



MEMORANDUM

To: **AFL Western District League Stakeholders**

From: **Matthew Ross, Regional Manager**

Date: **9 March 2022**

Re: **Personnel Changes**

Dear All,

To align with future strategic priorities, AFL Victoria has recently undertaken some structural changes.

To that end, there are a number of changes in our region that I will address in turn per below:

1. Regional Manager Position

The Regional Manager position will now be responsible for both the Goldfields and Western District regions. Whilst having the opportunity to apply for a role in the revised structure, I have elected not to do so and will take a redundancy.

I have thoroughly enjoyed my time leading the region's footballing community. It has been one of the most challenging periods for the sport in its history and I'm proud of the fact that clubs, leagues and umpiring associations have come out the other side in reasonable shape.

Some of the areas I am most proud of since commencing the role in October 2019 include:

- Securing AFL Facilities Funding of \$250,000 for the Reid Oval in Warrnambool and supporting the marquee project through to completion;
- Collaboratively working with the region's leagues to transition competition management into league ownership;
- Transitioning the region's football governance from an independent commission model to an advisory board model ensuring all stakeholders are directly involved and engaged with local decision making;
- Developing good people across both our internal and external workforces who have greatly assisted our stakeholders through a turbulent period;
- Creation of regional support and partnership initiatives that has delivered close to \$100,000 of benefits to clubs in the region via COVID-19 support (club signage, hand sanitiser and waived league administration charges), Junior Support Fund (financing junior player participation) and club sports trainer's apparel;

- Providing support and encouragement to the region's footballing community through the COVID-19 pandemic, resulting in our region hosting some of the only games of football in the depths of the pandemic providing an outlet to our community;
- Supporting and assisting with various innovations across leagues, clubs and umpiring associations.

I will be concluding my role as Regional Manager effective from Friday, 25 March 2022. I will be assisting with transition of the region and also completing a number of project related tasks until my last day with the AFL on Friday, 27 May 2022.

I am looking forward to spending more time with my wife, Gez, and 8-month-old son, Hugo. Whilst I have mixed emotions leaving an exciting industry, I am excited to further develop my own advisory, accounting and tax business [Sandstone Advisory](#) as well as pursue other interests. I would welcome any enquiries from the region should you be looking for a business advisor or tax agent!

2. Football Development Manager – South West Position

The Football Development Manager – South West position, held by longstanding team member Jock Whiting, is to be now covered by a Participation Coordinator who will be responsible for the region in its entirety. The Participation Coordinator will be ably supported by a number of Game Development Officers located throughout the region as well as a Participation Manager.

To that end, I wish to congratulate Alicia Drew who will be remaining in the region as the Participation Coordinator. Alicia is known to all for her passion for the region's competitions and will continue to be an asset to the area.

Jock Whiting will be concluding in his role as Football Development Manager effective from Friday, 25 March 2022. Subsequent to this, Jock will remain with the organisation completing a number of project-type tasks until Friday, 27 May 2022. After this date Jock is looking forward to more travelling with wife, Jill, and spending time with his family. Having spent a lifetime involved with football, Jock will continue involvement with various academies also.

3. Welcome Jason Muldoon

I wish to welcome and congratulate Jason Muldoon on his appointment to the role of Regional Manager – AFL Goldfield & AFL Western District. Jason will be very well known to a lot of our community, being the present Regional Manager of AFL Wimmera Mallee and has extensive experience in community football.

On his appointment, Jason said:

I am excited to accept the Region Manager of AFL Western District & AFL Goldfields role, I look forward to working with all the stakeholders in the region to continue growing the game and making the game accessible to everyone. The last few years has reinforced the importance of Football & Netball clubs to the community, I look forward to making our competitions sustainable into the future. I look forward to meeting you soon.

In the coming weeks, I am hopeful to jointly meet with as many of our region's stakeholders as possible with Jason and ensure that the transition is seamless for all concerned.

Regards,

A handwritten signature in blue ink, appearing to read 'Matthew Ross', with a long horizontal flourish extending to the right.

Matthew Ross
Regional Manager – AFL Western District