

GOULBURN MURRAY

REGION COUNCIL



INFORMATION PACK

For Prospective Councillors

COMMUNITY • PARTICIPATION • LEADERSHIP

Region Council Information Pack

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Overview

As AFL Goulburn Murray transitions to an AFL Victoria Regional Council, the Council will play an important leadership and advisory role, providing regional insight and advocacy to support the ongoing growth, sustainability and governance of community football in the Goulburn Murray Region.

The Regional Council will act as a strategic link between AFL Victoria and local stakeholders, helping ensure regional priorities, challenges and opportunities are considered in decision-making. Its focus will be on supporting participation growth, club and competition sustainability, volunteer development, facilities advocacy and enhancing the overall football experience across the region.

To assist stakeholders in understanding the purpose, structure and role of the Regional Council, an information pack has been developed.

Any queries should be directed to AFL Victoria Region Manager – Goulburn Murray at shaun.connell@afl.com.au.

About Goulburn Murray (GM)

The Goulburn Murray region covers a large area of northern Victoria, stretching from the southern districts around Wandong, Alexandra, Yea and Seymour through to the Murray River communities including Echuca, Deniliquin, Cobram and Finley, and central including Shepparton, Rochester and Kyabram supporting thousands of participants, volunteers and officials each year.



GOULBURN MURRAY REGION COUNCIL TERMS OF REFERENCE

1. Establishment

The GOULBURN MURRAY REGION COUNCIL (**Region Council**) is a committee established by the Board of the Australian Football League (Victoria) Limited (ACN 147 664 579) (**AFL Victoria Board**) pursuant to clause 15.9 of the AFL Victoria Constitution and will be governed by these Terms of Reference.

2. Purpose

- 2.1 The purpose of the Region Council is to provide constructive guidance and recommendations to the AFL Victoria Board using a collection of skills, knowledge and expertise, from a broad collection of backgrounds, on a range of strategic and demographical issues that arise in the administration of Australian Football within the Goulburn Murray Region (**Region**).
- 2.2 The Region Council is non-fiduciary, however, must use all reasonable endeavours to exercise due care, diligence and skill in providing the AFL Victoria Board with insight and understanding on football matters.
- 2.3 In providing the roles and responsibilities as outlined in clause 4.1, the Region Council provides the AFL Victoria Board with a valuable resource upon which to make key football decisions.
- 2.4 Pursuant to clause 15.10 of the AFL Victoria Constitution, the Region Council:
 - 2.4.1 shall act in accordance with any directions of the AFL Victoria Board and these Terms of Reference;
 - 2.4.2 shall act in an advisory capacity only;
 - 2.4.3 shall make recommendations to the AFL Victoria Board but cannot exercise any power or perform any function of the AFL Victoria Board.

3. Term

These Terms of Reference are effective from the date the AFL Victoria Board resolves to adopt these Terms of Reference (**Effective Date**) and will continue until terminated by the AFL Victoria Board.

4. Roles and Responsibilities

The roles and responsibilities of the Region Council and each of its members include:

- 4.1 Providing advice and recommendations that are in the best interests of the Region for the AFL Victoria Board's consideration regarding:
 - 4.1.1 changes or modification to any rules, regulations and by-laws that relate to the Region, including regarding club transfers and player points;
 - 4.1.2 proposed new rules, regulations and by-laws that affect the Region;
 - 4.1.3 competition structure, including age group determinations;

- 4.1.4 participation deliverables;
- 4.1.5 club development opportunities in the Region; and
- 4.1.6 growth opportunities for the Region;
- 4.2 working collaboratively with the AFL Victoria Board to ensure any changes or modifications to the Region structure and any rules, regulations and by-laws that relate to the Region are consistent with the spirit of the Laws of Australian Football;
- 4.3 working collaboratively with the AFL Victoria Board and the AFL Victoria appointed Region Manager (**Region Manager**) to ensure Region leagues comply with their affiliation agreements and the relevant rules, regulations and by-laws;
- 4.4 assisting the AFL Victoria Board and the Region Manager in the prosecution and resolution of football disputes, issues and appeals that arise in the Region from time to time under the relevant rules, regulations and by-laws or otherwise;
- 4.5 sharing knowledge and information with the AFL Victoria Board about the history of the Region's competitions and structures to assist and support decision making processes; and
- 4.6 any other role or responsibility delegated to the Region Council by the AFL Victoria Board in accordance with AFL Victoria's constitution from time to time.

