

# CIRCULAR

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**Subject:** CEO Announcement

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**From:** Sam Birmingham, President  
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**Audience:** Club Committees, Life Members, Employees & Board Members

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It gives me great pleasure to confirm the appointment of our inaugural Chief Executive Officer of Perth Football League – Benjamin Haywood.

Benjamin was a standout candidate throughout the CEO recruitment process and his appointment comes with the unanimous support of the Board, following a thorough search and interview process.

Through the CEO recruitment process, we were particularly impressed by Benjamin's professionalism and energy, strong governance background and experience across the sporting industry, his understanding and involvement in Perth Football League and the wider WA football landscape, and alignment to the values, vision and strategic focus of the League.

Benjamin is an experienced senior sports management professional, with an extensive track record in strategic planning and governance of sporting associations. This includes Executive Officer experience at State Sporting Association (SSA) level, as well as previous roles at WA Football Commission, AFL NSW/ACT and Sport Australia. A summary of his professional background and experience is provided over the page.

Benjamin Haywood will be commencing in the League's new Chief Executive Officer role effective from Monday 14 February 2022. Contact details will be provided at that time.

On behalf of the Board, we look forward to working with Benjamin, supporting him and the PFL operations team and ensuring the future growth and success of Perth Football League together.

Sam Birmingham  
President  
Western Australian Amateur Football League (Inc)  
trading as Perth Football League

## **Benjamin Haywood - Professional Background, Experience**

### Qualifications and Accreditations

- *Deakin Technology, Melbourne* Master of Business – Sports Management
- *University of Notre Dame*, Bachelor of Commerce – Double Major: Management and Legal Studies
- *Australian Institute of Management* – Foundations of Governance; Advance Governance
- *Australian Football League* – Coaching Accreditation (Level 2); Umpiring Accreditation (Level 1)

### Previous Experience

- *Sport Australia* – Senior Consultant Sport Governance and Strategy (Jul 2019 - Jan 2022)
- *Water Polo WA Inc.* – General Manager (Jun 2017 - Jul 2019)
- *Australian University Sport* – Regional Development Manager (Jan 2017 - Jun 2017)
- *Australian College of Physical Education* – Student Services Manager; Communications & Engagement Coordinator; Student Development Coordinator (Mar 2015 - Jan 2017)
- *AFL NSW / ACT* – Participation and Engagement Manager (Sep 2013 - Mar 2015)
- *West Australian Football Commission* – District Manager; District Officer (Oct 2008 - Sep 2013)

### **A message from Benjamin Haywood - CEO, Perth Football League (starting February 2022)**

*Firstly, I would like to thank the PFL Board for the opportunity to lead the organisation as Chief Executive Officer.*

*Some of my fondest memories and experiences have come from my time involved with community football as an administrator, player, committee member and supporter.*

*These positive experiences have been created by those that have led the sport and I look forward to working with the Board and the staff, as the custodians of the game we love.*

*Footy means so much to so many people and therefore we, in partnership with our clubs, have an important role to ensure that football remains the most popular team sport in Western Australia, with strong community connections and provides a welcoming, safe and enjoyable environments for all participants.*

*Despite the challenges faced in recent years, we must continue to provide opportunities and remove barriers for everyone involved in the game and take the lead in connecting communities through our game.*