

CIRCULAR



Subject: ANNUAL GENERAL MEETING & CLUB PRESIDENT'S MEETING

Date: 31st January 2022

Document ID: 12, 2021-22

From: Natalie Couch, Administration Manager
Ph: 9287 5592 (Office Hours Mon to Fri, 8.30am to 5pm)
Email: ncouch@wafc.com.au

Audience: Club Committees, Life Members, Board Members

Summary:

WA Amateur Football League Inc. - AGM
6.00pm, Monday 21st February 2022
Tuart College, Grenville Street, Tuart College

Action:

This is a meeting of Member Clubs. As prescribed in By-law 3.7, any club which is not represented at this meeting shall be fined \$100.

The WA Amateur Football League Inc. trading as Perth Football League will hold its Annual General Meeting at 6.00pm, Monday 21st February 2022 in the cafeteria at Tuart College. Entry from Grenville Street, Tuart Hill.

As per the League's Constitution, the AGM must be conducted in person. If for any reason the AGM cannot proceed on Monday 21st February (including but not limited to Government COVID restrictions at that time) the meeting lapses and is adjourned to the same time on the same day at the same venue the following week.

A Club President's Meeting will be conducted at the conclusion of the AGM. Details regarding COVID compliance and any Government or other requirements in place at that time will be advised closer to the date.

Subject to the above, dinner and drinks will be served following the meeting. Please advise any dietary requirements to ncouch@wafc.com.au.





PERTH FOOTBALL
L E A G U E

AGM - AGENDA

WA Amateur Football League Inc, trading as Perth Football League
6.00pm, Monday 21st February 2022
Tuart College, Grenville Street, Tuart College

1. MEETING OPENING

- 1.1 Attendance
- 1.2 Apologies

2. PREVIOUS MINUTES

- 2.1 Confirmation of Minutes of the previous AGM held 15th February 2021.
- 2.2 Confirmation of Minutes of the SGM held 7th July 2021.

3. REPORTS

- 3.1 Board Report
- 3.2 Financial Report – 2020/21 Audited Statements

4. ELECTION OF BOARD MEMBERS

- 4.1 Appointment of Returning Officer
- 4.2 Nominations – President
Sam Birmingham (Incumbent)
- 4.3 Nominations – Board Members
Brad Girdwood
Rafic Aoun
Lachlan Perhavec
Rob Steel (Incumbent)

5. APPOINTMENT OF AUDITORS

Walker Wayland Audit (WA) Pty Ltd

6. CLOSE

DISCUSSION/RECOMMENDATION

Recommendation: That the Minutes of the AGM held 15th February 2021 is signed as an accurate and sufficient record of the meeting.

Recommendation: That the Minutes of the SGM held 7th July 2021 is signed as an accurate and sufficient record of the meeting.

Financial Statements attached to email.

Nomination attached

Nominations attached

Recommendation: Walker Wayland Audit (WA) Pty Ltd is appointed as auditors for 2021/22.

Club President's Meeting to be conducted immediately after the AGM.

AGENDA ITEM:	BOARD REPORT	AGENDA NO:	3.1
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As we reflect on the past year, we look at 2021 not just through the lens of another successful football season for our League and Clubs, but also the culmination of one hundred years of community-based amateur football in Western Australia, as we celebrated our Centenary.

From humble beginnings in 1922 as the Mercantile Football Association – a six team competition played amongst local businesses – a League was born that has evolved to become the largest football league in WA, with a record 299 teams taking part in matches over the 2021 season.

The League itself has had 5 name changes since its launch – from the Mercantile Football Association to the Perth District Football Association in 1924, then renamed to the WA Amateur Football Association in 1929, WA Amateur Football League in 1971, and now continuing to prosper and evolve as the Perth Football League since 2019.

Clubs have come and gone, been promoted and relegated, merged, folded and been reborn – from those first six teams in 1922, all the way to 2021 where we saw some clubs fielding as many as 11 teams of males and females, young and old; to other clubs which fielded a single team... No matter their size - they all play an important role in their local community.

The continued growth and diversity of participation in our clubs has been critical to the success of our League over the last 100 years. Nothing demonstrates this better than the introduction in 2009 of Integrated Football for players with intellectual disabilities – led by League life member Peter Grosser, who recently received one of the highest footballing honours in this state in also being recognised as a Life Member of WA Football Commission – and the exponential growth of our Female Football competition since it was introduced in 2018, which has rapidly expanded to more than 50 teams, forever reshaping our clubs and the community football environment.

A lot has also changed over the past 100 years in the broader football landscape, with the WAFL giving way to the AFL as the preeminent competition for Western Australian footy fans with the foundation of West Coast Eagles in 1986, and that club going on to become one of the most successful and well-run franchises in the modern AFL era; and long-term valued partners of our League. Shortly after the Eagles were launched, another relatively recent but crucially important change to the football ecosystem was the establishment of WA Football Commission in 1989 – with whom we have enjoyed a partnership for the 32 years since.

Societal change has also impacted football throughout the past 100 years.