Any recommendations made by the Region Council will be recommendations only and will not bind the AFL Victoria Board. The Region Council must not bind or purport to bind the AFL Victoria Board in any way.

5. Membership

- 5.1 Region Council members must:
 - 5.1.1 possess a mix of skills and expertise relevant to the purpose, roles and responsibilities of the Region Council; and
 - 5.1.2 be interested and willing to progress the roles and responsibilities of the Region Council.
- 5.2 The AFL Victoria Board will appoint the Region Council members from time to time, which will involve a nomination process conducted by the AFL Victoria Board in the Region.
- 5.3 The Region Council will consist of a minimum of three (3) and a maximum of five (5) members including the Chairperson but not including the Secretary.
- 5.4 The Region Manager will be appointed as Secretary of the Region Council who will not have voting rights.
- 5.5 The Region Council will appoint a Chairperson by majority vote at the first meeting of the Region Council and annually thereafter. A Chairperson is appointed for a term of one (1) year. Subject to clause 6, a Chairperson will be eligible for re-appointment for additional periods not exceeding one (1) year.

6. Appointment

- 6.1 Membership of the Region Council is for a term not exceeding three (3) years. After this time, members are eligible for re-appointment by nominating for membership for an additional period not exceeding three (3) years.
- 6.2 A person may nominate for membership of the Region Council a maximum of three (3) times (irrespective of whether such nominations are consecutive).
- 6.3 If a member wishes to resign his or her appointment, they must provide the AFL Victoria Board with a written resignation. The resignation takes effect on the day it is received by the Secretary of the Region Council, or if a later date is specified in the resignation letter, on that later date.
- 6.4 A Region Council member may be removed from the Region Council by the AFL Victoria Board.
- 6.5 Members of the Region Council are not entitled to sitting fees or travel costs for meetings.

7. Meetings

- 7.1 The Region Council Chairperson will be responsible for determining the location, timing and frequency of Region Council meetings provided that the Region Council must meet no less than four (4) times annually.
- 7.2 At least 50% of Region Council members must be present for a meeting of the Region Council to proceed. A member may be present by audio-visual or telecommunication means.
- 7.3 All advice and recommendations will be made to the AFL Victoria Board by consensus between Region Council members.
- 7.4 A Region Council member must declare her or his interest in any matter in which a conflict of interest arises or may arise, and shall, unless otherwise determined by the Region Council Chairperson, absent herself or himself from discussions of such matter and shall not be entitled to vote in respect of such matter. Failure to do so may result in their position as a Region Council member being reviewed and/or terminated by the AFL Victoria Board.
- 7.5 Region Council meeting agendas (including any supporting documentation) and minutes will be provided to all members of the Region Council by the Secretary.
- 7.6 All material provided to Region Council members for discussion and consideration is confidential and must be treated as confidential by Region Council members. No material is to be discussed or distributed to any persons outside of the Region Council, without the express permission of the AFL Victoria Board.
- 7.7 The AFL Victoria Board members, AFL Victoria employees or external persons may be invited to attend the meetings (at the request of the Chairperson on behalf of the Region Council) to provide advice and assistance where necessary.

8. Evaluation and Review

- 8.1 The AFL Victoria Board will evaluate the performance of the Region Council annually from the Effective Date.
- 8.2 In consultation with the Region Council, the AFL Victoria Board will review these Terms of Reference every two (2) years from the Effective Date.

9. Amendment, Modification or Variation

These Terms of Reference may be amended, varied or modified at any time in writing by the AFL Victoria Board after consultation with the Region Council.

GOULBURN MURRAY REGION COUNCIL

MEMBER EXPRESSION OF INTEREST NOMINATION PROCESS

Purpose

The GOULBURN MURRAY REGION COUNCIL (**Region Council**) is a newly established committee delegated authority by the Board of the Australian Football League (Victoria) Limited (**AFL Victoria Board**) to provide constructive guidance and recommendations to the AFL Victoria Board on a range of strategic and demographic issues that arise in the administration of Australian Football within the GOULBURN MURRAY REGION COUNCIL (**Region**).

About the Region

AFL Goulburn Murray was established to promote and grow the Australian football community in the Goulburn Murray Region through higher participation at all levels and by providing leadership and support to the football and wider sporting communities.

