

# CIRCULAR



**Subject:** ANNUAL GENERAL MEETING

**Date:** 6<sup>th</sup> February, 2023

**Document ID:** 10, 2022-23

**From:** Andrew Dawe, Chief Executive Officer  
Ph: 9381 5599 (Office Hours Mon to Fri, 8.30am to 5pm)  
Email: [andrew@perthfootball.com.au](mailto:andrew@perthfootball.com.au)

**Audience:** Club Committees, Life Members, Board Members

<b>Summary:</b> WA Amateur Football League Inc. - AGM 6.00pm, Monday 27 <sup>th</sup> February 2023 Tuart College, Grenville Street, Tuart College	<b>Action:</b> 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.
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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 27<sup>th</sup> February 2023 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 27<sup>th</sup> February 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.

Dinner and drinks will be served following the meeting.





PERTH FOOTBALL  
L E A G U E

# AGM - AGENDA

WA Amateur Football League Inc, trading as Perth Football League  
6.00pm, Monday 27<sup>th</sup> February 2023  
Tuart College, Grenville Street, Tuart College

## NOTES/RECOMMENDATION

### 1. MEETING OPENING

- 1.1 Attendance
- 1.2 Apologies

### 2. PREVIOUS MINUTES

- 2.1 Confirmation of Minutes of the previous AGM held 21<sup>st</sup> February 2022.

*Recommendation: That the Minutes of the Annual General Meeting held 21<sup>st</sup> February 2022 be signed as an accurate and sufficient record of the meeting.*

### 3. REPORTS

- 3.1 Board Report
- 3.2 Financial Report – 2021/22 Audited Statements

*Audited Financial Statements to be provided by separate correspondence*

### 4. ENDORSEMENT OF BOARD APPOINTED MEMBERS

- 4.1 Michelle Bell
- 4.2 Geoff Glass
- 4.3 Danielle Cattalini

*Recommendation: That the appointments of Michelle Bell, Geoff Glass and Danielle Cattalini to the Board be endorsed.*

### 5. ELECTION OF BOARD MEMBERS

- 5.1 Appointment of Returning Officer
- 5.2 Nominations
  - Luke Douglas
  - Jonathon Knox (incumbent)
  - Stephen Pratt
  - Jonathon Small (incumbent)
  - Caitlin Spencer

### 6. APPOINTMENT OF AUDITORS

SW Accountants and Advisors

*Recommendation: SW Accountants and Advisors be appointed as auditors for 2022/23.*

### 7. CLOSE

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

This year saw the continued growth of Perth Football League and our seventy-one member clubs, with yet another season of record participation featuring 12,927 registered players competing for 317 teams across 32 grades and highlighted by our Womens Football program officially becoming the largest of its kind in Australia.

Since its commencement in 2018 with sixteen inaugural teams, across the first five seasons we now have an incredible fifty-one PFL clubs which have embraced female football, collectively fielding 66 teams across the Perth metropolitan area in 2022. The exponential growth of this competition continues to have a significant positive impact on club environments and volunteer committees, as well as enhancing the profile and purpose of our clubs as inclusive hubs within their local community. The program has also seen a number of young women achieve personal football success in transitioning from PFL to WAFLW and even AFLW ranks. This was highlighted in July 2022 by Megan Kauffman who become the first player ever to be drafted directly from the PFL's community-level competition after just nine games this season, and elevated to compete at the AFLW elite level.

As with all things, though, rapid and sustained growth is not without its challenges. The rapid expansion of our clubs places an increasing strain on facilities – ovals, changerooms, clubrooms and floodlights. Every additional team also requires additional umpires, coaches, volunteers and other resources to support the on-field participants. At the operational and strategic level, we are increasingly focused on *sustainable growth* – we don't just want Perth Football League to be bigger, we want Perth Football League to be better... better clubs and committees, better game day environments, better facilities and partnerships, better resources and support.

This is consistent with the four pillars of our Strategic Plan: Growing the game and the pie; adding value and building capacity; selling the benefits; and running a tight ship.

As we closed the 2021/22 financial year and prepare for the 2023 season to follow, the fruits of our efforts to develop the commercial value and profile of Perth Football League are beginning to bloom, with significant new partnerships announced with New Balance and Belgravia Sports, as well as the extension and expansion of our now twenty-year partnership with the West Coast Eagles.

Crucial to delivering on these objectives was the successful implementation of the new League's staffing model in 2022. This important project was delivered in close collaboration with our partners at WA Football Commission and crucial to address key risks; to ensure our organisation is strategically and operationally aligned; and ensure that Perth Football League maintains its leadership position as an adaptive, responsive, independent and engaged affiliate within the WA football family.

I would like this opportunity to again thank our experienced operations team for their support throughout this important project and also for the outstanding service and support they delivered to our member clubs and the volunteers who powered them through what was yet another successful season in 2022.