As alternative recreational pursuits become more and more accessible and the cost of participation in community sport continues to grow, our clubs face ever-expanding pressures and financial challenges. On top of that, as I'm sure every club official will attest, the compliance burden on club volunteers continues to increase year on year – from collecting GST to audits, leases and liquor licensing, coach and umpire accreditations, risk management, ground checks, concussion protocols and now also COVID safety plans – the range of guidelines a club volunteer is asked to comply with nowadays is a major challenge.

Yet for all those changes, challenges, ups and down over the past 100 years, we are stronger than ever.

So, what hasn't changed over the past one hundred years?

- Our League has always been Perth-based — as the metropolitan area has expanded so have we, now extending from Yanchep to Mandurah, Ellenbrook to Armadale.
- We play Australian Rules Football.
- We are an amateur competition, played for the love of the game; and
- We are a League – comprising clubs of all shapes and sizes, independently governed, stronger together.

Our League and Clubs remains sustainable — why? Fundamentally our League and Clubs sustainability is driven by two key factors: (i) bottom-up funding, whereby players pay to play; and (ii) we are powered by volunteers, without whom this League and Clubs couldn't survive a single year - let alone a century.

Another key element which has remained consistent through the last 100 years is our League's clarity of purpose — we are, and always will be, a participation-focused, accessible competition — where players of all abilities and experience, gender and age (from 16 years up), can find a club nearby to join, train, play, connect and grow.

Pathways are and always will be critical to our League's sustainability. Our success as a senior community competition is built on the generations who come before, through the Junior pathways led by Regional Development Councils, from modern Auskick programs through junior club participation and youth teams, and into our Colts and senior competitions.

Lastly, but by no means least, a fundamental pillar of our League which has never changed is connection to community. Each of our clubs play a pivotal role within their local community — that is the power of football, “it's more than a game” — and increasingly, we see that football, and football clubs, play a key role in supporting the physical and mental health of their members, helping players to develop leadership skills, find jobs and learn new skills, and forge life-long friendships.

To all our sponsors, thank you — your support, supports local communities.

To the twenty-four Local Governments and Shires, and two Universities that we partner with across the metropolitan area — who provide the grounds and facilities which make football possible — our League and Clubs couldn't deliver these valuable community services without you.

Thanks also to the State Government — which invests significantly in the football industry each year, through its funding agreement with WA Football Commission to other grants and programs.

To the Perth Football League staff — all our team members past and present, who run our competitions and support our clubs — thank you.

To our Life Members, one hundred years of committees and Board members of the League before us — thanks to your dedication, guidance, prudence and foresight, the League is stronger than ever before.

Last, and most important of all, to our Clubs and the incredible volunteers who power them — you are the League. Congratulations on another successful year and celebrating the Centenary of our League in such a fitting fashion over the 2021 season.

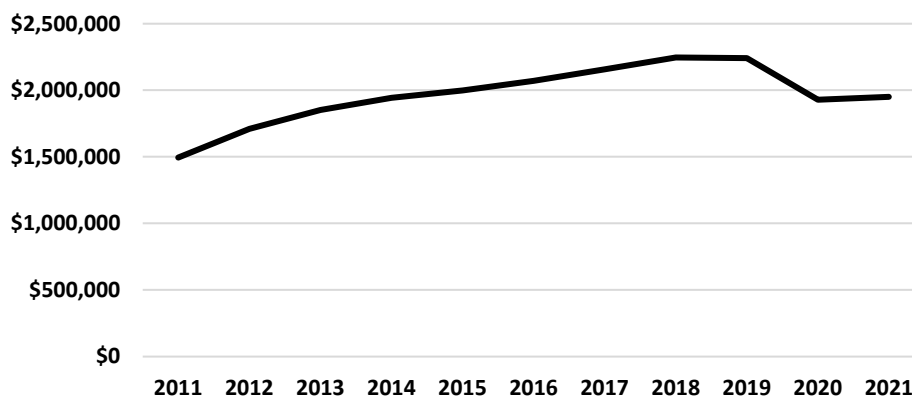
Sam Birmingham
President

This Financial Report is intended to be read in conjunction with the Financial Statements of the League for the year ending 31st October 2021, as attached, by which the League has reported a \$21,364 operating surplus, maintaining the League’s strong net asset position of \$1,951,285.

This is a welcome result for 2020/21, with the League’s financial position rebounding strongly from a \$311,850 operating loss the previous year due to COVID-19 (where the League underwrote club insurance and ground hire), and factoring in one-off expenses relating to 100 Year celebrations in 2021.