AFL Victoria through AFL Goulburn Murray is focused on three key roles:

- Participation
- Community Football
- Partnerships, Facilities and Government

Region Council members will be appointed for their professional skills, knowledge, and expertise, from a broad collection of backgrounds, on a range of strategic and demographical issues that arise in the administration of Australian Football within the Region.

Role of the Region Council members

Region Council members must possess a mix of skills and expertise relevant to the purpose, roles, and responsibilities of the Region Council, including but not limited to the following:

- strong governance experience including previous board roles;
- strategic leadership;
- strategic risk management;
- legal;
- leading cultural and organisational change;
- marketing, advertising, sponsorship;
- infrastructure development;
- stakeholder engagement, corporate/social/organisational responsibility, issues management;
- government relations/knowledge;
- sports management; and
- climate and environment.

When appointing Region Council members, the AFL Victoria Board will have regard to the overall needs of the Region and the relevant skills and expertise required by the Region Council.

Nomination Process

All applications must include a current resume, covering letter and a completed expression of interest nomination application outlining skills and expertise addressing the qualifications and selection criteria detailed in the Region Council member Position Description.

All Region Council member applications must be submitted in writing to Shaun Connell and received no later than COB 31 September 2026.



For a confidential discussion regarding the Region Council nomination process or further information regarding the Position Description, please contact Shaun Connell on 0423 421 021 or email shaun.connell@afl.com.au

GOULBURN MURRAY REGION COUNCIL MEMBER POSITION DESCRIPTION

1. Purpose

The purpose of the Region Council is to provide constructive guidance and recommendations to the AFL Victoria Board using a collection of skills, knowledge and expertise, from a broad collection of backgrounds, on a range of strategic and demographical issues that arise in the administration of Australian Football within the GOULBURN MURRAY REGION (**Region**).

2. Role of Region Council

2.1 The Region Council:

- 2.1.1 shall act in accordance with any directions of the AFL Victoria Board, including the Terms of Reference prescribed by the AFL Victoria Board;
- 2.1.2 shall act in an advisory capacity only;
- 2.1.3 shall make recommendations to the AFL Victoria Board.

2.2 The Region Council will meet a minimum of four (4) times per calendar year.

2.3 The Region Council will consist of a minimum of three (3) and a maximum of five (5) members including the Chairperson.

3. Role and responsibilities of Region Council members

The roles and responsibilities of Region Council members include:

3.1 providing advice and recommendations that are in the best interests of the Region for the AFL Victoria Board's consideration regarding:

- 3.1.1 changes or modification to any rules, regulations and by-laws that relate to the Region, including regarding club transfers and player points;
- 3.1.2 proposed new rules, regulations and by-laws that affect the Region;
- 3.1.3 competition structure, including age group determinations;
- 3.1.4 participation deliverables;
- 3.1.5 club development opportunities in the Region; and
- 3.1.6 growth opportunities for the Region;

3.2 working collaboratively with the AFL Victoria Board to ensure any changes or modifications to the Region structure and any rules, regulations and by-laws that relate to the Region are consistent with the spirit of the Laws of Australian Football;

3.3 working collaboratively with the AFL Victoria Board and the AFL Victoria appointed Region Manager (**Region Manager**) to ensure Region leagues comply with their affiliation agreements and the relevant rules, regulations and by-laws;

- 3.4 assisting the AFL Victoria Board and the Region Manager in the prosecution and resolution of football disputes, issues and appeals that arise in the Region from time to time under the relevant rules, regulations and by-laws or otherwise;
- 3.5 sharing knowledge and information with the AFL Victoria Board about the history of the Region's competitions and structures to assist and support decision making processes; and
- 3.6 any other role or responsibility delegated to the Region Council and its members by the AFL Victoria Board in accordance with AFL Victoria's constitution from time to time.

4. Qualifications and selection criteria

- 4.1 Region Council members must possess a mix of skills and expertise relevant to the purpose, roles and responsibilities set out above, including but not limited to the following:
 - 4.1.1 strong governance experience including previous board roles;
 - 4.1.2 strategic leadership;
 - 4.1.3 strategic risk management;
 - 4.1.4 legal;
 - 4.1.5 leading cultural and organisational change;
 - 4.1.6 marketing, advertising, sponsorship;
 - 4.1.7 infrastructure development;
 - 4.1.8 stakeholder engagement, corporate/social/organisational responsibility, issues management;
 - 4.1.9 government relations/knowledge;
 - 4.1.10 sports management; and
 - 4.1.11 climate and environment.
- 4.2 When appointing Region Council members, the AFL Victoria Board will have regard to the overall needs of the Region and the relevant skills and expertise required on the Region Council.