We look forward to continuing and building on that good work into the 2023 season and beyond, with an increasing focus on club development and supporting volunteers, umpiring, integrity and positive club cultures.

**Sam Birmingham**  
**President**

Financial statements of the League for FY2021/22 are currently being reviewed by the auditors.

A copy of the final audit report and accompanying financial statements will be provided via separate correspondence upon completion of the review by SW Accountants & Advisors (formerly known as Walker Wayland).

<b>AGENDA ITEM:</b>	<b>ENDORSEMENT OF BOARD APPOINTED MEMBERS</b>	<b>AGENDA NO:</b>	<b>4</b>
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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 are required to be endorsed by member clubs at the next General Meeting.

#### **4.1 Michelle Bell**

The Board appointed Michelle Bell in 2020 for a two-year term, from 25<sup>th</sup> March 2022 to 25<sup>th</sup> March 2024.

Michelle has an extensive professional background in law, governance, corporate and project management. 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.

#### **4.2 Geoff Glass**

The Board previously appointed Geoff Glass in 2020, with this appointment endorsed by member clubs at the Annual General Meeting of the League in February 2021.

The Board has re-appointed Geoff Glass for an additional term of up to three years. Rule 10.4(a) of the Constitution provides that this appointment may extend up to the date of the FY2023/24 Annual General Meeting of the League, which is expected to take place around February 2025.

Geoff has an extensive professional background in executive leadership, strategic planning, corporate governance, stakeholder management and infrastructure planning. Geoff also has an extensive background in Local Government (LGAs) and has previously held the office of Chief Executive Officer at the City of South Perth, Southern Metropolitan Regional Council and Christmas Island Shire Council, as well as executive director roles at WA Football Commission (Facilities and Planning).

During his time on the Board of Perth Football League, Geoff has served as Vice-President (2021 and 2022). Geoff is a Graduate Member of the Australian Institute of Company Directors (GAICD) and has also served as a member of the WA Football Commission's Heritage Committee since 2014.

#### **4.3 Danielle Cattalini**

The Board previously appointed Danielle Cattalini in 2021, with this appointment endorsed by member clubs at the Special General Meeting of the League in July 2021.

The Board has now re-appointed Danielle Cattalini for an additional term of up to three years. Rule 10.4(a) of the Constitution provides that this appointment may extend up to the date of the FY2023/24 Annual General Meeting of the League, which is expected to take place around February 2025.

Danielle has an extensive professional background in stakeholder engagement, stakeholder relationship management, customer service, marketing and communications, social impact and grant funding. Danielle also has an extensive background in Local Government (LGAs) and is currently employed as Manager, Customer Communications & Engagement at the City of South Perth.

During her time on the Board of Perth Football League, Danielle has represented the League in WA Football Commission working groups (Female Football and Women in Leadership) and has also served on the League's Nominations Committee.

Two vacant Board positions. Nominations and supporting documentation are received from:

**Luke Douglas**

*Nominated by Coolbinia Amateur Football Club*

**Jon Knox (incumbent)**

*Nominated by Ocean Ridge Amateur Football Club*

**Stephen Pratt**

*Nominated by North Fremantle Football Club*

**Jonathan Small (incumbent)**

*Nominated by Wanneroo Amateur Football Club*

**Caitlin Spencer**

*Nominated by Coolbinia Amateur Football Club*

## BOARD NOMINATION: SEASONS 2023 - 2025

TO: Andrew Dawe  
Chief Executive Officer  
Perth Football League  
[andrew@perthfootball.com.au](mailto:andrew@perthfootball.com.au)

The Coolbinia Amateur Football Club (Inc) Football Club nominates Luke Douglas

for the position of **BOARD MEMBER**.

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

### CLUB ENDORSEMENT

President/~~Secretary~~: Gavin Kotkis  
Print Name

  
Signed

Date: 1st February 2023

### NOMINEE'S ACCEPTANCE FOR NOMINATION

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

Nominee: Luke Douglas  
Print Name

  
Signed

Date: 1st February 2023

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*Nominations close with the CEO at 4pm, Wednesday 1<sup>st</sup> February 2023.*

*Elected Board Members will be required to attend a Board induction in the week beginning Monday 6<sup>th</sup> March 2023.*

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

# Perth Football League Board Nominee 2023

**Luke Douglas** [LinkedIn](#)

Date of Birth: 24<sup>th</sup> November 1989 (33 years old)

Further to my nomination to the position of Board Member to the Perth Football League please find additional information regarding my professional and football experience:

## Professional Experience

### **WA Cricket – Competitions & Operations Manager (July 2020 – Current)**

Lead the strategic direction, as well as being responsible for the operational and financial management of the High Performance Competitions and Operations Unit. Coordinate administration and operations of WA Premier Club Competitions (Male and Female) and other High Performance Competitions and Matches (Test Match, ODI, Big Bash League).