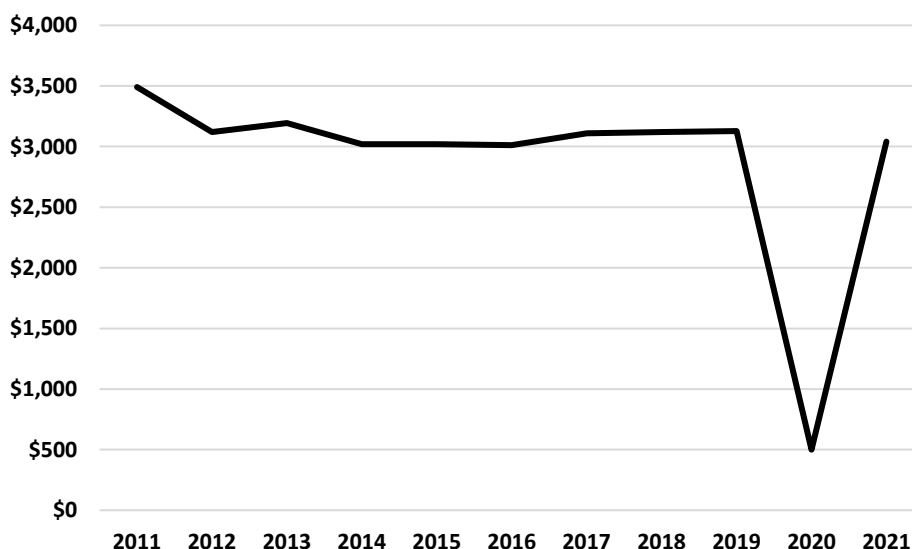
An \$87k operating loss had initially been budgeted for by the Board – with the forecast loss principally due to those one-off expenses relating the League’s Centenary celebrations. However, unbudgeted income from investments (\$36k), additional sponsorships and grants (including an extra \$45k from WA Football Commission), together with costs from projects deferred until next financial year, combined to more than offset lower than expected income from 100 Year merchandise sales, leading this better-than-expected financial result.

Graph 1: Net Asset Position



Despite increasing costs over the last ten years within Affiliation Fees, such as local council ground hire and insurance, the League has been able to improve its net asset position yet maintain the Club Cost to Play (Affiliation Fee/Teams) at 2012 levels by diversifying the League’s revenues through sponsorships, grants and other third party commercial (non-member) income.

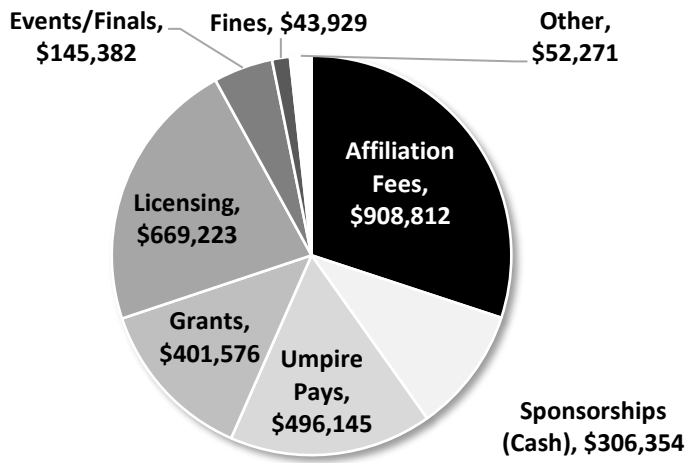
Graph 2: Club Cost to Play



Income

Income increased significantly on last year due to two key factors - Affiliation Fees returning to pre-COVID-19 levels and \$496,145 collected from clubs for panel appointed umpire pays. Umpire pays were transferred to the WAFC for direct payment to umpires (ie. cash-in, cash-out).

Graph 3: 2020/21 Income



Sponsorships increased with an additional \$81,000 cash and \$236,640 contra secured this financial year from: - Construction Training Fund, McDonald’s, West Coast Eagles, Goodlife, Bartlett Workplace, AFL, Nova and Seven West Media.

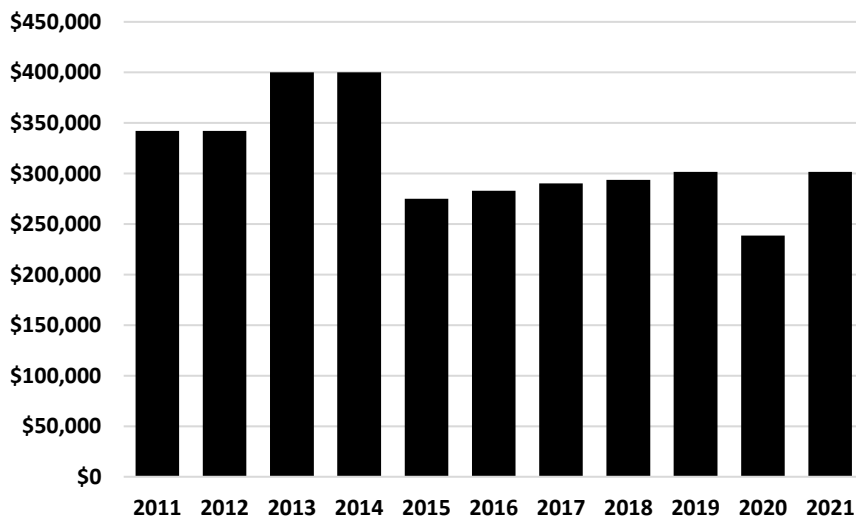
WAFC Grant

WA Football Commission’s direct funding of the League was initially provided for \$256,340 in 2020/21 – approximately \$850 per registered team, compared to funding levels in excess of \$1,600 per team in prior years.

In response to downward trends in financial support provided to the League over the past decade – as the industry has faced various financial, governance and COVID challenges – the League has increased its advocacy efforts, the first fruits of which were borne at the end of this financial year when, as a result of the League’s strong and effective advocacy regarding funding for FY22, the Commission provided an additional, unbudgeted payment of \$45,236 in October 2021 to restore the League’s funding to 2019 pre-COVID levels.

