

CIRCULAR



Subject: ANNUAL GENERAL MEETING

Date: 13th February 2025

Document ID: **05, Annual General Meeting - Updated**

From: Andrew Dawe, Chief Executive Officer
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Email: andrew@perthfootball.com.au

Audience: Club Committees, Life Members, Board Members

Summary: Reminder – Annual General Meeting 6.00pm, Monday 24 th February 2025 Claremont Football Club, Davies Road, Claremont Audited Financials attached	Action: This is a meeting of Member Clubs. As prescribed in Section 3, By-law 3.7, any club which is not represented at this meeting shall be fined \$100.
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The WA Amateur Football League Inc. trading as Perth Football League will hold its Annual General Meeting at 6.00pm, Monday 24th February 2025 at Claremont Football Club (Claremont Oval, 3 Davies Road, Claremont).

If for any reason the Annual General Meeting cannot proceed on Monday 24th February, the meeting lapses and is adjourned to the same time on the same day at the same venue the following week.

A 45-minute session will be held after the AGM, led by our Wellbeing Coordinator, featuring guest speakers who will share valuable insights.

Finger food and drinks will be served following the session. A reminder to please RSVP through the below link by 11:00am on 17th February 2025. Dietary requirements received after this date may not be catered for. Please RSVP [CLICK HERE](#)

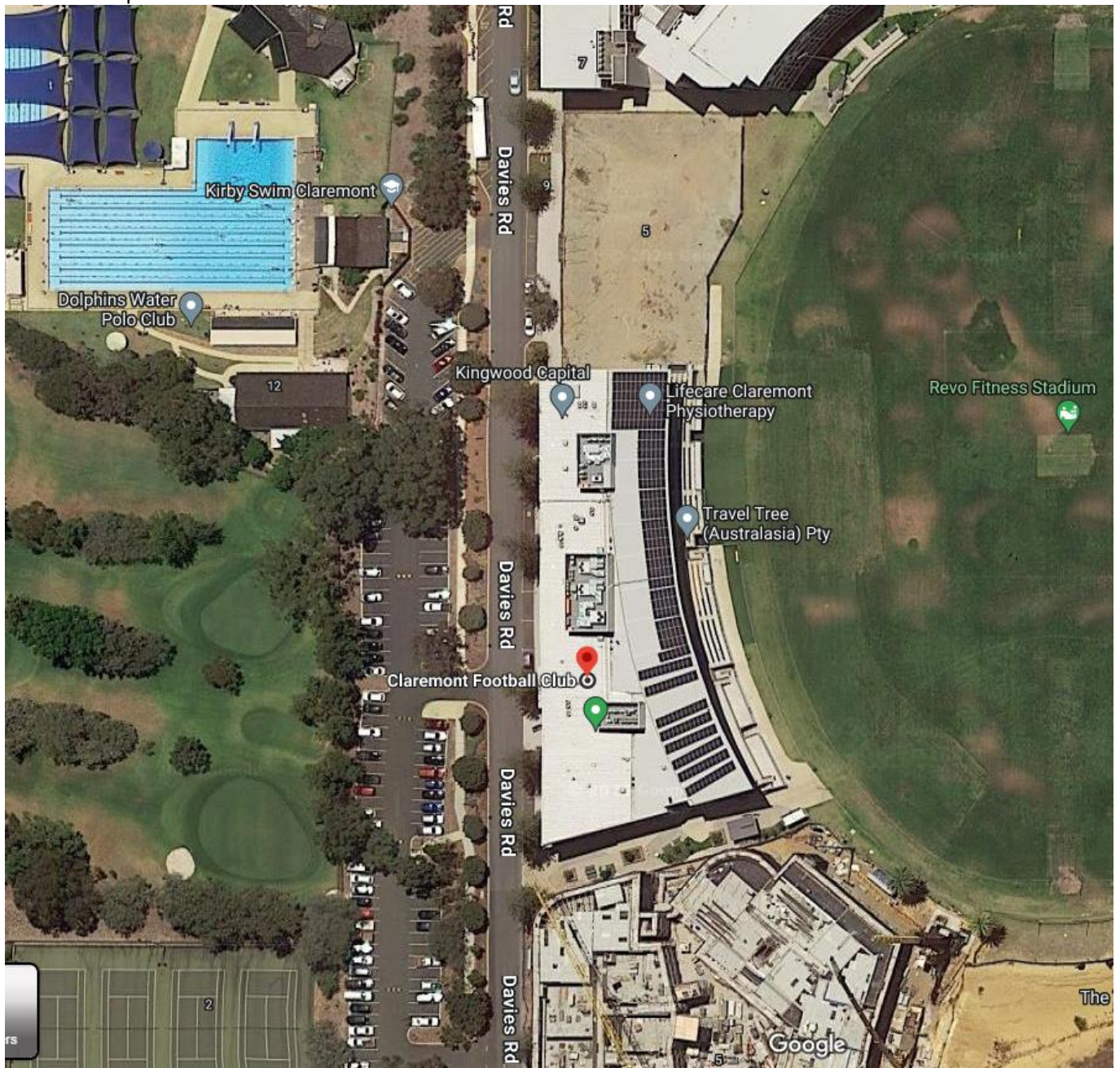
Claremont Football Club

Claremont Oval

3 Davies Road

Claremont

Location Map:





Annual General Meeting - AGENDA

WA Amateur Football League Inc, trading as Perth Football League
6.00pm, Monday 24th February 2025
Claremont Football Club

NOTES/RECOMMENDATION

1. MEETING OPENING

- 1.1 Attendance
- 1.2 Apologies

2. PREVIOUS MINUTES

- 2.1 Confirmation of Minutes of the previous AGM held 26th February 2024.

3. REPORTS

- 3.1 Board Report
- 3.2 Financial Report – 2023/24 Audited Statements

4. ENDORSEMENT OF BOARD APPOINTED MEMBERS

- 4.1 Michelle Bell

5. ELECTION OF BOARD MEMBERS

- 5.1 Appointment of Returning Officer
- 5.2 Nominations
 - Rafic Aoun
 - Clay Thomas
 - Danielle Santoro
 - Kye Cherian
 - Harry Doyle
 - Tyson McEwan

6. APPOINTMENT OF AUDITORS

7. CLOSE

Recommendation: That the Minutes of the Annual General Meeting held 26th February 2024 be signed as an accurate and sufficient record of the meeting.

Audited Financial Statements are attached.

Recommendation: That the 2023/24 Financial Report is accepted.

Recommendation: That the appointment of Michelle Bell to the Board be endorsed.

Details of endorsed Nominations are included.

Recommendation: That Hall Chadwick be appointed as auditors for 2024/25

2024 marked another positive year for the Perth Football League, characterised by both on-field growth and off-field advancements that reinforce our commitment to sustainably growing the League while supporting our Member Clubs.

On the field, 321 teams competed across 32 grades, culminating in 2,901 fixtured matches and 33 Grand Finals across Men's, Women's, Colts, and Integrated competitions.

The introduction of the Women's A Reserves grade was a significant milestone, providing clubs with greater flexibility and easing the workload on volunteers while continuing to expand opportunities in Women's Football, which has continued to grow and evolve, supporting inclusive environments which have now been embedded within 54 of our community clubs.

The PFL's Representative Program also saw success this year, with the Women's team drawing with WA Country and narrowly losing to the VAFA by one point, while the Men's team secured a hard-fought victory over the VAFA. These results are a testament to the strength and skill of our representative players and coaching staff.

Off the field, 2024 saw the League consolidate its strong financial position, underpinned by continued growth in our commercial partnerships and profile of the League and clubs within their communities.

We welcomed two new key partners in 2024 – Sullivan Logistics and Electrical Group Training – who share our vision for growth and development in community football.

Another significant off-field milestone was the development of the Gambling Harm Reduction Program. In 2024, we completed the research and planning phase, with a full launch scheduled for February 2025. This initiative has already led to the appointment of a Wellbeing Project Coordinator, demonstrating our commitment to fostering a safer and more supportive environment across the League.

Growing The Game and Growing The Pie – Adding Value and Building Capacity

Perth Football League's solid financial position provides a platform for significant investments aimed at supporting our Member Clubs. An example of this is the major initiative for 2025, being the rollout of improved technology to support integrity processes, including the supply of game-day cameras at all PFL grounds.

This substantial investment will improve the game day environment for all participants, helping to streamline match review procedures, and strengthen the transparency and credibility of our competition. Game-day cameras will also provide opportunities for coaches to further increase the professionalism of their match reviews, training and player development programs.

Our focus on supporting club volunteers remains unwavering. Through targeted initiatives and strategic partnerships, we continue to equip clubs and volunteers with the tools and resources they need to thrive in an increasingly complex sporting environment.

By balancing on-field growth with off-field innovation, Perth Football League is well-positioned to build an even stronger foundation for the future.

Running A Tight Shop and Selling The Benefits

Through the ongoing strength of our partnership with the WA Football Commission and effective advocacy, in 2024 Perth Football League secured \$1million of funding through the State Government's Community Sporting and Recreation Facilities Fund. This investment will enable the upgrade of 52 player and umpire changerooms across metropolitan Perth, delivering real and lasting benefits for our Member Clubs. Another highlight of 2024 was the unprecedented media coverage enjoyed by the League. Locally, we achieved coverage in The West Australian, complemented by national exposure through news.com.au and Business News. This media activity has paved the way for strategic partnerships with SEN and Business

News for 2025 and beyond. Digital media also experienced continued growth, with increased streaming numbers on Streamer and SEN joining as a broadcast partner for the finals, including coverage of the A Grade Grand Final by SportFM.