### **WA Cricket – Premier Cricket Manager (October 2018 – July 2020)**

Drive and build the Strategic Direction of the WA Premier Cricket Competition in conjunction with key stakeholders. Develop best practice competitions, club governance and management in conjunction with key stakeholders. Coordinate the administration of the WA Premier Cricket Male & Female Competitions. Provide administrative and operational support for the High Performance and Community Cricket Departments with regards to any other matches and/or competitions held.

### **WA Cricket – Competitions Coordinator (October 2013 – October 2018)**

Day to day administration of the WA Premier Cricket Male & Female Competitions; Interaction and relationship building with key stakeholders in Western Australian Cricket. Ensuring that First Class Cricket and International Cricket needs within Western Australia are met as required.

### **Orienteering WA – School Development Officer (March 2010 – March 2012)**

Organisation and execution of Orienteering Sessions for school classes. Sessions included the setup and dismantling of orienteering markers as well as an introduction to orienteering lesson.

## Football Experience

### **Perth Football League**

Integrated Advisory Committee Member (February 2019 – February 2020)

### **Coolbinia Amateur Football Club:**

Senior Female Coach (December 2020 – Current, W/L Record – 19/7, Finished 2<sup>nd</sup> x 2, lost 2 x Grand Finals)

Senior Male Coach (March 2019 – September 2019, W/L Record – 10/8, Finished 5<sup>th</sup>)

Vice President (October 2014 – October 2015; October 2018 – October 2021)

President (October 2015 – October 2018)

Football Operations Manager (October 2014 – October 2015)

General Committee Member (October 2010 – 2011; October 2013 – October 2014; October 2021 – Current)

Player (2008 – Current) – 202 Games, Premiership Player: C2 League 2011, C3 League 2018, C2 Reserves 2019

## Relevant Education, Certification & Training

Mar 2019      Foundation Senior Coach  
*Australian Football League*

Apr 2013      Representative Coaching Accreditation  
*Cricket Australia*

Sep 2011      Bachelor of Commerce (Sports Management), Curtin University of Technology



## BOARD NOMINATION: SEASONS 2023 - 2025

TO: Andrew Dawe  
Chief Executive Officer  
Perth Football League  
[andrew@perthfootball.com.au](mailto:andrew@perthfootball.com.au)

The Ocean Ridge Amateur Football Club nominates Jon Knox

for the position of **BOARD MEMBER**.

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

### CLUB ENDORSEMENT

President/Secretary: Martin Ross  
Print Name

  
Signed

Date: 31/01/2023

### NOMINEE'S ACCEPTANCE FOR NOMINATION

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

Nominee: Jon Knox  
Print Name

  
Signed

Date: 31-01-2023

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*Nominations close with the CEO at 4pm, Wednesday 1<sup>st</sup> February 2023.*

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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 prior to the Annual General Meeting.*

Dear Andrew,

RE – BOARD NOMINATION: SEASONS 2023-2025

First and foremost, I want to thank the Member Club's for the opportunity over the past six years to represent them on the PFL Board. Through this six-year period, there have been some significant milestones for the League with the substantial growth in Women's Football and exceptional success on executing a commercial strategy to grow the pie. With the increase in commercial revenue, the next step will be to translate that into creating even more support for member clubs, reducing volunteer burden and continuing to support the sustainable growth of our competition.

As the Board enters the next phase of strategic planning to continue the growth of our League, I am exceptionally keen, willing and capable to nominate for another three-year term on the PFL Board. Continuity within the current Board structure given the relatively large amount of experience which has been lost over the past few years is important and I believe I can continue to be an asset to the Board of the PFL.

I am the former President of the Ocean Ridge Amateur Football Club, a role I held for ten consecutive seasons. Ocean Ridge is a Club with four senior men's side, a colt's side, two women's sides and an integrated side. As a former Club President, I have a strong understanding of the challenges that Club's face daily within our competition. Having this experience as a Club President for a Club which traditionally has played within the C grades of our men's competition gives me a real understanding when venturing opinions at a Board level on items which will have real impacts on all Member Clubs, especially those in the C grades of the competition.

My professional background includes over ten years in management roles across a number of industries, in financial and commercial environments. Formerly managing the finance division of a national business with an annual revenue in excess of \$750 million across a network of 20 branches in Australia and now as the CFO of a Perth based food business.

This professional knowledge combined with my experience in running a Member Club for the past decade gives me the perfect balance to positively contribute to the Board and Member Clubs within the PFL. Should I be successful in my re-appointment to the PFL Board, I look forward to working closely with the Board, Andrew and the team in continuing to define and execute the strategic plan to grow the PFL whilst supporting all member Clubs with an equal importance across each and every one of them.