Again, we thank WA Football Commission for their ongoing support, including this additional funding, and welcome the Commission’s commitment to develop a new sustainable investment model for the industry in the years ahead.

Graph 5: WAFC Cash Grant



Club investment

- For the third year, clubs introducing womens teams received complimentary playing jumpers - expenditure totalling \$17,059 to directly support the growth of Female Football.
- Support for Club Treasurers continued for a third year, with the provision of Xero. Tens clubs signed up to use Xero in 2020/21. To date, 30 clubs are now using Xero, whereby the League pays for club set-up, 12 months training and ongoing annual subscription.
- The Club Small Grant program continued with 17 club projects totalling \$23,021 in approved grants.
- A-Grade March of the Day was introduced with A-Grade clubs contributing production costs. On average, the live stream attracted 2521 weekly views.

100 Years celebrations

Several events, initiatives and marketing were budgeted to celebrate the 100 Years celebration. A separate report already distributed to clubs outlines those initiatives.

A number of existing initiatives were branded 100 Years such as footballs, Medal Presentation Night, Grand Final Luncheon and Premiership Medals. The following table outlines the one-off costs relating to the Centenary celebrations. Unfortunately, 100 Year merchandise (e.g; heritage footballs, posters, club merchandise) income was \$50,000 less than budgeted.

Table 1: 100 Year celebration one-off costs

Advertising/PR	\$75,846
Virtual History	\$22,245
Season Launch	\$21,973
Centenary Match	\$3,105
Total	\$123,169

Nomination and resume received from:

Sam Birmingham (Incumbent)

Nominated by West Coast

BOARD NOMINATION: SEASONS 2022 - 2024

TO: Administration Manager
Perth Football League
PO Box 275
Subiaco WA 6904
ncouch@wafc.com.au

The West Coast A Football Club nominates Sam Birmingham

for the position of: **PRESIDENT** **BOARD MEMBER**

of the Western Australian Amateur Football League (Inc) trading as the Perth Football League.

CLUB ENDORSEMENT

President/Secretary: MICHAELA GRAZIANO
Print Name

Michaela
Signed

Date: 21/1/22

NOMINEE'S ACCEPTANCE FOR NOMINATION

I, SAMUEL RYAN BIRMINGHAM accept the above nomination, and if elected, undertake to perform the duties in accordance with the Constitution and By-laws of the League.

Nominee: SAMUEL RYAN BIRMINGHAM
Print Name

S. Bb
Signed

Date: 22 JANUARY 2022

Nominations close with the Administration Manager 4pm Monday 24th January 2022.

Nominations may be posted to the Perth Football League, PO Box 275 Subiaco 6904; or emailed to ncouch@wafc.com.au.

Elected Board Members will be required to attend a Board induction in the week beginning Monday 1st March 2022.

Please attach a resume or relevant information about the nominee's knowledge and experience. This information will be distributed to Member Clubs for review.

It gives me great pleasure to nominate for re-election to the Board of Perth Football League.

In the event I am fortunate enough to be endorsed by you to continue serving member clubs as the League's President for a third and final term, I look forward to further developing the League and capitalising on all the opportunities which we have worked so hard to build the foundations for leading up this point.

In terms of the next chapter of my leadership of the Board, I am committed to:

1. Continuing to support our member clubs, hundreds of volunteers and thousands of players through the next round of curveballs that **COVID-19** no doubt has in store for us in 2022 and beyond. The Board has done a great job responding to COVID so far and I believe it is important we maintain strong, consistent leadership throughout this once-in-a-lifetime challenge to ensure the League and our clubs sustainability.
2. Capitalising on the **commercial potential** of the League – **growing the game and the pie** for the entire Perth Football Family. Negotiations currently underway with CUB and ensuring fair value is realised for the League's considerable pourage volumes is crucial to this, as are new funding opportunities through Government (Federal, State and Local) and other commercial income generated through non-member sources
3. Increasing focus on **club development**, providing more support and resources to help make volunteers lives easier – **adding value and building capacity**. Our goal is to make running a club simple and rewarding, so you can spend more time making your club, teams and players better – and less on administration and compliance
4. A greater emphasis on **mental health** and the critical role that each of your clubs play in your local community. As the old football adage goes, "it's more than a game" – we are already working on plans to support club officials and committees through COVID and also extending programs for clubs to support players, helping to **sell the benefits** of the great work that so many of our clubs already do in their community
5. And of course, continuing to ensure good governance – **running a tight ship** – both in terms of the League's finances, broader governance and compliance obligations, and also ensuring that we continue to evolve and support more diverse, inclusive committees – at club and League level alike.