I would also like to highlight the incredible community and social impact achieved by our clubs. In 2024, PFL Clubs collectively raised some \$250,000 for various charities and causes, underscoring the dedication and spirit of everyone involved. This incredible achievement reaffirms that the Perth Football League is about more than just football – it's about community, connection, and making a difference.

As we reflect on 2024, I would like to thank our League staff and volunteers for their tireless efforts in delivering another outstanding season.

On a personal note – with 2024 being my last season as the President of Perth Football League, after almost a decade of significant growth and transformation, I would like to personally thank all the Board Members, PFL Team members, Partners and the hundreds of Club Presidents and that I have come to know and worked with over the past nine years.

In particular, I acknowledge Board Member, Rob Steel, who is also coming to the end of his third term having provided nine years of outstanding service to the Board. Rob's commitment to the community football clubs and volunteers that we all serve has been unwavering.

I also highlight the contribution of PFL Vice-President, Geoff Glass, and thank Geoff for his ongoing support and wise counsel – it has been invaluable.

Like each of our Club Presidents, your Board Members are all volunteers who work tirelessly to support the ongoing growth and success of Perth Football League and each of your clubs.

We are united by something so much greater than a love of Australian Rules Football and the win-loss nature of individual matches... The saying "*It's more than a game*" has never been truer than it is in the context of each of our football clubs who play such a vital role within their local community.

Together, we are creating a stronger, more inclusive and impactful community football environment, and I am excited to see what we will achieve in 2025 and beyond.

Sam Birmingham
President

AGENDA ITEM:	FINANCIAL REPORT – 2023/24 Audited Statements	AGENDA NO:	3.2
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Financial Statements of the League for FY2023/24 has now been finalised by the League’s auditors, SW Accountants & Advisors.

A copy of the independent Audit Report provided by SW Accountants & Advisors and accompanying Financial Statements are attached.

The Chair of the League’s Governance, Finance and Risk Committee, Matt Grant, will provide a further presentation and address questions from members at the Annual General Meeting.

Recommendation: That the 2023/24 Financial Report is accepted

Rule 10 of the Constitution of the League provides that the Board may appoint up to three members to assist the governing of the League by the Board.

Board appointments and extensions are required to be endorsed by Member Clubs at the next General Meeting.

4.1 Michelle Bell

The Board previously appointed Michelle in 2022 for a two-year term, from 25th March 2022 to 25th March 2024. This appointment was endorsed by Member Clubs at the 2023 Annual General Meeting, in accordance with requirements under the Constitution of the League. The initial term of Michelle's appointment expired earlier this year, and the Board resolved to extend the term of Michelle's appointment up to the next Annual General Meeting of the League.

In accordance with Rule 10.10 of the Constitution of the League, the extension of Michelle's appointment requires endorsement at the next general meeting after expiry of her initial term – ie. this meeting.

Professional Background

Michelle has an extensive professional background in law, governance, corporate and project management, which are identified as key skills required for the Board to support the League's strategic objectives.

Michelle also has an extensive background in Local Government (LGAs) and is currently employed as Legal, Corporate & Governance Executive at the City of Armadale.

Michelle is a Member of the Australian Institute of Company Directors (AICD), the Law Society of Western Australia and Local Government Professionals WA.

Michelle also currently serves on the League's Competition Integrity Committee and the CEO Performance & Review Remuneration Committee.

Recommendation: That the extension of appointment of Michelle Bell to the Board be endorsed.

AGENDA ITEM:	ELECTION OF BOARD MEMBERS	AGENDA NO:	5
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5.1 Appointment of Returning Officer

A Returning Officer will be appointed for the election of Board Members.

AGENDA ITEM:	ELECTION OF BOARD MEMBERS – NOMINATIONS AND SUPPORTING DOCUMENTS	AGENDA NO:	5.2
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5.2 Nominations

There are three (3) vacant Board positions to be filled under Rule 10 of the Constitution.

In accordance with Rule 10.4(b), having each served the maximum term of nine consecutive years, incumbent Board Members, Sam Birmingham and Rob Steel, did not seek re-election. The third incumbent Board Member whose term expires at the AGM, Rafic Aoun, indicated that he intends to seek re-election for a further term. Nominations for the three vacant Board positions were received from a total of six candidates. These were considered by the Nominations Committee, in accordance with its powers under Rule 10.13 of the Constitution, which included consideration of the suitability of each applicant and also giving due consideration to the skill requirements and diversity of the Board, to ensure it is appropriately representative of all stakeholders' interests and consistent with modern governance standards.

The Nominations Committee determined that all six of the candidates should be endorsed and are eligible for election to membership of the Board.

- Rafic Aoun
- Clay Thomas
- Danielle Santoro
- Kye Cherian
- Harry Doyle
- Tyson McEwan

A copy of the endorsed candidates' nominations and supporting documentation (ie. resumes) are attached as an Appendix to this document.

Voting

Ballot papers will be provided to one (1) representative from each Member Club in attendance and entitled to vote for the commencement of the Annual General Meeting.

Prior to the voting process for this Agenda Item 5 of the AGM, each of the six candidates will be invited to provide a brief deputation to the meeting, to outline how their unique skills and perspectives best serve Members interests and what additional value they believe they will bring to the Board and the League as a whole.

Voting will be conducted on a "first past the post" method for the three vacant positions.

BOARD NOMINATION: SEASONS 2025 - 2027

TO: Andrew Dawe
Chief Executive Officer
Perth Football League
andrew@perthfootball.com.au

The SNESA Football Club Football Club nominates Rafic Aoun

to be considered by the Nomination Committee for election to the position of **BOARD MEMBER**
of the Western Australian Amateur Football League (Inc) trading as Perth Football League.

CLUB ENDORSEMENT

President/Secretary: Vincent Papparone
Print Name



Signed

Date: 30/09/2024

NOMINEE'S ACCEPTANCE FOR NOMINATION

I, Rafic Aoun accept the above nomination, and if elected, undertake to perform
the duties in accordance with the Constitution and By-Laws of the League.

Nominee: Rafic Aoun
Print Name



Signed

Date: 30/09/2024

Elected Board Members will be required to attend a Board induction at the beginning of March 2025.

Rafic Aoun – Cover Letter

24 October 2024

To whom it may concern,

RE: Board Nomination

Please accept my application including my CV and this Cover Letter, which highlight my suitability as Perth Football League Board Member.

After three years as a board member, it has been both a privilege and a purposeful undertaking. I have enjoyed listening to the feedback from members, be it positive or negative.

In the last year, as part of the committee for sustainable growth, I have had the ability to closely monitor the applications of new teams and clubs, but also identifying external threats and opportunities to our League's sustainability.

I look forward to continuing to serve in these roles and ensuring the PFL is well placed to grow sustainably over the coming years.

Kind Regards
Rafic Aoun

CURRICULUM VITAE

PROFESSIONAL PROFILE

1. Demonstrated leadership experience with a combination of participative (democratic) and charismatic style of leadership
2. Proven ability to engage people from various cultural backgrounds; recognise and appreciate beliefs and understand personal characteristics and behaviours.
3. Proven ability to implement and drive cultural and systematic changes within a company; act with integrity, professionalism and be respectful.
4. High level organisational and time management skills as well as the ability to work under pressure, achieve deadlines, reschedule and reorganise tasks to reflect changes in priorities
5. Demonstrated ability to comply with a company's values, policies, procedures and code of conduct; understand their vision, mission, direction and objectives as well as factors that may impact on work plans and goals.
6. Highly proficient communication and interpersonal skills; ability to produce quality written material such as conclusive reports, proposals, media releases, news stories.
7. Proven ability to build and nurture relationships with internal and external stakeholders to help drive community engagement and participation.
8. Demonstrated experience working with industry and corporate partners on all levels
9. Experience in undertaking complex and sensitive issues surrounding employment legislation including the ability to mitigate risk through forward planning.
10. Ability to use a variety of computer based software applications to import and export data to produce reports and graphical presentations, create templates; record actions, communications with stakeholders and updates on projects.

QUALIFICATIONS

BACHELOR OF Sport Management (Supporting Major in Journalism)

Edith Cowan University 2007

SECONDARY GRADUATION

St Norbert College 2004

DIPLOMA OF INTERPRETING – ARABIC

Australian Institute of Workplace Training 2019

CAREER PROFILE

February 2022 – Present

Company: Perth Football League

Position: Board Member

KEY RESPONSIBILITIES:

1. Strategic, risk and financial monitoring of PFL operations
2. Sustainable growth committee member
3. Nominations committee member

April 2021 – Present

Employer: WARRRL (Containers for Change)

Position: Contract Manager

KEY RESPONSIBILITIES:

1. Overseeing the management of over 70 container refund points across WA
2. Engaging with Perth Metro and WA Regional Refund Point Operators to increase community participation in the Container Deposit Scheme
3. Working with many NFP and Aboriginal Corporations such as Good Sammy, Scouts WA, Wirrpanda Foundation and Ashburton Aboriginal Corporation to achieve 85% recycled target of all consumed containers in WA, community group and charity fundraising and engagement of vulnerable employees
4. Management of existing contracts between Refund Point Operators and the State Government Coordinator of the Container Deposit Scheme
5. Mobilisation of new Refund Point Operators and issuing of contracts – including working with NFP and Aboriginal Corporations
6. Ensuring compliance of all Refund Point Operators with State Government Legislation

November 2015 - October 2021

Organisation: SNESA Football Club

Position: President (Volunteer)