#### **Professional Experience**

National Finance Manager – CJD Equipment Pty Ltd 2014-2022  
Chief Financial Officer – Foodfolk Australia 2023-present

#### **Academic Qualifications**

Bachelor of Commerce – Curtin University  
Master of Business Administration – RMIT (in progress)

#### **WAAFL/PFL Experience**

WAAFL/PFL Board Member – 2017-present  
WAAFL/PFL Finance & Risk Sub-Committee – 2017 – 2021  
WAAFL/PFL Nominations Committee Chair 2020-2022  
PFL Sponsorship Sub-Committee 2019-2020  
President – Ocean Ridge AFC 2012-2021  
Treasurer – Ocean Ridge AFC 2009-2011  
Sponsorship Manager – Ocean Ridge AFC 2014-2017, 2021-current  
Life Member – Ocean Ridge AFC 2016  
WAAFL Amateur Status Working Party - 2015

**BOARD NOMINATION: SEASONS 2023 - 2025**

TO: Andrew Dawe  
Chief Executive Officer  
Perth Football League  
[andrew@perthfootball.com.au](mailto:andrew@perthfootball.com.au)

The Norah Fremantle Football Club nominates STEPHEN PRATT  
for the position of **BOARD MEMBER**.

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

CLUB ENDORSEMENT

President/Secretary: Nick Pratt  
Print Name

[Signature]  
Signed

Date: 30.1.23

NOMINEE'S ACCEPTANCE FOR NOMINATION

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

Nominee: STEPHEN PRATT  
Print Name

[Signature]  
Signed

Date: 30/1/2023

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Hon. Stephen Pratt

**RE: PFL 2023 Board Nomination**

My passion for football and footy career is just like many others with a junior career which transitioned into Colts and Seniors at North Fremantle. It then evolved into coaching. As my working career and family grew I am able to transition into giving back to the organisations which I enjoyed during my playing career.

During my tenure as a Councillor at the City of Cockburn I worked closely with the Fremantle Football Club and the City of Cockburn to develop their community training facilities – the Cockburn Arc.

I believe my on-field experience at all levels of AFL, complimented by my off-field employment as a Member of Parliament, give a unique offering and addition to the PFL Board.

**AFL Background**

Juniors Fremantle Hawks, Melville Hawks & East Fremantle Power

Seniors – North Fremantle and also coached [Colts](#)

**Employment History**

**2022 – present**

**Member for the South Metropolitan Region**

**Parliament of Western Australia**

The South Metropolitan Region includes the 15 legislative Assembly electorates of Baldivis, Bateman, Bicton, Cannington, Cockburn, Fremantle, Jandakot, Kwinana, Riverton, Rockingham, Southern River, South Perth, Victoria Park, [Warnbro](#) and Willagee.

**2017 – 2021**

**Senior Policy Adviser**

**Deputy Premier**

**Minister for Health; Mental Health**

**Hon Roger Cook MLA**

**2008 – 2017**

**Electorate Officer**

**Roger Cook MLA, Member for Kwinana**

**EDUCATION:**

2007 Bachelor of Arts (Politics and Journalism) Notre Dame University Fremantle, WA

2001 Christian Brothers College (CBC), Fremantle

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## BOARD NOMINATION: SEASONS 2023 - 2025

TO: Andrew Dawe  
Chief Executive Officer  
Perth Football League  
[andrew@perthfootball.com.au](mailto:andrew@perthfootball.com.au)

The Wanneroo Amateur Football Club nominates Jonathan Small

for the position of **BOARD MEMBER**.

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

### CLUB ENDORSEMENT

President/Secretary: LACHLAN DOUGLAS  
Print Name

  
Signed

Date: 31<sup>st</sup> January 2023

### NOMINEE'S ACCEPTANCE FOR NOMINATION

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

Nominee: Jonathan Small  
Print Name

  
Signed

Date: 31 January 2023

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## CURRICULUM VITAE

### JONATHAN SMALL

BE(Civil), MIEAust NER CPEng MBA GAICD

Date of Birth: 31 March 1982

Contact: 0439 942 036    jsmall@tabec.com.au



<b>QUALIFICATIONS</b>	Bachelor of Engineering (Civil). University of Western Australia, 2003 Master of Business Administration. University of Western Australia, 2017 Graduate Australian Institute of Company Directors. AICD 2016
<b>MEMBERSHIPS AND AFFILIATIONS</b>	Reconciliation WA member and TABEC's Reconciliation Action Plan Champion Chartered Professional Engineer, Institution of Engineers Australia Wanneroo Amateur Football Club: Player 2004 – 2022 and Committee 2006-2017 and 2019-2022. Life Member Perth Football League: Board Member: 2020 - 2022

### CAREER BRIEF

I am a civil engineer with over 20 years' experience, a Director of TABEC Engineering Consultants, responsible for the engineering designs and construction administration over a variety of land development projects in Western Australia, for a range government, ASX listed and private developers.