As I reflect on my first two terms as President (2016-2018, 2019-2021), I am proud to have led a Board which has:

- Overseen the review and reform of our **Governance** systems – including to address historical governance issues, amend the League's Constitution to provide a more modern, responsive and representative governance model and ensure the League's ongoing compliance with the *Associations Incorporations Act*
- Rebuilt **Relationships** throughout the football industry, particularly with other Affiliates such as the Juniors (DFDC/RDCs) which are key to our clubs own player pathway, attracting and retaining Colts
- Championed the growth of **Female Football** – from 15 clubs fielding teams in our first season in 2018 to now expecting 60+ women's teams to take the field in 2022, coupled with other initiatives such as the PFL's Female Coaching Academy program, which has been fully funded in partnership with West Coast Eagles and WAFC.
- **Rebranded** to Perth Football League (2019) – a modern, forward-looking identity for the League which is supported by >90% of clubs and is already helping to raise the profile of our League in the football industry, amongst key partners (including Junior pathways) and players – whether lifelong participants or new to the game – as well as paving the way for new commercial opportunities, naming rights sponsors, etc
- Introduced **Competition Integrity** measures in response to recommendations of the *Amateur Status Working Party*, including the industry-leading appointment of a Competition Integrity Officer (2016), introduction of a Player Points System (2019), and various player welfare and volunteer support initiatives.
- Supported the foundation of **WA All Abilities Football Association** as a ATO-approved NFP, DGR status entity – more than \$1m in new funding has already been committed through this vehicle to support the continued growth and sustainability of Integrated Football and other new programs for players of all abilities.
- Re-oriented the League's relationships within the football industry, with a greater focus on **effective advocacy** – particularly on topics which are critical to our member clubs interests, such as responding to the State Government's Public Accounts Committee inquiry, WA Football Commission governance reform and ensuring a fairer funding model for football in WA.

On top of the above, the Board that I have led has worked tirelessly over the past two seasons to help the League and clubs navigate all the challenges COVID19 has thrown us; put in place a much more professional and proudly ambitious plan to unlock more of the commercial opportunities which the Perth Football League and clubs deserve; and reforming our staffing model to ensure the League's resources are aligned and prepared to provide the best possible support we can to our member clubs going forward.

I look forward to working further with the Board, administration team and all member clubs going forward. If you have any questions I invite you to contact me on 0413 249 877 or email president@perthfootball.com.au

Cheers

Sam Birmingham
President
WA Amateur Football League (Inc)
Trading as Perth Football League

Two vacant Board positions. Nominations and resumes are received from:

Brad Girdwood

Nominated by Collegians

Lachlan Perhavec

Nominated by Willetton

Rafic Aoun

Nominated by SNESA

Rob Steel (Incumbent)

Nominated by Kingsway

BOARD NOMINATION: SEASONS 2022 - 2024

TO: Administration Manager
Perth Football League
PO Box 275
Subiaco WA 6904
ncouch@wafc.com.au

The COLLEGIANS Football Club nominates BRAD GIRDWOOD

for the position of: PRESIDENT BOARD MEMBER

of the Western Australian Amateur Football League (Inc) trading as the Perth Football League.

CLUB ENDORSEMENT

~~President~~/Secretary: Timothy Connell
Print Name

Connell
Signed

Date: 18/01/2022

NOMINEE'S ACCEPTANCE FOR NOMINATION

I, BRAD GIRDWOOD accept the above nomination, and if elected, undertake to perform the duties in accordance with the Constitution and By-laws of the League.

Nominee: BRADBURY GIRDWOOD
Print Name

[Signature]
Signed

Date: 24.01.2022

Nominations close with the Administration Manager 4pm Monday 24th January 2022.

Nominations may be posted to the Perth Football League, PO Box 275 Subiaco 6904; or emailed to ncouch@wafc.com.au.

Elected Board Members will be required to attend a Board induction in the week beginning Monday 1st March 2022.

Please attach a resume or relevant information about the nominee's knowledge and experience. This information will be distributed to Member Clubs for review.

I am internationally experienced Operations Manager and business owner having worked predominantly in the oil and gas industry both here and overseas for more than 30 years. I am well versed in all aspects of business management and understand the legal, financial, commercial and operational aspects of running companies and managing people, including reporting to and working with private and public company boards. More details of my professional experience can be found on my LinkedIn page.

I have direct experience at board level, having been on the board of and as the current president of the board of MDWA, a NFP organisation dedicated to enriching the lives of all families experiencing muscular dystrophy here in Western Australia.

I have been involved with sport most of my life, having played junior and senior sport including playing AFL with Kelmscott in the Sunday League and amateurs with Curtin Wesley many years ago. Over the past twenty or so years I have been involved as a coach, manager, assistant with my children's many different junior sporting codes, and most recently followed my boys into senior ranks and joined the committee of Collegians five years ago. For the past two years I have been the Club President, strongly believing in the importance of local sport in our communities and the need for the more experienced amongst us to give back what we can. I don't see my role as 'running the club', but more importantly in mentoring the young men and women that have stood up to take on committee roles and manage the future of their club. We are very fortunate at Collegians that the majority of our committee are all current players and with the support of a couple of club stalwarts we are transforming the club towards a fully inclusive community based sporting centre, and hopefully through our guidance we will see the Collegians flourish in the future.