KEY RESPONSIBILITIES:

1. Manage club committee operations including events organising, recruitment of coaches, budget and finances, registration and subscription of members, food and beverage, supporter operations, sponsorship and facility management
2. Coordination of committee meetings, working with Vice President, Club Secretary, Treasurer and 10 committee members (all volunteer based)
3. Liaising with Local Council and Perth Football League and being held accountable by both to ensure we meet league, council and constitutional requirements
4. Community engagement through events and fundraising
5. Daily communication with senior coach and committee regarding club operations
6. Organising and coordinating of club events
7. Innovating new ways to have a greater impact on the local community in search of growth

KEY ACHIEVEMENTS:

1. Club increased membership from 70 to 148 in four years resulting in the establishment of a third senior team for a fourth year in a row with potential growth for a womens and colts team
2. Two Club promotions in four years (finishing second in C3 grade in 2016 to now a third year in C2)
3. Bank balance increased by 500% between 2016 and 2021
4. Turnover increase by 250% between 2016 and 2021 by diversifying revenue streams and investing in the right products and people
5. Fundraising approximately \$12,000 for local community and causes
6. Average home game attendance of 300-400 in 2020

October 2018 – June 2020

Employer: Programmed Skilled Workforce

Position: Area Manager

KEY RESPONSIBILITIES:

1. Management of two regions (Perth North Metro, based out of Balcatta and the Mid-West, based out of Geraldton).
2. Budget and result interpretation and analysis
3. Planning, strategizing and analysing areas of weakness and strength to achieve set sales, GP and EBIT targets
4. Management of two account managers and six recruitment staff
5. Facilitating meetings between stakeholders, finding solutions to industrial relations, safety, operational issues

February 2012 – October 2018

Employer: Programmed Skilled Workforce

Position: Account Manager/Business Development Manager

KEY RESPONSIBILITIES:

1. Engage with field employees on site, implementing safety and risk awareness discussions, noting any issues, incidents, change of events raised by employees and logging into data system for future reference
2. Building a gaining new business from existing business by engaging with new contacts on host sites and assisting with their requests
3. Identify learning opportunities; provide leadership and mentoring to less experienced staff including advice and support to clients (host sites) and senior management.
4. Facilitating meetings between stakeholders, finding solutions to industrial relations, safety, operational issues

October 2009 – February 2012

Employer: West Coast Eagles Football Club

Position: Merchandise Coordinator

KEY RESPONSIBILITIES:

1. Liaising and coordinating with the Football, Marketing and Media departments for Merchandise requirements and requests

Rafic Aoun – CV

2. Supervise the daily processing and dispatching of all online/phone merchandise orders and ordering required stock and product based on sales reports. Contacting and liaising with suppliers to ensure efficient arrival of stock.
3. Coordination of staff and merchandise sales operations on home matches and major events (Perth Royal Show, Hall Of Fame, club functions). Supervising casual staff in providing outstanding customer service to West Coast Eagles members and supporters.

PROFESSIONAL DEVELOPMENT

Completion of Australian Institute of Company Directors Course in Governance, Risk and Finance

President of Perth Football League Football Club (SNESA Football Club) since 2015

Diploma of Interpreting – Arabic

Aboriginal Cultural Awareness

REFEREES

Available upon request

BOARD NOMINATION: SEASONS 2025 - 2027

TO: Andrew Dawe
Chief Executive Officer
Perth Football League
andrew@perthfootball.com.au

The Melville Football Club nominates Clay Thomas

to be considered by the Nomination Committee for election to the position of **BOARD MEMBER**
of the Western Australian Amateur Football League (Inc) trading as Perth Football League.

CLUB ENDORSEMENT

President/Secretary: Amy Plover
Print Name


Signed

Date: 31/10/2024

NOMINEE'S ACCEPTANCE FOR NOMINATION

I, Clay Thomas accept the above nomination, and if elected, undertake to perform
the duties in accordance with the Constitution and By-Laws of the League.

Nominee: Clay Thomas
Print Name


Signed

Date: 1 November 2024

Elected Board Members will be required to attend a Board induction at the beginning of March 2025.

Clay Thomas – Cover Letter

Andrew Dawe
Chief Executive Officer
Perth Football League
105 Banksia Street
TUART HILL, WA 6060

Dear Mr Dawe,

RE: Expression of Interest – PFL Board Member Nomination

I am pleased to submit this nomination for a position on the Board of the Perth Football League and note my gratitude to the Melville Rams Football Club providing me with its endorsement. The opportunity represents an important moment for me personally as a look to re-engage with the local WA football community, having been fortunate to retire from playing off the back of a C1 reserves premiership with Melville.

After stepping away from my club and football for a short period to focus on a new career opportunity and a young family, I am eager to get back involved with the sport and community I love and see this as an ideal opportunity to do so.

I appreciate the vital role the PFL and its Board play in Western Australian community sport, and I am excited by the opportunity to contribute to its continued success. The League's recent progress in strengthening club sustainability and expanding participation has it well positioned to continue its embrace of opportunities. I would welcome the opportunity to add value to the Board's existing strong governance and help maximise the League's potential.

My journey in sport and business reflects a deep commitment to community leadership and strategic development. From my playing days with the Baldivis Brumbies in the Peel Football League, through to my four seasons and committee involvement with the Melville Rams, I've experienced firsthand how local sport shapes communities and develops leaders. This commitment to community sport was fostered through my youth, but truly accelerated when I took on the presidency of Singleton Irwinians Cricket Club at the age of 20. This gave me an early appreciation for the critical role of grassroots sporting administration. These leadership experiences in multiple sporting codes provide me with lived experience and grounding in the challenges and opportunities facing community sport.

This journey has paralleled my professional growth in the property sector, where I've progressed to my current role as General Manager Property Development at Perth Airport. Both paths have equipped me with unique insights into community infrastructure, stakeholder management, and strategic planning. I have broad experience in senior leadership roles with Perth Airport (current), Edge Visionary Living, and Peet Limited. Through these roles, I have developed and refined my collaborative leadership style, and have sought to supplement this with a grounding in governance and oversight as demonstrated through the various committee and advisory board positions, I have held with sporting organisations, industry bodies and tertiary education institutions. Throughout my career in senior management, I have consistently operated at Board level, regularly reporting to and collaborating with company Boards and Committees. This has given me a thorough understanding of governance protocols, Board member responsibilities, and the critical interface between management and directors. Additionally, I have recently completed the Australian Institute of Management's course on Governance for NFP Board Directors and Officers, enhancing my capabilities in corporate governance.

Clay Thomas – Cover Letter

I am motivated to contribute to an environment that fosters innovation, drives positive community outcomes, and delivers on its strategic objectives. In this sense, the opportunity offered by the Perth Football League is extremely attractive and I would welcome the challenge of contributing to the Board and the organisation. I appreciate your consideration of this application and would welcome the opportunity to discuss this role in greater detail. Should you have any queries concerning the above or my CV, please do not hesitate to contact me on the details below.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Clay Thomas', with a long horizontal flourish extending to the right.

Clay Thomas
0422 986 273
clay.thomas@perthairport.com.au

0422 986 273

clay.thomas@perthairport.com.au

Perth, WA

<https://www.linkedin.com/in/claytonpthomas/>

CLAY THOMAS

OVERVIEW

As a driven development professional with extensive experience in project delivery and organisational leadership across government and private sectors, I bring robust business acumen and strong interpersonal skills to the table. My experience in active industry and community involvement, including volunteer, committee and advisory roles demonstrates my commitment to driving strategic outcomes and strong performance. My diverse background uniquely positions me to contribute strategic insight and operational expertise, helping to navigate challenges and capitalise on opportunities.

VOCATIONAL EXPERIENCE

General Manager Property Development, Perth Airport Pty Ltd

July 2023 – Present

In this role, I am responsible for leading a diverse property development team to optimise the development of the Perth Airport Estate through the delivery of built form and land development projects, as well as comprehensive Property Master Planning. My key responsibilities include:

- Developing and executing a robust property strategy to unlock value across the airport estate
- Replenishing the development pipeline to ensure long-term growth and sustainability
- Governance and detailed reporting to the Board, providing clear insights on project progress, financial performance, and risk management
- Delivering immediate outcomes to drive current performance and returns
- Improving property and estate marketability to attract high-quality tenants and investors
- Enhancing tenant relations to ensure high satisfaction and retention rates
- Accelerating overall performance and investor returns through strategic property management and development initiatives
- Overseeing the entire project lifecycle from conception to completion, ensuring alignment with Perth Airport's broader objectives and regulatory requirements
- Collaborating with various stakeholders, including government bodies, contractors, and internal departments, to ensure seamless project execution
- Implementing innovative solutions to maximise land use efficiency and profitability while maintaining compliance with aviation regulations

Previous Experience:

- February 2022 – July 2023: Development Director, Edge Visionary Living
- July 2018 – February 2022: Project Director, Peet Limited
- September 2017 – July 2018: Development Manager, Peet Limited
- May 2016 – September 2017: Development Manager, Frasers Property Australia
- April 2012 – May 2016: Development Manager, Peet Limited
- March 2011 – April 2012: Assistant Development Manager, Peet Limited
- March 2007 – March 2011: Town Planner, City of Mandurah

COMMITTEE AND BOARD EXPERIENCE

Urban Development Institute of Australia (WA)

- 2023 – Present: Education, Connection & Excellence Strategic Committee
- 2022 – 2023: Infrastructure Standing Advisory Group
- 2019 – 2021: Land Use Planning Committee
- 2018-2019: Environment Committee
- 2013-2015: Outlook (young leaders) Committee

University of Western Australia

- 2020-2023: Member of the Advisory Board – School of Geography & Planning
- 2017-2019: Member of the Advisory Board – Master Urban and Regional Planning

Melville Rams Football Club

- 2017-2020: Committee Member & Player

Singleton Irwinians Cricket Club

- 2008-2011: President & Player

KEY PROFICIENCIES

- Project management across planning and delivery, including design development, approvals, financial performance, and investor returns within risk parameters.
- Leadership of project teams to achieve key outcomes, fostering motivation and engagement.
- Strong business acumen, financial modelling, analysis, and budgeting.
- Reporting and governance for Joint Venture, Syndicate, and balance sheet projects.
- Proficiency in risk management, problem-solving, and financial risk mitigation.
- Multidisciplinary expertise in civil engineering, construction, environmental management, and urban planning.
- Thorough knowledge of economic conditions, planning, and legislative frameworks.
- Stakeholder management, negotiation, procurement, and dispute resolution.
- Work Health and Safety and risk management focus.
- Strong communication skills, both verbal and written.