Many projects include sensitive locations and ground conditions which require a strong level of community engagement, coordination and liaison with local councils to ensure understanding, acceptance and support. Delivered thousands of residential lots across the Perth metropolitan area, including a number of regional areas. As a professional engineer, I also periodically act as an impartial expert witness providing advice to the State Administrative Tribunal and the State Solicitor's Office.

In addition to technical engineering design delivery and contract Superintendence, I'm also responsible for the day-to-day operations of the 20-person company. Though quite a broad role, I am driven to achieve the highest standards of excellence across all aspects of the business.

My approach for effective team success is in creating supportive environments with a clear purpose, honest and fair conversations with clear expectations and accountability.

### RESPONSIBILITIES

- Setting the strategic direction for TABEC with clear targets and goals.
- Ensure sound governance and risk management of TABEC.
- Management of all business administration tasks.
- Setting annual budgets and quarterly reviews.
- Taking care of all human resourcing, issue resolution and contracts.
- Marketing and business development.
- Setting training and continuing professional development for the team.
- Delivery of sound engineering designs, through team coordination.
- Liaising with various Authorities to gain approvals.
- Contract administration and Superintendence throughout construction contracts.

## **FOOTBALL EXPERIENCE**

### **PERTH FOOTBALL LEAGUE (SEASONS 2020 - 2022)**

I have been on the board for the last 3 years, through a period of significant change across the League. Roles during this time include:

- Board member: 2020 – 2023
- Finance and Risk committee: 2020
- Nominations committee 2021 – 2022

From the perspective of a current playing member in the PFL, I am intent on ensuring the League continues to evolve and raises the bar in terms of assistance for Club committees, financial support, integrity, and further leverages the significant commercial opportunities we have available.

The League is in a strong position to continue reviewing all pre-existing agreements, negotiating revised win-win outcomes, and pursuing the best interests of all member Clubs.

### **WA ALL ABILITIES FOOTBALL ASSOCIATION (2020 TO 2023)**

The Association was established to provide opportunities for people with various disabilities to be involved and enjoy football. I was initially appointed to the Committee in 2020 and am passionate about continued support for growth and expansion of the programs.

Amongst various initiatives delivered by the WA All Abilities Football Association, the main programs include:

- Integrated Football League
- Inclusion Football Academy and interstate carnival
- WA Wheelchair Football League
- WA Blind AFL
- Kickability online and Starkick

### **WANNEROO AMATEUR FOOTBALL CLUB (2004 TO DATE)**

I joined the Wanneroo Amateur Football Club in 2004 where I have played over 250 games to date, across most grades between A to C5.

- Committee member: 2006 - 2017 and 2019 - 2022, including a period as Vice President
- Club captain 2009 – 2012
- Life Member

I've held a variety of positions on the club board and therefore have a close understanding of the challenges and volunteer effort involved in running Clubs. Including difficulties year-in and year-out with for example, sponsorship, umpiring, social issues, player retention and being able to continue the development of women's football.

The enormous positive social benefits that community clubs offer is what's kept me involved and wanting to contribute as much as I can off-field.

### **AFL ASIA (2015 TO DATE)**

Travelled and played in various AFL Asian Championships in Vietnam and Thailand.

I am also involved with the Masters, and travel to support and play in the over 35s category in Bali on multiple occasions.

## BOARD NOMINATION: SEASONS 2023 - 2025

TO: Andrew Dawe  
Chief Executive Officer  
Perth Football League  
[andrew@perthfootball.com.au](mailto:andrew@perthfootball.com.au)

The Coolbinia Amateur Football Club nominates Caitlin Spencer

for the position of **BOARD MEMBER**.

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

### CLUB ENDORSEMENT

President/Secretary: Gavin Kotkis \_\_\_\_\_  
*Print Name* *Signed*

Date: 1/2/23

### NOMINEE'S ACCEPTANCE FOR NOMINATION

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

Nominee: Caitlin Spencer \_\_\_\_\_  
*Print Name* *Signed*

Date: \_\_\_\_\_

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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 prior to the Annual General Meeting.*



# CAITLIN SPENCER

## PERSONAL DETAILS

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3/47 Mary Street COMO, WA 6152

0416 636 889

[spencer.caitlin@hotmail.com](mailto:spencer.caitlin@hotmail.com)

## CAREER SUMMARY

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A highly motivated and results-driven individual with the expertise and experience in demographic-targeted engagement through sport and recreation initiatives, specializing in gender equity. Competency in dispute resolution, interpersonal communication, program development and evaluation, and grant management and sustainability planning. An outward focus on successful delivery of physical activity and sport programs that encourage a happy and healthy lifestyle in the community.