As a club President I also believe it is incumbent on us and the senior members of the club to mentor our young adults and provide a pathway into wider society. Many of them are leaving high school, transitioning to the workforce or University, opening up whole new friend sets and freedoms, and then during this time of change we throw alcohol and other stimuli into the mix. I strongly believe it is the role of community sporting groups to provide a safe and welcoming environment where they can learn how to handle themselves in society. This is a challenge for all Club Presidents and we have worked hard to modify behaviours, and the introduction of our first women's team in 2021 has been hugely successful in support of this and we hope that we can enter an all abilities team in 2023 to further enhance the community side of our club. We are not there yet, still have some hiccups, but I will maintain our focus as a club in this regard.

I believe the strongest attributes I can bring to the board is my people management skills and understanding of the importance of community sport. The Perth Football League plays a major role in our society and I will be committed to supporting the Leagues journey forward.

Regards

Brad Girdwood (0429 058 078)

President Collegians Amateur Football Club



BOARD NOMINATION: SEASONS 2022 - 2024

TO: Administration Manager
Perth Football League
PO Box 275
Subiaco WA 6904
ncouch@wafc.com.au

The Willetton Football Club nominates Lachlan Perhavec

for the position of: PRESIDENT BOARD MEMBER

of the Western Australian Amateur Football League (Inc) trading as the Perth Football League.

CLUB ENDORSEMENT

President/Secretary: PERRY KUPPE
Print Name

[Signature]
Signed

Date: 20/1/2022

NOMINEE'S ACCEPTANCE FOR NOMINATION

I, Lachlan Perhavec accept the above nomination, and if elected, undertake to perform the duties in accordance with the Constitution and By-laws of the League.

Nominee: Lachlan Perhavec
Print Name

[Signature]
Signed

Date: 19/1/22

Nominations close with the Administration Manager 4pm Monday 24th January 2022.

Nominations may be posted to the Perth Football League, PO Box 275 Subiaco 6904; or emailed to ncouch@wafc.com.au.

Elected Board Members will be required to attend a Board induction in the week beginning Monday 1st March 2022.

Please attach a resume or relevant information about the nominee's knowledge and experience. This information will be distributed to Member Clubs for review.

Lachlan Perhavec

Experienced leader in technological and procedural improvement for organisations with a background in conducting criminal investigations into serious and organised crime.

Football Experience

Willetton Football Club Inc - Vice President & Treasurer 2021 to 2022

- Led creation of new club 2022 to 2027 Strategic Plan.
- Further integrated Square system with accounting system Xero to automate a significant portion of Treasury activities.
- Improved security of club funds with the introduction of 2 to sign bank accounts.
- Improved detail and content of treasurers reports to provide accurate, detailed, and current information on where club money is being spent.

Willetton Football Club Inc - Secretary 2020 to 2021

- Improved club agenda and minutes to hold committee members more accountable to actions agreed at committee meetings.
- Further improved club website by integrating directly with Square enabling real time updates of stock when purchases are made through the club in person or online.
- Introduced Sponsor a Colt program to reduce fees for all players (male and female under 20 years old).
- Operated the bar and marketing departments of the club.
- Increased club email database from 1,000 to 2,000 contacts.

Willetton Football Club Inc - Vice President 2019 to 2020

- Designed and implemented changes to club structure including position descriptions, a new mission statement and core values.
- Led technological change to introduce Square Point of Sale system for improved collection of information on sales as well as the introduction of the ability to pay game fees via eftpos.
- Designed and updated club website to best in league standard including recognition of the club's extensive history.
- Operated the football operations, bar, events, merchandise, and marketing departments of the club.
- Interviewed, hired and managed coaches, team managers, sports trainers, umpires and volunteers for six teams.
- Increased club email database from 300 contact to over 1,000.

Professional Experience

Westanks Australia Pty Ltd - Internal Operations Manager May 2021 to Now

- Project Manager that led the introduction on the Odoo computer system for all aspects of the business from quotations through to accounting.
- Project Manager leading the implement of an integrated management system in order to become certified to the International Standards for Quality Management, Environmental and Work Health and Safety Systems.
- Improved record keeping an accountability of decision making at Executive Management Meetings.
- Overhauled assets protection procedures to protect the business from customers insolvency and receivership events.
- Updated and improved company website and marketing.
- Consolidation of policies and procedures that have been created at different points in time into an organised and unified system.

Barrelhouse Saloon and Eatery - General Manager February 2020 to April 2021

- Led the management of operations through the first year of the Covid-19 pandemic.
- Led technological change to Point of Sale and Accounting procedures.
- Interviewed, hired and managed duty managers, bar, restaurant and kitchen staff.
- Improved stock control procedures.

Organised Crime Squad – Detective Investigator - May 2019 to August 2019

- Investigating, writing, obtaining and executing search warrants, conducting surveillance, utilising various technological systems, physical exhibit management including mobile phone, computer and CCTV data analysis, court brief preparation.
- Led a change in process due to organised crime use of encrypted communication devices utilising current legislation in a better way to capture data previously lost.