EDUCATION

Kaplan Online Higher Education

Graduate Certificate (Applied Finance)
2013-2014

University of Western Australia

Bachelor of Science (Geography/Environmental Management)
2006-2010

OTHER RELEVANT EXPERIENCE AND ACHIEVEMENTS

Curtin University

Volunteer Lecturer
2022 - present

Volunteer Mentor
2023 - present

Clay Thomas – CV

University of Western Australia

Volunteer Lecturer
2015 - 2020

Australian Institute of Management (National)

AIM Thirty under 30
2015

In May 2015, I was included in the Australian Institute of Management's AIM30 - a list of 30 outstanding managers under 30 years of age who have excelled in their chosen careers.

Urban Development Institute of Australia (WA)

Young Development Professional Scholarship
2013

Property Council of Australia

Future Leaders Mentor Program (Mentor)
2016 - 2018

REFEREES

Andrew Graham

Director, Realtime Realty
Chairman, Burgess Rawson
0419 930 658

Paul Lakey

Owner/Director, Tempo Advisory
Board Member across various organisation
0447 425 714

BOARD NOMINATION: SEASONS 2025 - 2027

TO: Andrew Dawe
Chief Executive Officer
Perth Football League
andrew@perthfootball.com.au

The Bayswater Football Club nominates Danielle Santoro

to be considered by the Nomination Committee for election to the position of **BOARD MEMBER**
of the Western Australian Amateur Football League (Inc) trading as Perth Football League.

CLUB ENDORSEMENT

President/Secretary: Michael Matrakis
Print Name



Signed

Date: 08/11/2024

NOMINEE'S ACCEPTANCE FOR NOMINATION

I, Danielle Santoro accept the above nomination, and if elected, undertake to perform
the duties in accordance with the Constitution and By-Laws of the League.

Nominee: Danielle Santoro
Print Name



Signed

Date: 08/11/2024



Elected Board Members will be required to attend a Board induction at the beginning of March 2025

Danielle Santoro – Cover Letter

Andrew Dawe
Chief Executive Officer
Perth Football League
andrew@perthfootball.com.au

Dear Mr. Dawe,

I am writing to express my interest in a position on the Board of the Western Australian Amateur Football League, trading as the Perth Football League (PFL). I am enthusiastic about the opportunity to contribute to the PFL's continued success and development, bringing my skills, experience, and commitment to support its mission and serve its members.

I bring over 12 years of experience on the Bayswater Football Club committee, including nine years as Secretary and three as President. During my tenure, I led our club to become a thriving, inclusive, and successful senior football club. This experience has given me a deep understanding of club management, community engagement, and the importance of creating a welcoming and supportive environment for players, volunteers, and supporters. My role involved overseeing club operations, setting strategic goals, and ensuring our club's growth aligned with the values and objectives of the broader football community.

In my professional career, I serve as a Manager of Student Services in a secondary high school, which has equipped me with strong leadership and management skills. This role requires effective communication, organisational oversight, and a commitment to the welfare and development of the individuals I support. I believe these skills are directly transferable to a Board position and align well with the League's objectives and focus on member and community engagement.

Additionally, my experience as a Board Member of the Metro Central Regional Development Council in the junior and youth football space has enriched my understanding of strategic development and regional collaboration. This role has allowed me to engage with diverse stakeholders and tackle complex challenges affecting our region. I have gained valuable insights into policy development, resource allocation, and community support, all of which I believe will be beneficial in contributing to the PFL Board. The experience has sharpened my skills in governance and strategic planning, which I am eager to bring to this role to support the League's continued growth and impact.

Coming from a smaller club, I believe I can offer a unique perspective that may differ from those of larger clubs. Smaller clubs often face distinct challenges, such as limited resources, a need for stronger community ties, and a reliance on different support structures to allow the club to function well. I understand firsthand the value of efficient resource management and the importance of fostering a closeknit environment to sustain growth. This viewpoint has shaped my approach to football administration, and I am committed to ensuring that the PFL Board considers the needs of all clubs, regardless of size, to create a more inclusive and supportive environment across the competition.

I also align closely with the necessary behaviours identified by the Nominations Committee. My approach is open and flexible, and I bring a high level of commitment and integrity to all roles I undertake. As a dedicated team player, I work collaboratively and transparently, striving to build positive relationships and foster an inclusive environment. These qualities have consistently supported my success in both my volunteer and professional roles.

Furthermore, I offer a range of skills that would benefit the League's strategic direction. My experience in corporate governance, club development, stakeholder engagement, and my expertise in managing diverse teams are assets that will support the Board's mission to maintain robust accountability systems and deliver impactful strategies. I am also prepared to provide guidance to management on strategic development and performance evaluation, ensuring the League is well positioned to pursue its goals and serve its members effectively.

I am excited about the possibility of joining the Board and contributing to the Perth Football League's future. Thank you for considering my application. I am available at your convenience for further discussion and welcome the opportunity to discuss how my background and skills align with the Board's goals.

Yours sincerely,

Danielle Santoro
8 November 2024

Danielle Santoro

Manager of Student Services | Head of Senior School

I am a dedicated and seasoned educator with a fervent commitment to my profession. My areas of passion lie in fostering student engagement, wellbeing and vocational education and training, thereby providing invaluable pathways for our young people as they transition beyond their school years. I am recognised for my expertise in building positive, constructive working relationships that invariably serve the best interests of my students. I hold professionalism in the highest regard and am renowned for my unwavering work ethic, characterised by diligence and tenacity. I possess exceptional proficiency in communication and exhibit strong leadership capabilities.

Contact

Phone

0402 253 577

Email

Danielle.Santoro@education.wa.edu.au

Address

4 Appleby Drive Darch
WESTERN AUSTRALIA 6065

Education

2019

**Certificate IV
Training and Assessment
TAE Academy**

2000

**Bachelor of Education (Secondary)
Curtin University of Technology WA**

Professional Experience

● MAY 2024 - Present

Program Coordinator Manager of Student Services

Key Portfolio & Responsibilities

- As part of the school's Executive team I provide effective leadership in a diverse range of educational settings
- Line manager of staff (Year Coordinators, School Psychologist, Community Health Nurse, Chaplin, Youth Workers, Attendance Officer, First Aid Officer)
- Performance management and development of staff
- Lead and review of Operational Plan for Student Services
- Liaising with school's Executive
- Delivery of Professional Learning to whole staff and/or targeted groups
- Processing and administering school suspensions
- Chairing of learning area and case management meetings for Student Services
- Development and ongoing review of the Student Services Operational Plan, with regular progress updates presented to the Leadership Team
- Delivery of Professional Learning and Staff Development sessions
- Manager of finances for multiple cost centres
- Building partnerships and maintaining positive connections with external agencies including SSEN:BE, SSEN:D, SSEN: MMH, CAMHS, SET, NMREO, YPECN, WAPOL, Department of Communities and Department of Justice.
- Promoting and modelling restorative practice to support classroom teachers in their behaviour management processes
- Selection Panel member for staffing recruitment
- Course counselling and WACE tracking for students and parents
- Overseeing and analysing student attendance data
- Creating documented plans for student's behaviour, wellbeing and mental health, academics
- Tracking and analysing student data including SIS, Compass suite, SAR, Reporting To Parents, P-10 analysis, WACE Tracker, SAIS

● 2016 - April 2024

Level 3 Classroom Teacher | Senior School Engagement

Key Responsibilities

- Campus manager
- Senior school engagement teacher - teaching across four learning areas
- Member of the Information Technology Working Party
- Marketing and promotion of the school to the wider community
- Coordinated and administrated Online Literacy and Numeracy Assessments

Key Achievements

- Researched, implemented and sustained a peer observation model (Triads) for all staff at Wanneroo Secondary College
- Providing effective and engaging professional learning opportunities and strategic leadership for staff in smaller groups and whole school

Danielle Santoro

Manager of Student Services | Head of Senior School

Professional Experience

2003- May 2024

Leadership Roles | Level 3 Classroom Teacher

Key Responsibilities

- Head of Learning Area (Humanities and Social Sciences)
- Assistant Student Services Manager
- Australian Business and Community Network Program Facilitator
- Assisting in coordination and administering of NAPLAN and OLNA testing
- IDEAS Facilitator and School Vision Developer
- Head of Year
- History and Social Science teacher
- Lead teacher of the Professional Improvement Working Party
- Lead teacher of the Workforce Development Working Party
- Wanneroo Secondary College School Board Secretary
- Business Partners Facilitator