Act as a consultant in careful and considerate project management, allowing for the delivery of successful programs and events that engage the community in an innovative and targeted way; increasing participation in offerings being a central focus to all programs. Capability to demonstrate attention to detail, ability to implement feedback, administrative efficacy, promotional knowledge and human resource management.

## KEY COMPETENCIES

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- Female targeted engagement strategies
- Gender equity & equal rights activist
- Gender diversity, equality, and inclusion strategies
- Sport, recreation, and fitness program management
- Strategic initiative design with sustainable concepts
- State and National grant funding management & distribution
- Service gap identification and resolution
- Budget management and development
- Stakeholder relationship and staff management
- Conflict identification and resolution
- Addressing personal standards
- Contemporary marketing and communication strategies
- Competency in computer programs and technology
- Administrative structural competency

## KEY CAREER ACHIEVEMENTS

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- Sole successful application and subsequent participant in the inaugural International Cricket Council *100% Future Leaders Programme* from Australia. 20 women were selected and paired with mentors around the globe in batch one (two batches total) to be a part of a 6-month international leadership programme with support and ongoing connection for three years.
- Created and drove the 'Sanitary Sanity' Project role out in Western Australia. Successfully worked with the Councillors for City of Stirling LGA over a 12-month period to get the council to endorse a paid-for sanitary service for all community clubs wanting to provide sanitary hygiene units for their female community members. Currently in expansion phase.

- Introduced Pride initiatives to WA Cricket, including a working group, comms plans and ongoing conversations around introducing sustainable inclusivity delivery principles to all WA Cricket programs.
- Have led the strategic design, planning and roll out of several tailored and targeted engagement programs to increase registered female participation in cricket including (but not limited to) the *Confidence in Sport Women in Cricket* program, the *Supporting Female Participants* program, the *Girl Jam WA* concepts, two girls' leadership programs in clubs and schools to over 350 girls (*Cricket Inspire*), *HerAussieSports* event for vulnerable and disadvantaged women (alongside ReLink Australia) and many more.
- Directly contributed to two consecutive seasons of the largest national growth in registered female participation in cricket; 45% in the 2019/2020 season and 13.3% in the 2020/2021 season (COVID affected year).
- Longstanding volunteer within Perth's oldest registered children's charity (Uni Camp for Kids), most recently having directed a summer camp for more than 90 children from disadvantaged backgrounds.
- Developed the national funding guidelines for the Commbank *Next Innings Female Funding* for the 2021/22 season with over \$500,000 available to states and territories, including the design, assessment models and tracking for all Club and State funding pools.
- Worked with WA Football Commission to create an Amateur League for Women's AFL and created the largest club in the league for women within WA.
- Successfully managed two additional staff and their portfolios – Volunteer Support and Recognition and the roll out of the WA Daughters and Dads programs (award-winning research-based program engaging 5-12-year-old girls and their Dads in a bonding program).
- Successfully created and ran large-scale promotional events and community appreciation events including the PlayCricket Carnival in 2020 which saw over 540 people attend a free community event.
- Set up engagement opportunities for different target groups encouraging advice-seeking individuals to engage in a safe space.
- Placemaking within the workplace to promote personal growth, team culture and nurturing ideas through Peer Support roles.
- Improved staff communication avenues and stakeholder relationships through clarification of roles and responsibilities.
- Following the COVID season and the departure of a colleague, successfully cleared over 840 helmets (partnerships clause) within 3 months to recipients all over the state.
- Developed risk management plans for new client services and additional supporting documentation.

## EXPERIENCE

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### Coolbinia Amateur Football Club

2019 - Current

*Director of Female Football | Club Secretary*

#### Responsibilities:

- Project Management:
  - Established from scratch the structure and oversaw the seasonal requirements for the club's first women's team in their over 100 year history.
  - Coordinated the social media campaigns for the recruitment and presence of the women's team

- Successfully grown the women's program to over 60 women, with 2023 seeing our first successful transition of graduation junior players from Coolbinia Bombers Junior Football Club to our senior women's side
- Proudly supported the committee achieving a 50/50 gendered split in 2023, the first in its history and one of only a handful in the entire amateur competitions in the state
- Grant/Sponsorship Management
  - Independently sought sponsors for the women's side to the value of over \$5,500 in three seasons
  - Created graphics for the Bankwest Community Sporting grant outlining the sustainability planning for the women's team in establishing a local female pathway in Australian Rules Football
- Executive Committee Member
  - Collaboration with fellow executive committee members on more strategic pieces including the Club Strategic Plan Progression
  - Guiding newer committee members
  - PFL communications and general Club communications
  - Coaching contract development and negotiation meetings

Achievements:

- Established a new women's side from scratch and growing.
- Successfully pushed the LGA to endorse and provide a local sanitary disposal unit service to bring dignity to the female community members in the area at no cost to the club or community members.
- Developed a Member Protection Policy and continue to oversee the Member Protection portfolio for the Club.