Homicide Squad – Detective Investigator - September 2018 to May 2019

Key Roles:

- April 2019 - Investigating Officer Derby Homicide – Reviewed investigation conducted by local detectives and identified required investigative actions, allocated strategy managers, investigation roles and actions, managed investigative priorities and made critical decisions, managed detectives in completion of actions, continuously reviewed investigation, reviewed all strategy managers actions, completed homicide court brief.
- March 2019 - Physical Material Manager Suspicious Death East Perth – Managed forensic investigators for incident scene and post mortem, ensured legislative requirements for scene were met, managed search of scene and seizure of exhibits, liaised with other strategy managers to identify key areas for forensic investigation.
- January to April 2019 – Overseas, Interstate and, Intrastate Witness Manager Historic Balga Homicide – Contacted identified owners of a certain make of vehicle and local police in the owner's jurisdiction to arrange for investigative interviews to be completed, also completed investigative interview via telephone and email. This spanned all states in Australia and multiple countries overseas with about 100 witnesses.
- October 2018 to February 2019 - Intelligence Manager Busselton Homicide – Management of Intelligence Analysts, identified intelligence investigative actions, data analysis, mobile phone and telco record analysis, reviewed CCTV, created timeline, continuously reviewed and updated timeline, interviewed various witnesses, interviewed and managed multiple suspects, managed exhibits.
- September 2018 - Witness Manager, Public Awareness Manager Rockingham Homicide – Identified and managed witnesses. Managed detectives to conduct witness interviews and statements, conduct door knocks and obtain CCTV, conducted witness investigative interviews, obtained and reviewed CCTV.

Armada Detectives – Detective Investigator - October 2017 to September 2018

Key Investigations:

- November 2017 to January 2018 – Investigating Officer Shooting Series – Created and ran operation to identify links in five separate shootings and locate offenders, managed detectives to conduct investigation, obtained witness statements, utilised intelligence holdings and witness accounts to identified suspects, obtained CCTV, located interviewed and charged two suspects resulting in convictions to both.
- April 2018 to June 2018 – Investigating Officer Aggravated Armed Robbery and Burglary Series – Created and ran operation to locate and find offenders for six burglary offences and two armed robbery offences, managed detectives to conduct investigation, obtained CCTV and witness statements, managed forensic investigation, identified five suspects for various offences, managed detectives and to locate and charged five suspects resulting in convictions.

BOARD NOMINATION: SEASONS 2022 - 2024

TO: Administration Manager
Perth Football League
PO Box 275
Subiaco WA 6904
ncouch@wafc.com.au


The SNESA Football Club Football Club nominates Rafic Aoun

for the position of: **PRESIDENT** **BOARD MEMBER**

of the Western Australian Amateur Football League (Inc) trading as the Perth Football League.

CLUB ENDORSEMENT

President/~~Secretary~~: Laurie Catalano
Print Name


Signed

Date: 14th January 2022

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: 16/01/2022

Nominations close with the Administration Manager 4pm Monday 24th January 2022.

Nominations may be posted to the Perth Football League, PO Box 275 Subiaco 6904; or emailed to ncouch@wafc.com.au.

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Please attach a resume or relevant information about the nominee's knowledge and experience. This information will be distributed to Member Clubs for review.

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

April 2021 – Present

Employer: WARRRL (Containers for Change)

Position: Contract Manager

KEY RESPONSIBILITIES:

1. Engaging with Perth Metro and WA Regional Refund Point Operators to increase community participation in the Container Deposit Scheme
2. 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
3. Management of existing contracts between Refund Point Operators and the State Government Coordinator of the Container Deposit Scheme
4. Mobilisation of new Refund Point Operators and issuing of contracts – including working with NFP and Aboriginal Corporations
5. 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

February 2012 - June 2020 (Redundancy)

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
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

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

Diploma of Interpreting – Arabic

Aboriginal Cultural Awareness

AWARDS

Impeller Club Inductee – Programmed 2016

SNESA Football Club – Life Membership

SNESA Football Club - Thirds team Player vote medal (Rafic Aoun Medal)

REFEREES

Available upon request

BOARD NOMINATION: SEASONS 2022 - 2024

TO: Administration Manager
Perth Football League
PO Box 275
Subiaco WA 6904
ncouch@wafc.com.au

The Kingsway Football Club nominates Rob (Steelo) Steel

for the position of: **PRESIDENT** **BOARD MEMBER**

of the Western Australian Amateur Football League (Inc) trading as the Perth Football League.

CLUB ENDORSEMENT

President/Secretary: Rob Mitchell 
Print Name *Signed*

Date: 21/02/2022

NOMINEE'S ACCEPTANCE FOR NOMINATION

I, Rob Steel accept the above nomination, and if elected, undertake to perform the duties in accordance with the Constitution and By-laws of the League.

Nominee: Rob Steel 
Print Name *Signed*

Date: 21/02/2022

Nominations close with the Administration Manager 4pm Monday 24th January 2022.

Nominations may be posted to the Perth Football League, PO Box 275 Subiaco 6904; or emailed to ncouch@wafc.com.au.

Elected Board Members will be required to attend a Board induction in the week beginning Monday 1st March 2022.

Please attach a resume or relevant information about the nominee's knowledge and experience. This information will be distributed to Member Clubs for review.



PFL – Elections – 2022

Rob Steel

steelo0022@hotmail.com

0417 969 225

To: All PFL Presidents and Committees

My passion for football started as a junior way back in Kalgoorlie and remains to this day as I continue playing AFL Masters. I am passionate about openness, governance and professionalism and I believe these three things go hand in hand.