Key Achievements

- Led curriculum planning and development
- Established close relationships with the Australian Business and Community Network and their member companies, providing exclusive programs for students, staff and executive
- Led the school revitalisation project which included creating school vision and values
- Facilitated the rebranding of school logo
- Participated in two study tours to Queensland and Victoria to enhance my knowledge on whole school development through studies at the University of Southern Queensland
- Presented our schools achievements to interstate and local guests

2015 - Present

Balcatta SHS, Ballajura CC, Greenwood College, Joseph Banks SC, Warwick SHS, Wanneroo SC

Executive Officer

Key Responsibilities

- Plan and facilitate regular meetings for the Collaborative Principals
- Coordinate collaborative senior school courses
- Provide networking opportunities for HoLAs across all schools
- Facilitate an induction program for students moving into the collaborative courses

Key Achievements

- Facilitating annual whole school professional learning days for all staff across the six member high schools and colleges

2012 - 2013

Program Coordinator | Lecturer

Key Responsibilities

- Developing meaningful curriculum programs for the Curriculum & Instruction unit
- Delivering lectures and workshops in the area of curriculum development, teaching strategies and behaviour management

Education

2019

**Certificate IV
Training and Assessment
TAE Academy**

2000

**Bachelor of Education (Secondary)
Curtin University of Technology WA**

Danielle Santoro

Manager of Student Services | Head of Senior School

Additional Skills + Training

- Highly Accomplished and Lead Teacher Assessor Training (2024)
- Gatekeeper Suicide Prevention & Refresher (2024)
- Recruitment and Panel Training DETWA (2023)
- Google Certified Educator (2023)
- HLTAID011 Provide First Aid (2022)
- Western Australia Secondary Teaching Administrators Association Conference (2022)
- Lead Like a Woman - Women in Leadership five-day professional learning, including DiSC analysis
- Introduction to Timetabling
- CEWA Child Protection Procedures and Mandatory Reporting (2021)
- Safeguarding Children Course
- Youth Mental Health First Aid (2021)
- Level 3 Classroom Teacher Status (2018)
- Senior Teacher Status

Memberships

2024

Metro Central Regional Development Council Board Member

2021-Present

WA Secondary School Executives Association Aspirant Member

2018-Present

Level 3 Classroom Teacher Association Committee Member

2009-Present

Starlight Children's Foundation Wish Granter + Starbassador

2005 - Present

Teachers Registration Board of WA

2022-Present

Bayswater Football Club President

2017-2022

St. Luke's Catholic Primary School Advisory Council

2013-2021

Bayswater Football Club Secretary

Education

2019

Certificate IV

Training and Assessment

TAE Academy

2000

Bachelor of Education (Secondary)

Curtin University of Technology WA

Kye Cherian – Nomination

BOARD NOMINATION: SEASONS 2025 - 2027

TO: Andrew Dawe
Chief Executive Officer
Perth Football League
andrew@perthfootball.com.au

The Baldivis Football Club nominates Kye Cherian

to be considered by the Nomination Committee for election to the position of **BOARD MEMBER**
of the Western Australian Amateur Football League (Inc) trading as Perth Football League.

CLUB ENDORSEMENT

President/Secretary: Brian Emery
Print Name


Signed

Date: 06/11/2024

NOMINEE'S ACCEPTANCE FOR NOMINATION

I, Kye Cherian accept the above nomination, and if elected, undertake to perform
the duties in accordance with the Constitution and By-Laws of the League.

Nominee: Kye Cherian
Print Name


Signed

Date: 04/11/2024

Elected Board Members will be required to attend a Board induction at the beginning of March 2025.

Kye Cherian – Cover Letter

Attn: Andrew Dawe
Chief Executive Officer – Perth Football League
Re: Nomination for Perth Football Lead Board

Dear Andrew,

I am pleased to submit my nomination for the Perth Football League (PFL) board position. My intention to continue serving the local football community in this capacity follows a 19-year journey in playing and club administration within the Victorian Amateur Football Association.

During this time, I served as Vice President for four years and President for three years at my home club, the Glen Eira Gryphons, from 2018 to 2024. In this period, I was part of, and later led, a club executive team that oversaw the most successful on- and off-field period in our club's history. Some of our achievements during this period include:

- Increasing the club's annual revenue by over 150%
- Launching the club's first U19s program
- Launching the club's first women's team
- Winning three Senior Men's premierships, resulting in promotion across three divisions to the VFA's premier C competition
- Securing two Senior Women's premierships
- Achieving one U19s premiership
- Securing over \$500,000 in state and federal grants for night football lighting, storage upgrades, and behind-goal netting
- Transitioning all our club's operations and knowledge base to cloud-based applications and services

I bring hands-on experience in club administration, both from our time in the lower divisional grades and our current position among the VFA's premier grades.

Professionally, I have developed many of the skills that the PFL has expressly requested in its call for board nominations. As a graduate of the Australian Institute of Company Directors and having worked in roles reporting directly to the board of an ASX-listed entity, I have a strong understanding of corporate governance and best practices. Similarly, as a Banking and Finance graduate from Monash University, and with experience managing business units and R&D functions subject to external audits in line with ASX requirements, I am confident in my financial and accounting literacy for roles of this nature.

Most of my professional career has required me to oversee the branding, strategy, sales, and marketing of technology solutions I have led. These roles have also required close collaboration with product management, development, and delivery functions within the business. More recently, I have been working as a technology consultant, supporting some of Western Australia's highest-profile digital transformation programs. I am passionate about technology and the role it can play in the evolution of the local community football landscape and its clubs. I would describe technology and sales and marketing leadership as my strongest professional competencies.

Kye Cherian – Cover Letter

Having graduated from Monash University with a second major in Business Law, I have frequently applied my learnings in my career, working with company lawyers to develop terms and conditions and licensing agreements for several SaaS solutions. I have also been involved in contract review and negotiation processes with government and non-government healthcare providers around the country.

Most importantly, I have had the opportunity to observe the PFL during the 2024 season, having recently moved from Melbourne. I have met many club presidents, PFL staff members, and several board members, and during this time, I have developed a strong admiration for the PFL, its league operations, and its contributions to the Western Australian community. I am excited by the prospect of working with an already high-performing organisation and contributing my skills and experience to a league that enriches the West Australian sporting community.

Kind regards,



Kye Cherian GAICD
President – Glen Eira Amateur Football Club

Kye Cherian

email: kye@cherian.com.au Mobile: 0488 739 492

Overview

An business development, strategy and technology leader with a proven capability to work across executive, management and operational teams to improve focus, processes, strategy and commercialisation to deliver growth. Customer-centric approach and demonstrated ability to develop meaningful relationships with internal and external stakeholders to drive customer and commercial outcomes.

Develops energetic, honest and engaging environments that drive creativity, performance and collaboration to support success at both individual and team level.

Career Summary

JourneyOne

Lead Consultant

Oct 2022 - Present

Spiff Commerce

Advisor

June 2019 - Present

Global Health

Chief Product Officer/Product Portfolio Manager

Feb 2011 – Oct 2022

General Manager – MasterCare EMR

Dec 2019 – Oct 2022

Sales and Marketing Manager

Oct 2015 – Dec 2019

Strategic Business Development

Mar 2013 – Dec 2015

Business Development Manager

Jan 2012 – Mar 2013

Jan 2011 – Jan 2012

Employment History

JourneyOne Pty Ltd

Oct 2022 – Present

JourneyOne is West Australia's largest independent technology and digital transformation consulting company, specialising in strategy, architecture, portfolio management and deliver, JourneyOne is a trusted partner to many of the states largest public and private sector organisations. JourneyOne is the founding member of the Rmkble family of businesses that deliver specialise expertise across Data, Artificial Intelligence, Process Automation and Cyber Security.

Lead Consultant

Oct 2022 - Present

While working predominantly within the company's leadership function, supporting the businesses brand development, business integration, strategic and tactical initiatives, Kye has also had the opportunity to play roles in supporting some of our clients to support some of the state's largest digital transformation programs including:

WA Department of Health – Electronic Medical Record program

Kye lead a team that designed and facilitated a series of 8 half-day workshops involving the states most senior stakeholders across clinical services, hospital administration, data and technology and Infrastructure and Asset Management. The workshops were design to socialise progress of the \$500M+ EMR program and involved a series of activities and discussions to collaboratively design the next level of detail required progress to the next phase of the program.

Public Transport Authority – Business Transformation

Working with the Public Transport Authority's Business Transformation team, Kye lead a team of consultants that ran a series of workshops, 1-on-1 interviews and desktop research activities to build-out the business case to be submitted to WA treasury for the \$180M business transformation program.

MyHealthPrac – Start-up Advisory

MyHealthPrac are taking to market an AI-powered health analytics tool designed to support clinicians and consumers gain insights into healthcare historically only available through several time consuming and costly laboratory investigations. Kye supported the platforms grounds to develop their investor presentation, business plan, commercial modelling and go-to-market strategy.

Global Health Ltd(ASX: GLH)

Jan 2011 – November 2022

Global Health is an ASX listed SaaS and traditional software business providing solutions for large health organisations focused on Mental Health, Community Health and Private Hospitals. The company has 85 staff across Australia and South-East Asia to support the management, development and delivery of clinical software and hospital administration systems to the Australian and South East Asian markets. With significant in house and offshore software development resources the company has a focus on developing new products within the health sector.