University Football Club

2015 – 2018

*Director of Female Football*

Responsibilities:

- Project Management:
  - Established the inaugural women's program at the club, as well as the first women's amateur team in WA.
  - Coordinated the social media campaigns for the recruitment and presence of the women's team
  - Coach interview and hiring
  - Social events and functions focussed on gender equality
  - Coordinated and played in the inaugural A Grade premiership game, and contributed to the evolution of a subsequent women's B side
- Grant/Sponsorship Management
  - Independently sought sponsors for the developing women's program

Achievements:

- Worked with WA Football Commission to create an Amateur League for Women's AFL and created the largest club in the league for women (at the time).
- Established three new women's sides from scratch (two at University Football Club and one at Coolbinia Amateur Football Club) and growing.

- Successfully pushed the LGA to endorse and provide a local sanitary disposal unit service to bring dignity to the female community members in the area at no cost to the club or community members.
- Developed a Member Protection Policy and continue to oversee the Member Protection portfolio for the Club.

<b>Western Australian Cricket Association</b>	<b>2018 – 2022</b>
<i>Female Engagement &amp; Volunteers Specialist</i>	<i>2019 – 2022</i>
<i>Project Officer - Social Cricket (absorbed role)</i>	<i>2020 – 2022</i>
<i>Marketing &amp; Communications Coordinator – Community Cricket (absorbed role)</i>	<i>2020 – 2022</i>
<i>People &amp; Culture – Peer Support Volunteer</i>	<i>2020 – 2022</i>
<i>Project Officer – Female Participation</i>	<i>2018 – 2019</i>

#### Responsibilities:

- Leadership and specialist advice:
  - Provide advice and direction to cricket executive and senior managers and staff on female participation and engagement.
  - Upskill colleagues and staff members to deliver new or improved initiatives/programs.
  - Engage country staff members and adapt required support between metro and country staff members.
  - Encourage staff members to question engagement opportunities and strategies to ensure continuous improvement.
  - Managing two staff members – the Project Officer for Volunteer Recognition and the Project Officer for Female Participation.
  - Working with the Marketing, Communications and Commercial department to create a Community Cricket flight plan giving transparency and clarity around the seasonal support requirements.
- Grant Management:
  - Manage the state’s applications and tracking of the club and state funding pools from the Growing Cricket for Girls Fund (now called the Next Innings: Accelerating Female Participation Fund) for over \$100,000 in funding per season
  - Assist the National Female Participation Manager in creating the application guidelines for the 2021/22 Club and State Funding Pools along with the assessment and tracking process.
  - Oversee the distribution and strategic planning of the WA Cricket Foundation funds, with sustainability at its core.
- Event Coordination & Project Management:
  - Coordinate and plan events that target female participation and engagement.
  - Communicate with other departments and external stakeholders to maximise event capacity and reach.
- Stakeholder Engagement and Relationship Management:
  - Advocating for rights to governing body members on behalf of members.
  - Engage with club volunteers, governing body members, internal staff and interstate staff.
  - Clarify pathways and communication avenues (both internal and external) to achieve best practice.
- Data Collation & Analysis:
  - Pull data reports from multiple different platforms to create an assessment base for project review.
  - Create data summation reports driving future proceedings or strategic objectives.

- Utilise information resources to create awareness and transparency on milestones through quantitative and qualitative updates.

Achievements:

- Only woman in the country selected to be in the ICC Future Leaders Programme.
- Have successfully supported start to finish funding process for WA communities delivering over \$500,000 to clubs and participants in need of support.
- Following absorbing the Marketing and Communications Officer role, streamlined the marketing and communications inter-department engagement and request process, subsequently increasing efficiency and productivity regarding marketing assets, digital assets and telling our Community Cricket story better.
- Worked to strategically budget and utilize WA Cricket Foundation funding to create and deliver the inaugural WA Cricket Inspire leadership programs to over 350 girls in two seasons.
- Deliver the inaugural *HerAussieSports* event in collaboration with Reclink Australia to vulnerable and disadvantaged women in Perth to have a go at cricket and AFL in a safe space.