5. Nomination

- 5.1 The position of Region Council member is a voluntary position and will be for a term not exceeding three (3) years.
- 5.2 Please contact Shaun Connell at shaun.connell@afl.com.au for nomination enquiries.



GOULBURN MURRAY REGION COUNCIL

MEMBER EXPRESSION OF INTEREST NOMINATION APPLICATION

Full Name:			
Email Address:		Telephone:	

General Statement – Reason and motivation for your interest in the role of the Region Council member (maximum 150 words)

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Statement relating to how you can deliver on the purpose, roles, and responsibilities of the Region Council as detailed within the Region Council member Position Description
(maximum 100 words)

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Statement of Experience - including examples of how you have exhibited the desired attributes)
(maximum 100 words)

Statement of Qualifications and relevant Professional Development
(maximum 150 words)

Declaration

I hereby declare my expression of interest and consent in relation to the GOULBURN MURRAY REGION Council member expression of interest nomination form.

.....
Nominees Full Name

.....
Nominees Signature

.....
Date

.....
Nominated By (Full Name)

.....
Signature

.....
Date

BENEFITS OF AFFILIATION

2026 AFL VICTORIA

AFL Victoria support their affiliates through a range of benefits including:

1. Participation
2. Football Communities and Experience
3. Facilities, Partnerships and Government

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PARTICIPATION

PARTICIPATION PROGRAMS

Access to National and State programs including NAB AFL Auskick, NAB AFL Superkick, "Unders" and AFL Nines. AFL Victoria will offer, deliver and promote school, transition and community promotional programs to support the awareness and growth of the game. This is aimed to assist with a more seamless player transition between programs and traditional club-based competitions.

play.afl/play

TALENT PATHWAYS

Affiliated players and umpires are eligible for selection in the relevant Talent League pathways and access to the supporting workforce that manages these programs.

Selection eligibility and participation in the Country Regions V/Line Cup and/or the Metro Development Series is also in place.

Note: Players and umpires registered at non-affiliated leagues and clubs shall be ineligible for selection in the above programs.

play.afl/victoria/talent-pathways

ACCESS TO PLAYHQ

Access to the Registration and Competition Management System for registration for players, administrators, and volunteers, as well as the ability to transfer players from and to other leagues under National Transfer Regulations.

Note: There is no AFL Fee to Register as a Player or Volunteer.

playhq.com

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FOOTBALL COMMUNITIES AND EXPERIENCE

FUNDING AND GRANT ACCESS



Affiliates (&/or their member Clubs), can access a range of funding / grant benefits through the AFL / AFL Victoria and their aligned partners. **Across this list below, affiliated Regions, Leagues and Clubs have received over \$16,800,000 from the AFL, AFL Victoria and partners across the 2023-25 period.** This includes:

- » AFL / AFL Vic Club Development Lead funding support
- » AFL / AFL Vic Club Development Project support
- » AFL / AFL Vic Funded Coach Developer appearances
- » AFL / AFL Vic Funding support for Junior Representative Football
- » AFL / AFL Vic Umpire Recruitment & Retention Funding support
- » AFL / AFL Vic & Partner Women & Girls grants (e.g. new teams support, 'Fanatics' uniform grants, Chemist Warehouse Ambassador Program etc.)
- » AAMI "Clangers for Good"
- » Bunnings "Legend of the Tongs"
- » PILA "Goal Posts subsidy"
- » State Government - Container Deposit Scheme
- » State Government - Get Active Kids Vouchers
- » State Government - Sporting Club Grants Program
- » TAC Club Rewards Program
- » Telstra Football Grants Program
- » Toyota Good for Footy Raffle
- » WorkSafe Club Safety Fund and WorkSafe Country Club Games

Note: Most Government (Federal, State and Local) grants available to sporting clubs require the club to be affiliated through to a National and/or State Sports Organisation.

play.afl/learning-resource/grants

SUPPORT AND GUIDANCE



Regions, Leagues and Clubs can seek support from AFL / AFL Victoria staff as necessary to assist with making it easier to have quality practices in place.