Chief Product Officer / Product Portfolio Manager Dec 2019 - Present

Working within the Executive team and reporting directly to the CEO I coach and lead a team of 5 product Managers/Owners who each manage their product operation teams to deliver planning, development, QA and release functions (an additional 40 full-time staff and contractors). Establishing a framework for product strategy, commercialization and management that was wholly customer focused and delivered innovation and value to the markets they serve. Communicating with internal and external stakeholders to ensure the product strategy and release planning activities are transparent and collaborative processes.

Managing a portfolio of 7 in-market solutions supporting over 25,000 clinical and administrative healthcare -workers Australia-wide. Our solutions include B2B and B2C platforms including traditional on-prem solutions, API and Integration products, SaaS modular platforms and native iOS and Android applications. Product operations that support critical 24/7 healthcare services in major government hospital settings across multiple states and service types.

The role included frequent interactions with our company board of directors delivering monthly reports to cover management of expenses, market opportunities and insights as well as tracking progress against our board approved product roadmap and strategies.

Achievements

Business Transformation

- Lead a transformation program analysing dev ops, release management, product launch, stakeholder and customer engagement functions of the product teams. The result was a standardised approach to product comms, planning and management across the group which improved product quality and handover. An overall reduction in support tickets raised per month from 500+ across all products to under 300 within a 12-month period.
- Drove customer-centric approach to product comms, planning and strategy framework that focussed the product group on maintained and developing features and modules that delivered value and outcomes to our clients. A key contributor to the revitalization of our existing customer perception of the company by lifting customer satisfaction from a NPS rating of -86 to +5
- Developed and launched new products and services to commercialise data and integration and API capabilities within the business

Strategy and Growth

- Identified target markets and developed our software solution to become the 'software of choice' for organisations within the segment. This drove pipeline growth from \$2.2m to \$6.8M (209%) and improved conversion from 0.17 to 0.3

- Led commercial outcome focussed product investment strategy that introduced features and integrations into our products that delivered new revenue opportunities. It resulted in an increase in annual recurring revenue (ARR) from \$3.8M to \$5.2M over a 24 month period. A further \$700k ARR uplift is forecast during FY23
- product leaders to conceptualize and launch new iOS and Android apps as mobility solution healthcare in the home service providers that included offline capabilities to ensure continuity of service in rural and remote areas. The add-on feature is delivering an average ARR uplift of 15% per client upon contract renewal

Research and Development

- Developed re-platforming program to migrate clients of our legacy on-prem solutions to new SaaS platform (MasterCare+). The 36-month program involves over \$5.8M R&D funding and re-imagine our existing features and modules in the SaaS environment then deliver a migration and training framework for existing clients as well as a customer acquisition strategy for attracting new clients to the platform
- Completed the first phase of the re-platforming program in Jan 2023 which delivered a Private Hospital EMR solution to complement our Patient Billing and Management platform. This included leading the first implementation of our EMR in a private hospital environment, a 90-bed Mental Health and Rehab facility in Sydney's north-west.

Employment History

General Manager – MasterCare EMR Jan 2015 – Dec 2019

Reporting directly to the company CEO as General Manager for MasterCare EMR I held complete Profit and Loss responsibility for the business unit and it's 20 staff that delivered Development, Support, Account Management, Sales and Marketing for the MasterCare EMR platform. MasterCare is a best-of-breed Electronic Medical Record solution for Mental Health and Drug and Alcohol recover services around Australia. It supports critical State Mental Health treatment facilities in 24/7 healthcare environments and a network of over 13,000 clinician and over 1M patient records.

The role also included regular presentation at quarterly board meetings in the general health of the business unit. These presentation included detail on operational activities, client retention levels, new business won and emerging market opportunities and insights.

Management of the MasterCare platform involved close collaboration and management of external stakeholders to support our integrations with several key Australian eHealth infrastructure services. These included the My Health Record, National Prescription Exchange Service (ePrescribing) and the Australian Immunisation Register (AIR). It supports all major Australian healthcare funding modules including Medicare, ECLIPSE IMC (Private Hospital Cover), ECLIPSE IMC and hiCAPS (Extras Cover), National Disability Insurance Scheme (NDIS), Department of Veterans Affairs (DVA), Workcover, TAC and many more lesser-known funding programs.

Achievements

Business Transformation

- Working with a legacy on-prem solution we developed a strategic focus to improve product stability, client communication and in turn customer advocacy. In parallel we drove a discipline of targeting any new feature developments towards niche markets with high barriers to entry that opened-up new market opportunities. We achieved an average annual customer retention level of over 97.7% losing no more than 2 customer in any given financial year
- MasterCare had a small multi-functional team and required the implementation of formal structures and processes as the product grew. We improved the products implementation of

Agile methodologies for product and development management, establishing cadences for release planning, sprint management and issue prioritization.

- With a small support team MasterCare's unresolved support ticket stood at over 300. Implementing integration between our support, BA and development teams and growing the team size to match demand we managed to reduce the ticket queue to under 40
- As the products pipeline of projects grew we needed to onboard new staff and skill-sets into the team. The team grew from 5 to over 20 over the period onboarding Solution Architects, Business Analysts, Technical Writers, Project and Program Managers and Implementation Support Analysts

Strategy and Growth

- Increase in top-line revenue from <\$920k to \$4.25M (361%) since commencing the programs initiatives in July 2016. Achieved through driving customer advocacy and carving-out niche offering in the Victorian Community Health sector
- EBITA for business unit grew from \$380K to \$2.15M over the same period through driving revenue outcomes and managing expense line through the establishment of off-shore development and support capabilities in India and the Philippines
- Average deal value increase from \$45k to \$220k (388%) by introducing a focus on enterprise healthcare services with high complexity and state and federal service programs.

Research and Development

- Launched Data Warehousing Dashboards-as-a-Service solution in partnership with Tableau. Our solution would Extract, Transfer and Load data cubes into a SaaS data Warehouse infrastructure. Our team would collaborate with clients to deliver a suite of reporting dashboards to our clients as a service.
- MasterCare became an early adopter of emerging healthcare integration standard Fast Health Interoperability Resource (FHIR) which is now becoming common practice to support integration between healthcare applications. It delivers a set of structures and definitions specific to health that will support RESTful API integration.

Employment History

Business Development Manager/ Strategic Business Development Manager / Sales and Marketing Manager Jan 2011 – Dec 2015

Starting my career in an entry level sales role I was responsible for cultivating my own deals and managing them through to closer. We had the opportunity to call on and work with Subject Matter Experts and other parts of the business which gave us an excellent opportunity to learn the product group and industry quickly. In the team we carried individual targets of \$750,000 p.a. with strategic focus to pursue deals that had strong annual recurring revenue (licence) billings.

As a high performer within the team, I was given the opportunity to move into a **Strategic Business Development** role where I would work with enterprise customers and accounts including major hospital chains, enterprise community health organisations and state government departments. Introducing focus into our strategic business development efforts we begun to sell effectively and with the efficiency required by the business, regularly delivering deals in excess of \$250,00 with annual recurring revenue (ARR) of \$30 - \$80K.

After a successful period of growth as the strategic business manager I progressed to become the company's **Sales and Marketing Manager**. Leading a small team of 6, we had complete ownership of the company's sales and marketing spend and resourcing in order to achieve the company's desired revenue outcomes. We again started with an exercise of focusing the company's messaging, targeting and brand objectives to build brand relevance and advocacy in large but niche market segments in

order to communicate and sell efficiently. I would regularly report to the board of directors on Sales and Marketing activity and performance against revenue objectives as well as lead strategy workshops to provide feedback into the product teams on product development roadmaps and strategy.

Key achievements include

- Global Health had not sold a major Government contract since 2002 and was struggling to sell effectively to enterprise organisations. By focussing on building a brand, product and message for large-scale Mental Health and Drug and Alcohol Services we won 3 break-out contracts in 2015:
 - State-wide implementation of our Electronic Medical Record (EMR) in the ACT for use across the territories Mental Health, Drug and Alcohol and Justice Health Services \$1.7M in revenue for Implementation Services and \$400k in Annual Licence and Support Services
 - State-wide roll-out of our EMR solution in South Australia for use across all Primary Health Network commissioned Mental Health services including headspace youth mental health centres.
 - A Major contract with St John of Goh Health Services to implement our EMR across their national Peri-natal mental health services and community health services.
- Developed an end-to-end accountability for revenue outcomes that incorporated team ownership from marketing activity through to sales and deal closure. Improved our deal conversions ratio from 1:10 to 1:5 through targeted activity and messaging.

Education

Program For Leaders 2018
Harvard Club Australia

Company Directors Course 2016
Australian Institute of Company Directors

Batchelor of Business (Banking and Finance / Business Law) 2010
Monash University

Other Achievements and Volunteer Work

Monash Academic Achievement Award 2007

Monash University – Full Blue (Highest Sporting Award) 2009

Captain – Monash Sport 2010

Vice President – Glen Eira Amateur Football Club 2018 - 2021

President – Glen Eira Amateur Football Club 2021 - Present

References –

George Voyage: 0419 377 078
VAFA President (retired 2023)

Ivan Delac: 0473 923 304
VAFA Vice-President

BOARD NOMINATION: SEASONS 2025 - 2027

TO: Andrew Dawe
Chief Executive Officer
Perth Football League
andrew@perthfootball.com.au

The Collegians Football Club nominates Harry Doyle

to be considered by the Nomination Committee for election to the position of **BOARD MEMBER**
of the Western Australian Amateur Football League (Inc) trading as Perth Football League.

