitment and Scheduling
- Club Coach Co-ordination
- Match Day Logistics



AFL Sydney Juniors Engagement



Club – Regional Committee – AFLSJ Administration Engagement Model

Club Officer	Issue	Contact
President	AFLSJ Policy	Regional Chair SJ Administration
	Match day Behavior/Discipline Management	SJ Administration
	Facilities	AFL Local Area Manager (West) AFL Development Coordinator (Harbour)
Secretary	SJ Administration Procedures	SJ Administration
	Club Development Matters / Opportunities	AFL Local Area Manager (West) AFL Development Coordinator (Harbour) SJ Administration
	AFL SJ Resources	SJ Administration
Registrar	Registration Footyweb	SJ Administration
Finance (Treasurer)	SJ Invoices / Payments	SJ Administration

AFL Sydney Juniors Engagement




Club – Regional Committee – AFLSJ Administration Engagement Model

Club Officer	Issue	Contact
Umpire Coordinator	Umpire accreditation Umpire Matters	Regional Umpire Manager
Auskick Coordinator	AFL Auskick Program	AFL Local Area Manager (West) AFL Development Coordinator (Harbour)
Football Manager	Fixtures / Draws	Regional Administration
	Coach Accreditation	SJ Administration
	Competition Rules	SJ Administration
	Tribunal Matters Code of Conduct	SJ Administration
	AFL Schools	AFL Local Area Manager (West) AFL Development Coordinator (Harbour)
	Talent (Reps)	Regional Administration Regional Talent Manager

AFL Sydney Juniors – Roles & Responsibilities



			
AFL SJ Admin	Regional Committee	CLUB /LEAGUE SUPPORT	CLUB & AUSKICK GROWTH
<p>AFL SJ ADMIN. Initial point of contact on AFLSJ Admin matters as defined</p> <ul style="list-style-type: none"> • Regional Governance • Footyweb • Coaching Accreditation • Tribunal Central • Match day Behavior & Discipline management • Bylaw & process management • Finance management • Representative management • Compliance • Technology Education management • Annual review process • Reward & Recognition 	<p>COMPETITION MANAGEMENT Initial point of contact for Regional Competition Issues</p> <ul style="list-style-type: none"> • Draw • Umpires • Match day issues • Finals • Wet Weather • Representative Football • Represent Region to EG • Events • Budgeting • Liaise with SJ Admin on Environmental issues 	<p>Support on Governance and Compliance and Club/League requirements</p> <ul style="list-style-type: none"> • Retention • Quality Club Environments • Junior to Senior Club Transition • Governance and AFL Policies • Revenue (Grants) • Volunteers • Overall Strategic responsibility 	<p>Initial point of contact on Club matters (excl. AFL SJ Admin)</p> <ul style="list-style-type: none"> • Club Recruitment • Club & Community Auskick growth • AFL NSW/ACT Representative on Regional Committee • Facilities
		PARTICIPATION & COMMUNITY ENGAGEMENT	TALENT & COACHING DEVELOPMENT
		<p>Manage Development Staff (full-time and casual)</p> <ul style="list-style-type: none"> • Participation: • Club • School • Auskick 	<p>Talent/Coach Support</p> <ul style="list-style-type: none"> • Talent Identification • Academy Liaison • Coaching Courses



AFL Sydney Juniors – Key Contacts



AFL SJ Regional Committees

Western Sydney

General Queries

wsgiantsjuniors@gmail.com

Chairperson

Brad Lahey

bradlahey@bigpond.com

Deputy Chairperson

Sean Hogan

shogan@acmcgrath.com.au

Football Operations TBC

Administration

Sharlene Cormack

sharlenec97@gmail.com

Umpire Manager

Sharon Markut

shazza.m@bigpond.com

Coaching Manager

Robert Woolnough

rcjee@bigpond.com

Female Football

Craig Chobdzynski

chobdzynski@yahoo.com.au

Auskick

Roz Thomas

RThomas@aisnsw.edu.au

Sydney Harbour

Chairperson

Andrew Hurrell

a.hurrell@sydneyharbourafl.com

AFL/RC

Dean Lee

d.lee@sydneyharbourafl.com

Football Mgr – City

Marelle Sharpe

Marelle.sharpe@optusnet.com.au

Environment

Brian Gillard

environment@sydneyharbourafl.com.au

Umpires

Todd Williams

Umpire.manager@sydneyharbourafl.com

Football Mgr – North

Ken Johnston

Ken.johnston@laminex.com.au

Football Mgr - Youth Girls

Ros McMahon Bostik - Youth.girls@sydneyharbourafl.com

Football Mgr – South

John King

Johnb.king3@optusnet.com.au

Coach Co-ordinator

Curt Pahl – curtp@optusnet.com.au

Auskick Mgr

John Dyster

jon.dyster@sita.com.au

President Liaison Mgr

Jason Howard

jason.howard@me.com

Representative Co-ordinator

Angie Zissis

azissis@exemail.com.au



AFL Sydney Juniors –Key Contacts 2



Sydney Harbour

REGIONAL MANAGER - MANAGER SYDNEY / ILLAWARRA

Simon Wilson- simon.wilson@aflnswact.com.au

PARTICIPATION MANAGER

Tim Fava– tim.fava@aflnswact.com.au

Development CO-ORDINATORS

Louise McKenry - Sydney North – louise.mckenry@aflnswact.com.au

Harry Sleigh – Sydney South – harry.sleigh@aflnswact.com.au

Mark Leavy - Sydney City - mark.leavy@aflnswact.com.au

Western Sydney

REGIONAL MANAGER - GWS REGION

Dean Connors – dean.connors@aflnswact.com.au

COMMUNITY FOOTBALL MANAGER

Sophie McKibben– sophie.mckibben@aflnswact.com.au

LAM'S

Sam Zikman-Bankstown/Liverpool – sam.zikman@aflnswact.com.au

Brett Roberts-Penrith/Blue Mountains/Hawkesbury – brett.roberts@aflnswact.com.au

Greg Talbot-Holroyd/Parramatta/Auburn– greg.talbot@aflnswact.com.au

Ash Moeller – Campbelltown/Camden/Wollondilly – ashmoeller@aflnswact.com.au

AFL NSW/ACT

AFL SJ Admin

Bob Robinson - bob.robinson@aflnswact.com.au

AFL SJ Executive Group

David Burgess (Chair)

Barry Richardson

Darren Simpson

Bob Robinson