This includes resources, templates and advice re: complex challenges, advocacy, to Government (all levels) and other sports, legal and integrity, safeguarding children, club governance, volunteer recruitment, retention and recognition, critical incident support, system usage/ challenges, conflict resolution as well as Community Connection (culturally diverse and indigenous engagement & participation) etc.

play.afl/clubhelp

COMMUNITY CLUB SUSTAINABILITY PROGRAM (CCSP)



Access to the CCSP - Player Points and Allowable Player Payment policies - and their development which helps ensure more sustainable competitions and clubs.

Note: For the purposes of the CCSP, a player transferring out of a non-affiliated League shall be considered 1-point players under CCSP regulations.

play.afl/victoria/programs-policies

NATIONAL AND STATE POLICIES AND COUNTRY RULES



Access, protection and support for rules, regulations, policies and determinations including but not limited to - National Community Football Policy Handbook, State Regulations and Country Rules (application throughout regional Victoria). Access to conciliation resources for vilification cases is provided for by the AFL.

Further, affiliates are provided the opportunity to work in collaboration with other affiliate Leagues, Regions and AFL Victoria to contribute to the development of policies, regulations and strategic initiatives which addresses and drives the management of community football enabling, and best ensuring, it thrives.

play.afl/clubhelp/club-management/policies-handbooks

MARSH - NATIONAL INSURANCE PROGRAM



Access to the AFL's National Risk Protection (Insurance) Program arranged by MARSH, which includes various forms of insurance - Personal Accident, \$20mill Public Liability, Management Liability, Travel Insurance and "Asset Protect" (contents). In addition, there is also provision for discretionary assistance from a Discretionary Trust, which would not be available through typical insurance products.

play.afl/clubhelp/resources/risk-management-insurance

WOMEN AND GIRLS - MORE WOMEN & GIRLS INVOLVED AT MORE CLUBS



Australian Football will benefit significantly from more women and girls involved in the game at all levels: on-field and off-field.

Advice, resources, programs, funding and templates are available to help ensure that this happens ... and that their experiences are enjoyable.

play.afl/clubhelp/women-girls

COACHING ACCREDITATION AND DEVELOPMENT



Online and face-to-face coach accreditation and education, access to a fully funded State Coaches Forum and AFL Victoria funded Coach Developer appearances.

Note: No AFL Fee to accredit as a coach.

play.afl/coach

UMPIRE DEVELOPMENT, RECRUITMENT AND RETENTION



Access to the national umpire registration platform, as well as umpire coach training and development programs and initiatives (e.g. Hudl, Sportsgauge, OfficialsHQ) and various Umpire recruitment and retention initiatives.

Note: No AFL Fee to register as an Umpire.

play.afl/umpire

VOLUNTEER RECOGNITION PROGRAMS



Opportunities to recognise league/club volunteers via the annual National and State Football Awards, including access to the national awards for Auskick, Volunteers, Schools, AFL Merit Award, Multicultural & Indigenous awards.

play.afl/toyota-afl-national-volunteer-awards

COMMUNICATION / MEDIA / MARKETING / PROMOTION



Access to centralised support via AFL Victoria to assist with local media and may request public relations advice from time to time.

Access to state marketing campaigns, including the AFL PLAY & Local Footy campaign and tailored recruitment tools as well as coordinated access to promotion through the community / fan, membership and football departments of the Victorian based AFL clubs (including AFL Community Camps).

play.afl/clubhelp/resources/club-promotion

AFL VICTORIA LOGO & INTELLECTUAL PROPERTY



Licensed to use AFL Victoria marks on playing jumpers and shorts and can use the logo on approved advertising material, on-line and in print, on request to and with approval of AFL Victoria.

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FACILITIES DEVELOPMENT AND FUNDING SUPPORT



Affiliated leagues/clubs may have access to facilities funding via the AFL's Football Facility Development Fund and benefit from the State Governments "Country Football and Netball Program".

AFL and AFL Victoria also provide pro-active and reactive advocacy for new and improved facility development and facility access disputes support.

play.afl/Victoria/facilities

GOULBURN MURRAY

REGION COUNCIL



CONTACT

Shaun Connell

shaun.connell@afl.com.au

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