CLUB ENDORSEMENT

 /Secretary: Gianni Kain
Print Name

G Kain
Signed

Date: 25/10/2024

NOMINEE'S ACCEPTANCE FOR NOMINATION

I, Harry Doyle accept the above nomination, and if elected, undertake to perform
the duties in accordance with the Constitution and By-Laws of the League.

Nominee: Harry Doyle
Print Name

H Doyle
Signed

Date: 25/10/2024

Elected Board Members will be required to attend a Board induction at the beginning of March 2025.

Harry Doyle – Cover Letter

Harry Doyle
60 Reserve Street, Wembley.
0468 736 150
harrycsdoyle@gmail.com

Dear Mr Dawe,

I would like to formally apply for the board position within the Perth Football League, drawing on over a decade of experience in property development and a lifelong commitment to football and community involvement. My professional background as a Senior Development Manager with Yolk Property Group, coupled with my extensive volunteer service in roles such as Head of Sponsorship, Registrar and Facilities Manager at Collegians Amateur Football Club, has equipped me with unique experience that aligns with the league's objectives.

Throughout my career, I have demonstrated the ability to manage complex residential and commercial developments. I am responsible for overseeing project deliverables within set budgets and timelines, reporting regularly to stakeholders and investors, and leading consultant teams to ensure all key performance indicators are met. In my current senior management role, I also support the strategic growth and operational efficiencies of Yolk Property Group, bringing both analytical and financial expertise that I am confident will add value to the Perth Football League board.

Beyond my professional experience, my passion for community engagement is evident in my longstanding role with Collegians Amateur Football Club, where I've taken on various leadership roles over the years. My work in sponsorship and fundraising has not only strengthened the club's financial position but has also broadened our local support base and increased our visibility within the community. This includes recent fundraising for our major lights project. These experiences have honed my ability to foster community connections, negotiate effectively, and drive impactful initiatives.

I am enthusiastic about this role as I have immersed myself in all aspects of the football league. I understand the unique challenges faced by players, coaches, and clubs, and I am motivated to further the league's vision while supporting all member clubs. I view this opportunity as a chance to contribute to the league's growth and mission, while also supporting the broader community of football players, clubs, and supporters.

I appreciate you taking the time to review my credentials and experience.

Sincerely,



Harry Doyle

HARRY DOYLE

B.Com (Management
and Marketing),
GradCert Applied
Finance

60 Reserve Street,
Wembley,
0468 736 150

harrycsdoyle@gmail.com

[linkedin.com/in/harry-
doyle-647685109/](https://www.linkedin.com/in/harry-doyle-647685109/)

VOCATIONAL EXPERIENCE

Senior Development Manager, Yolk Property Group

August 2023 - Present

I am responsible for the planning, project delivery and management of key residential and commercial projects, including Harrisdale, Cowaramup and Champion Lakes. Additionally, I serve on Yolk Property Group's senior management team, supporting the company's strategic growth and operational efficiencies. I am responsible for:

- The management of project deliverables within agreed time and cost framework, ensuring maximisation of returns to investors within an appropriate risk horizon;
- The management and delivery of key project and company outcomes;
- The management of projects requiring monthly reporting of project status and financial forecast to external shareholder representatives and internal Board;
- Development and implementation of project and company business plans targeting a range of strategic outcomes, including capital management, project commencement and acceleration of investment in amenity; and
- Demonstrating a high level of leadership to a multi-layered consultant team (civil engineers, town planners, environmental consultants, hydrologists etc.) and contractors to coordinate outcomes and ensure project KPI's are met.

Key proficiencies relevant to my role include:

- Financial modelling, analysis and budgeting;
- Sound analytical and critical thinking skills, and ability to manage project and financial risk;
- Strong knowledge and understanding of economic and market conditions;
- Stakeholder management, negotiation and dispute resolution; and
- Sound verbal and written communication.

Development Manager, Yolk Property Group

February 2022 – August 2023

Roles and responsibilities as per the above. In this time, During this period, I managed a range of projects, including Cornerstone on McCabe—a 12-townhouse development in North Fremantle—and a 155-lot development at Champion Lakes. I also coordinated the launch of the Champion Lakes and Harrisdale residential developments, overseeing all aspects from project planning through to market introduction.

Development Manager, Peet Limited

November 2018 – February 2022

Roles and responsibilities as per the above. In this time, During this period, I managed a range of projects, including Cornerstone on McCabe—a 12-townhouse development in North Fremantle—and a 155-lot development at Champion Lakes. I also coordinated the launch of the Champion Lakes and Harrisdale residential developments, overseeing all aspects from project planning through to market introduction.

Operations Manager, Hawaiian Properties

January 2018 – October 2018

In this role, I was responsible for managing the operation of three shopping centres, Hawaiian's Forrestfield, Hawaiian's Bassendean and The Darling Ridge Shopping Centre. This role also included the management of Hawaiian's Fremantle Assets. In this role, I was responsible for:

- Preparing long term forecasts, including periodic updates and reviewing costs and expenses;
- Reduce maintenance operating costs;
- Plan and conduct the Centres general repair and maintenance program;
- Work with Consultants and Contractors to provide instructions and resolve issues;
- Monitor performance standards for external service providers and contractors;
- Respond to issues questions raised by Consumers, Retailers, Service Providers and Centre staff;
- Ensure all maintenance staff comply with Company policies including health and safety;

EDUCATION

University of Macquarie

Graduate Certificate (Finance)
2020-2021

University of Western Australia

Bachelor of Commerce (Management/Marketing)
2014-2017

COMMUNITY INVOLVEMENT

Collegians Amateur Football Club

General Committee Member 2013 – Present
Head of Sponsorship and Fundraising 2020 – Present
Facilities Manager 2016-2020
Registrar 2014-2016

Collegians Amateur Football Club

Reserves Head Coach
2023

Swanbourne Tigers Junior Football Club

Coach
2012-2013

ACHIEVEMENTS

Collegians Amateur Football Club

Clubman of the Year
2017, 2023

Australia National University Games Gold Medal

Australian Rules Footballer
2015

Collegians Amateur Football Club

Captain of Colts
2014-2015

REFERENCES

Tao Bourton
Founder & Executive Director – York Property Group
0401 029 773

Brad Girdwood
President – Collegians Football Club
0429 058 078

BOARD NOMINATION: SEASONS 2025 - 2027

TO: Andrew Dawe
Chief Executive Officer
Perth Football League
andrew@perthfootball.com.au

The University of Western Australia Football Club nominates Tyson McEwan

to be considered by the Nomination Committee for election to the position of **BOARD MEMBER**
of the Western Australian Amateur Football League (Inc) trading as Perth Football League.

CLUB ENDORSEMENT

President/Secretary: Elena Cardaci
Print Name



Signed

Date: 23 October 2024

NOMINEE'S ACCEPTANCE FOR NOMINATION

I, Tyson McEwan accept the above nomination, and if elected, undertake to perform
the duties in accordance with the Constitution and By-Laws of the League.

Nominee: Tyson McEwan
Print Name



Signed

Date: 23 October 2024

Elected Board Members will be required to attend a Board induction at the beginning of March 2025.

Tyson McEwan – Cover Letter

23 October 2024

Dear Andrew Dawe
andrew@perthfootball.com.au

Expression of interest - nomination for board member of Perth Football League

My name is Tyson McEwan. I am a proud Kariyarra and Bardi person from Port Hedland and I grew up in Geraldton. I hold a postgraduate Juris Doctor and a Bachelor of Arts from the University of Western Australia (UWA). Currently, I work as a solicitor at Herbert Smith Freehills, practising in the corporate mergers and acquisitions team, which includes corporate governance. Football has been a massive part of my journey from Auskick in Port Hedland to Shark Pack Development in Geraldton and in Perth playing at East Fremantle and University Football Club (UFC). I am expressing my interest in the Director position for Perth Football league (PFL) because I believe I will bring unique insights to the Board as a First Nations legal professional, and because I believe in the vision of PFL and want to contribute to stewarding it towards its strategic goals. At a personal level, I also believe I would benefit immensely from this opportunity to use and develop my skills in a governance setting.

I am particularly interested in engaging more deeply with PFL because of its footprint in the metropolitan area and its impact in the community - in 2024 PFL had just over 1200 players across 32 grades. With that in mind, PFL is not an administrative body, it is business, and most businesses need to generate cash and profits to remain strong operationally. This presents both a challenge and an opportunity in terms of leveraging existing partnerships and community stakeholders to invest more into PFL. Overall, I want to contribute to the PFL to ensure all participants enjoy their football and importantly, clubs remain independent to support their participants. My First Nations perspective and experience on and off the field can provide a different perspective to future strategy and plans to boost engagement with First Nations players, teams and communities.

When I played at the UFC in the Phil Scott Colts and A Reserves, I organised the UFCs' first Indigenous designed guernsey with assisted from an Aboriginal artist and we created the design and its story. Ultimately, the aim of the Indigenous design was to reflect the past, present and future of UFC. In addition, I approached the UWA Sports to financially support UFC by purchasing the new Indigenous designed guernsey and I covered the artist's fees. The approach of the design process at UFC was consultative to ensure everyone at UFC had an opportunity to learn, hear and talk about the design and its story. It was also an opportunity to receive feedback which informed the process. The design was unanimously endorsed by the club. UFC players and supporters have embraced the Indigenous designed guernsey with the guernsey wore in the regular home and away season and promoted on Indigenous round.

I believe the incorporation of Indigenous design jumpers and generally Indigenous culture during NAIDOC Week enhances the playing experiences because of the purposeful engagement between players and the community. Additionally, my First Nations perspective can bring is the connections in the community which will help more deeply embed PFL with Indigenous people and can enhance this engagement for more inclusive a culturally rich sporting experience. I have a strong network of Indigenous leaders, and past players (from all football levels) who may assist in initiatives within a club and broadly the community.