Over the last six years, I have been an active WAAFL/PFL Board member and have put my hand up to help wherever I can, whether that's with the club I play at or opposition clubs, I am only too happy to assist. Sometimes that involves, assisting with various club's AGM's, procedures in the running of clubs, sitting on different club's Coach selection committees, line marking other times it involves stocking the fridges or pumping the footballs at training.

Goals for PFL

- To assist with the ongoing process of promoting PFL to all the Footballing Community
- More consultation on club development
- Trying to do more in Colts competition by helping with MOU and Junior involvement at club level.
- Build strong relationships with Club Presidents one on one to see if they require assistance or to see what way they want to go with. For example, personally phoned 40+ Presidents re Points score
- Open and accountable and be always available for any enquiries / questions
- Support the elected board in delivery of good governance for smooth running of PFL
- Continued professionalism in our approach with the WAFC, the governing body to our greater community of Football
- Creating a strong working relationship with the WA Women's Football League (WAWFL) and assisting in promoting their brand of Football
- Ongoing work with the Integrated Football. Very passionate on elevating this Grade even further, and the other codes that now come under this banner
- Build strong relationships and comradery between all clubs, players and associations involved and be willing to sit, listen and provide feedback if I am able. If not, follow up and report back the relevant information

Other Involvements

- State WAAFL involvement Queensland, Tasmania & Victoria
- Involvement with subcommittee (Club Presidents) points score introduction
- Involved in the introduction of Women's Amateur League
- WAAFL/PFL Subcommittee Integrated Football
- WAAFL/PFL Chair of Subcommittee with Hall of Fame & Centenary Yearbook
- Drugs and Sports Policy Document (Kingsway / WAAFL/PFL)
- Beyond Blue AFL Masters Golf Day
- AFL Masters Radio Show
- Level 2 Mentor for Coaching Accreditation (AFCA)

I believe my experience on a wide range of sporting boards and my experience with Football at all levels and all ages (Coach / Administrator/ Player) at Club / State, provides myself with a very good overall perspective, knowledge and understanding. I also believe it helps instil the clubs within PFL with the confidence that I will do the right thing for the right reasons for all our Footballing Community and Stakeholders. Having an experienced person and voice at board level will provide positive input on all matters that arise.

Work Background

Lands and Surveys (DOLA) 1977 – 1987

- Manager of Records Department
- Managed an efficient team of 35 staff

WAFB / DFES

Firefighter 1987 – 2002

Station Officer 2002 – 2019

Area Officer 2019 – Present

- Management of Staff and Training
- Station and Incident Management
- Working with and maintaining a successful team
- Community involvement
- Manager at Complex Fires/Incidents

Other Qualifications

- Advanced Mental Health
- Indigenous Cross-Cultural Awareness
- Resolution and Conflict Solving
- Accountable and Ethical Decision Making
- Alcohol and Other Drugs Management, Education and Awareness Training
- Certificate IV Training

Football Background

- 350 Senior Football games (WAFA / SFL) and over 100 AFL Masters games
- Player 9 Grand Finals / 7 Premierships
- Coaching 5 Grand Finals / 3 Premierships

- 4 Champion Club Award
- President 5 years Kingsway FC 2013 – 2017 (Champion Club and Colts)
- Reserves Coach Kingsway FC 1996, 2000 – 2001
- Senior Coach Kingsway FC 2010 – 2012
- Senior Coach Toodyay FC 2002 – 2005, 2007- 2009
- Senior Coach Gingin FC 2006
- Assistant Association Coach Mortlock FC 2004 – 2005 (Wesfarmers Championships)
- Association Coach Mortlock FC 2006 – 2009 (Wesfarmers Championships)
- Association Coach Colts (SFL) 2000 - 2001
- Assistant Coach East Perth Reserves 1993, 2005 – 2008
- Assistant Coach Claremont Reserves 1997
- Assistant Coach WAWFL (Coastal Titans) 2014 – 2015 (Premiers)
- Assistant Coach State Country Colts 2010
- Joint State WAWFL Coach Sydney 2006
- AFL Masters Coach National Carnivals 2010 – 2015, 2018 – 2019, 2021(All Australian Darwin / Adelaide/Queensland & Western Australia)
- Subiaco Development Coach 13's / 14's, 1988 – 1993
- Selector State 15's, 2003 - 2008

Other information

- President Players Association 1984 – 2001
- AFCA Committee 1994 – 2005, 2015 - 2020
- Captain and Committee WAFB Golf Club 2004 – Present
- Greens Committee Lakelands Country Club 2006 – 2012
- Vice-Captain Lakelands Country Club 2021 - Present
- President Kingsway Football Club 2013 – 2017
- WAAFL/PFL Board Member 2016 – Present
- WAAFL Integrity Sub Committee 2013 – 2015
- Life Member Kingsway FC 1994
- Legend Induction 2017

If there are any questions or you are wanting to discuss any matter relating to my application, please feel free to contact me on 0417 969 225 or by email at steelo0022@hotmail.com

Thank you for your time and consideration of my nomination to the PFL.

Rob "Steelo" Steel