**UWA Sport Pty Ltd**

**2017 - 2018**

*Program Coordinator – Recreation*

*2018*

*Fitness & Membership Services – Graduate Officer*

*2017 - 2018*

*Customer Service Officer (acting)*

*2018*

*Group Fitness Officer (acting)*

*2017*

Responsibilities:

- Program Management:
  - Led the design, development, implementation, and review of each recreation program.
  - Managed and maintained program and individual course budgets. - Staff management, monitoring and communication to deliver programs of a high standard that meet strategic goals.
  - Develop project guidelines, risk management plans and policies and procedures for safe and successful program delivery.
- Stakeholder Engagement:
  - Managed stakeholders and created new stakeholder relationship opportunities.
  - Developed stakeholder guidelines, including program delivery requirements, behavioural expectations and program policies.
  - Creating open feedback opportunities for members.
- Leadership and Team Involvement:
  - Designed and implemented communication initiatives to offer transparency amongst teams and identify goals and current standings.
  - Planned and organized in-house events for team culture development and good mental health.

Achievements:

- Coordinated over 250 courses from the design stage through to complete review and evaluation.
- Created new structures targeted at increasing participation in recreation and sport.
- Assisting to run multiple client services, from outdoor tailored activities to running programs in partnership with other departments (both internal and external).

- Re-developed existing structures to move all courses into becoming profitable offerings and identifying individual targets to achieve the overall outcomes.
- Assisting with the Kids Sport Holiday Program and processing enrolments and resolving conflicts with parents.
- Created and implemented the VIP Club for long term gym members, including an annual dinner inducting new members and all the inclusions.
- Created over 27 template fitness programs to target specific demographics and membership groups.

#### Cockburn ARC (City of Cockburn)

2022 – Current

#### *Sports Team Leader*

#### Responsibilities:

- Leadership and specialist advice:
  - Lead the Sports team and portfolio for the Cockburn ARC organisation.
  - Oversee the delivery of junior and senior social sports to over 300 teams for the Cockburn community.
  - Working with the Marketing and Communications team to effectively connect with our target audience via multiple platforms.
  - Support, develop and guide the Sports staff, including one direct permanent report, two indirect permanent reports and a team of 60 casuals.
- Budget Management:
  - Manage and remain committed to the existing budget for the Sports portfolio.
  - Work with the Health, Fitness and Wellbeing Coordinator on Capital Works Projects for the stadium.
  - Approve rosters and timesheets for part time and casual staff.
- Event Coordination & Project Management:
  - Supported the Sport4All series alongside the Disability Access & Inclusion Officer from the City of Cockburn, and the Sports team at the ARC.
  - Currently collaborating with internal and external stakeholders to deliver NAIDOC and Reconciliation Week sports offerings for the Aboriginal community members in the City of Cockburn (in collaboration with the Aboriginal Engagement Liaison Officer from the City of Cockburn, and relevant SSA Liaison Officers).
- Stakeholder Engagement and Relationship Management:
  - Working alongside Fremantle Football club surrounding the Facilities Agreement, with reference to the stadium use and ongoing shared facility use.
  - Connection and networking with SSAs and Not for Profit groups to address strategic outcomes of bringing sport into the community.
- Data Collation & Analysis:
  - Full review of existing data sets and statistics used for reviews and program planning – currently overhauled the data for all social sport and clinic programs to more appropriately reflect the information needed to complete a thorough review.

#### Achievements:

- Currently have addressed a full process and procedure gaps analysis resulting in the design and implementation of the following processes/procedures/policies:
  - Induction & Recruitment Process
  - Equipment Storage and Audit Procedure
  - Handover and staff coverage templates
  - Job Safety Analysis Procedures

- o Lost Property Process  
Concept Planning (current and potential programs/initiatives)

## EDUCATION

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### **University Western Australia**

#### *Bachelor of Science – Sport Science, Exercise & Health*

Exercise and Fitness Programs; Health and Nutrition; Coaching and team involvement; Organisational behaviour; Children in sport

### **Australian Institute of Fitness**

#### *Diploma of Remedial Massage Therapy*

Anatomy and physiology, Body health, Business development and strategy, Client communication and relationships.

## PROFESSIONAL DEVELOPMENT

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- Sport Australia – Women Leaders in Sport Program, Brisbane (2020)
- Managing Difficult People and Conflict – Department of Sport and Recreation (2018)
- Community Coaching General Principles – Australian Sports Commission (2015)
- Mental Health First Aid course – Mental Health First Aid Australia (expires 2024)
- What Women Can Do – Department of Local Government, Sport and Cultural Industries (2021)
- Peer Support Member – Western Australian Cricket Association (2021)
- ICC 100% Future Leaders Programme participant (2021)
- Member Protection Officer Training (2021)
- Child Safeguarding Training (2022)
- Women and Sport Member (2018-present)

## VOLUNTEER

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Director of Female Football – Coolbinia AFC	2020 – Current
Club Secretary – Coolbinia AFC	2022 – Current
Charity Volunteer – Uni Camp for Kids	2011 – 2022
Club Umpire Mentor – Classics Netball Club	2017 – 2019

## REFERENCES

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Happy to provide upon request.

## OTHER

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Willing to relocate if required