In 2019, I was one of ten participants from WA to be selected for the AFL Rio Tinto 'Footy Means Business' program which aims to equip Aboriginal and Torres Strait Islander men with employment skills and strength cultural awareness through cultural activities. The program was so much more than a Curtin Raiser at the MGC, it was an opportunity to create

Tyson McEwan – Cover Letter

new friendships and develop skills both on and off the field that equipped all participants to become future leaders of the game of AFL and in their respective community. I raised this experience because of the impact it had on me, in terms of establishing key relationships within the WA and Perth community in supporting young footballers both men and women. I've seen firsthand through the Footy Means Business program how a collaborative approach between players and the community can strength relationships both for players and the community. There are similar football initiatives that exist in the community that may have the capacity to strength the PFL brand and future goals with new players and club members.

I will bring solid legal and governance experience to the role. Through my university studies at UWA and my current work, I have developed a good understanding of both public and corporate governance including a solid understanding of Directors' duties and corporate regulations including obligations to members. In addition, in 2021 I completed the Emerging Leaders in Governance Program (ELGP) through Southcare. This intensive program delivered sessions on legal, management, strategic planning, board papers and a board observation. Prior to the ELGP, I held student leadership positions on the UWA Student Guild. I submitted monthly update reports on my portfolio to the Guild Student Council whilst I reviewed other portfolio reports and; I attended monthly Guild Student Council meetings to ask and answer questions.

These experiences are complimented by the work I am doing now, as I work in a corporate team to prepare legal advice to Australian corporations on various corporate matters, for example help in the drafting of board documents. I have familiarity with commercial interests and know how these factor into decision making, alongside other strategic goals of the organisation.

Lastly, the nature of my work is confidential, so I am familiar with working on sensitive and private matters, and I have my own methods to make sure the integrity of the work is contained. I can bring these skills to support good corporate governance practices at PFL, including ensuring communities are on the journey with us and maintaining communication and transparency with vastly different interest groups to achieve our strategic goals. I aim to build on my previous experiences with an opportunity with the PFL and I have an intention to invest in my professional development if given this opportunity.

Thank you for your time.



Your Sincerely,

Tyson McEwan

Tyson McEwan
Tyson_mcewan@yahoo.com
0457206367

Education

University of Western Australia

Juris Doctor

Postgraduate Degree

Completed: Semester 2, 2022.

University of Western Australia

Bachelor of Arts

Majoring in: Law & Society

Completed: Semester 1, 2019.

Geraldton Senior College

Attended: 2009-2013 (year 8 to year 12)

Completed: Year 12, 2013

Workplace Experience

February 2023/Present – Solicitor, Corporate Mergers and Acquisitions – Herbert Smith Freehills

- Completing 3 x 6-month graduate rotations in different practice groups (Real Estate, Disputes and Corporate Mergers & Acquisitions).
- Working in a high-performance team with delivery of work on client set deadlines.
- Assisting clients with corporate governance advice on director duties and company secretary role.
- Conducting legal research and preparing documents for transactions with Landgate and check execution of documents in accordance with the *Corporations Act 2001* (Cth).
- Assisting the practice group to deliver advice or documents in reply in a legal dispute.
- Be an active member of the firms' reconciliation action committee.

Nov-Feb 2023 – Summer Vacation Student, Rio Tinto – Legal team

- Draft and review Funding Agreement and Agreement Letter for business units upon request.
- Assist team members deliver legal suggestions and recommendations to the business functions.
- Manage and control legal review request and liaison with the whole team to direct workflow.
- Participate in risk assessment meetings and provide comment on particular elements of the risk from a legal perspective ie legal regulations or laws.

June-July 2023 – Winter clerkship, Herbert Smith Freehills Perth – Corporate M&A

- Work collectively across the practice group.
- Receive constructive feedback and action suggestions in future task.
- Manage workload and communicate effectively with my team.

Jan-Feb 2022 – Summer 2 clerkship, Ashurst Perth – Disputes Practice Group

- Working remotely from home during COVID-19 lockdowns and staying connected with the practice group.
- Assisting the practice group by conducting report into matters in preparation for meetings and client deadlines
- Manage daily workload by communicating with supervisors and buddy to get the work done

Nov-Dec 2021 – Summer 1 clerkship, Allens Perth – Projects Practice Group

- Take instructions for tasks and complete within deadlines
- Conduct research tasks for the practice group whilst prioritising workload
- Connect with other practice groups of areas of interest and complete work assigned

Jan/April 2021 – Associate to Master Sanderson, WA Supreme Court (One day a week)

- Attended court with Master Sanderson in both in Master's list and Special Appointments
- Process parties' applications to the Court such as, memorandum of consent orders
- Handle the daily functions of the master's Chambers and coordinator with the orderly at times

2020/22 – Summer Intern, Herbert Smith Freehills – Environment and Planning

- Conducting research and collecting information to create a research memo for the practice group
- Assist in the development and proof reading of commercial agreements and contracts
- Handling confidential and sensitive information in an appropriate way, in accordance with workplace procedures and policies

2019/20 – Summer Intern, Herbert Smith Freehills – Disputes and Projects Practice Groups

- Plan and draft legal research memos on legal principles and case law
- Manage own workload with existing commitments
- Support Practice Group in proofreading commercial and legal contracts before going to the client

2019-2021 – Intern, Rio Tinto Iron Ore – Heritage and Agreement Team (One day a week)

- Conduct research and analysis to provide an input into heritage and legal matters in the team.
- Develop summary briefing notes on reports including recommendations and action items within the matter.
- Coordinate with team members on responding to business requests from Traditional Owner Groups
- Manage and update compliance register for each Traditional Owner Groups

2017/18 – Summer Intern, Rio Tinto Iron Ore - Heritage and Agreement Team

- Review and draft heritage and agreement avenues to streamline business request from Traditional Owner Groups
- Seek feedback on plain English agreement strategy and how it could be rolled out to stakeholders
- Assist the team in researching and collecting information on particular agreements and submitting memos to the business

2016-2019 – Compliance Assistant, Western Power – Corporate Compliance (One day a week)

- Filing and scanning documents to upload to the business database system
- Assist in preparing the quarterly report documents for business functions to complete
- Conducting research task into legislation and other materials for the business group
- Processing and reviewing Freedom of Information applications
- Manage and update the compliance registers for the business

Community Involvement & Extracurricular Activities

2019/23 – WA Youth Representative at Uluru Youth Summit

- One of three Uluru Youth members from WA to represent the Uluru Statement from the Heart in the campaign for a Voice to Parliament.
- Active member of a grassroots youth movement to engage the public about the Uluru Statement from the Heart.
- Attend monthly meetings (online) informing colleagues on current activities.

2021 – Scholarship Recipient, Emerging Leaders in Governance Board

- Completing session on director duties and specific non-for-profit regulations.
- Board governance into reports, minutes, meetings and business
- Develop an understanding of the organisation and the Non-for-profit sector
- Examine risk metrics to assess risk and hazards and how to address risk through strategy or policies.

2018 – UWA Student Exchange – Pacific University, Portland US

- Adapt to new working and study environments while maintaining my ability to contribute to the class and assignments
- Being aware of cultural and social differences and how to appropriately communicate with host students
- Being able to adapt by problem solving my way through certain issues either travel, school or living.

2016-2017 – Student Representative UWA Student Guild

- Representing all Indigenous students and staff at UWA Student Guild Council
- Supporting both Indigenous and non-Indigenous by promoting cultural awareness and organising formal events to address community issues facing Indigenous people
- Ensuring UWA students have adequate support services in place to assist them through their University studies and their families

Honours and Awards

- 2021 Award recipient, *Dr Dorothy W. and Dr Robert Collin Prize for Indigenous Law Students*
- 2020 Award recipient, *Paul Bendat Memorial Indigenous Scholarship in Law (UWA)*
- 2022 Runner, Perth Marathon Club
- 2019 Participant, AFL Footy Means Business Program
- 2018 Player, WA Country Water Polo (previously in 2014 & 2015)
- 2018 Team Member, Rottnest Channel Swim
- 2017 Student Representative of UWA at the World Indigenous Conference on Education
- 2017 Rio Tinto Iron Ore Indigenous Scholarship Recipient
- 2016 Award Winner, City of Greater Geraldton *Young Achiever of the Year*
- 2014-16 East Fremantle Football Club
- 2013 Head Boy, Geraldton Senior College

References

Review of the Financial Statements of the League for FY2023/24 has been finalised by SW Accountants & Advisors – the League’s approved independent auditors, as endorsed by Member Clubs at the most recent AGM in February 2024.

With SW Accountants & Advisors (and their pre-merger corporate identity Walker Wayland WA) having been endorsed as auditors for a number of years, the League’s Governance, Finance & Risk Committee considered it prudent to seek quotes from alternative suppliers to ensure:

- (a) the independence of annual audits; and
- (b) value for money on behalf of Member Clubs,

The League’s Governance, Finance & Risk Committee has reviewed Expressions of Interest and quotes from the following appropriately qualified auditors:

- Hall Chadwick
- RSM Australia
- SW Accountants & Advisors
- William Buck

The Governance, Finance & Risk Committee is recommending Hall Chadwick as the independent auditor to review and finalise the Financial Statement of the League for FY2024/25

Recommendation: That Hall Chadwick be appointed as auditor for FY2024/25