

TOUCH FOOTBALL AUSTRALIA



CHIEF EXECUTIVE OFFICER

CANDIDATE BRIEF



BACKGROUND

Touch Football Australia (TFA) is the official body for the sport and it is the role of the organisation to develop and grow the sport of Touch Football in this country. With close to 700,000 Australians enjoying the sport country – wide it is one of the highest participation sports in the country with significant school programs and related activities. It has huge grass-roots and community impact and through its pathways has a proven track record of developing elite athletes who have gone on to compete in Olympic and Commonwealth Games for Australia.

Touch Football Australia are looking for Chief Executive Officer to bring renewed direction for the sport and impetus for its Strategic and Commercial plans. The role will lead the governance of the sport and work effectively across all stakeholders within Touch Football to deliver on its agreed strategic plan. This will consolidate Touch Football's position as one of Australia's leading community sports, with a strong emphasis on its consumers, members, participants, staff and volunteers.

The role will deliver Touch Football's Strategic Alliance with the NRL bringing a huge increase in profile and in commercial opportunity. The successful candidate will work in a complex stakeholder management environment and will provide direction and leadership for the State Bodies. Importantly the role will manage government relations, strategy and commercial development as they seek to maximise upon their huge participation base. As CEO they will have ultimate responsibility for all aspects of the business; commercial, operations, engagement, participation, community, events and competitions.



THE POSITION

The Chief Executive Officer (CEO) will lead the TFA, under the direction of the TFA Board. With 40+ staff nationwide the role will set the strategic direction and develop high quality working relationships across all partners. The CEO is responsible for the overall efficiency and effectiveness of all TFA operations. This involves the management of all human and financial resources, as well as the strategic planning and implementation frameworks necessary to meeting TFA objectives.

Key accountabilities will include:

Leadership and Management

- Provide leadership and direction to the staff of the TFA and all TFA operations
- Develop, implement and manage strategies and programs to deliver growth and inspire participation
- Lead a positive culture of structured corporate governance and financial management

Financial Management

- Assume overall responsibility for the on-going financial health of the TFA
- Ensure annual budgets are developed, approved and managed in conjunction with senior managers in a timely manner
- Ensure that an annual audit and preparation of annual financial reports is completed and that key financial tools such as profit and loss statements, balance sheets, cash flows are forecasting tools are developed



Stakeholder Management and Communication

- Provide effective and active representation of the TFA in all forms of the media and act as both ambassador and spokesperson for the Sport
- Engage and provide information to all member organisations of the TFA
- Ensure maximisation of TFA position across all partners and stakeholders
- Represent the TFA on nominated external bodies, organisations and committees as required by the Board
- Ensure delivery of all opportunities created by the strategic alliance with the NRL

THE POSITION (CONTINUED)

Commercial, Business Development and Fundraising

- Develop and implement the TFA's commercial strategy to deliver year on year commercial growth
- Undertake a comprehensive review of commercial and fundraising activity and opportunity. Led by a perspective on brand, marketing, communications, strategy and philosophy
- In conjunction with the relevant staff, develop a commercial plan which maximises opportunity for the TFA ultimately lead relationships with major corporates, communicating and commercialising partnerships.
- Oversee the management of key relationships with agents, sponsors and media partners

Board Management

- Develop and maintain an open relationship with all TFA Directors
- Develop for Board approval all policies required by legislation including the Board charter
- Develop all policies and agreements in regards Teams for Board approval
- Ensure all Board committees meet regularly, and are aligned with corporate goals



KEY RELATIONSHIPS

- Board of Directors
- All TFA staff and State Bodies of Touch Football
- NRL & State Rugby League (QRL, NSWRL, Country RL etc)
- State & Federal Government
- AIS, ASC, SIS/SAS, State/Territory CEO's, Departments of Sport & Recreation and Universities

EXPERIENCE AND KNOWLEDGE

The Board seeks a leader with clear vision and values who is able to lead a positive culture of good governance. This will demand an individual with a strong mix of Commercial, Marketing, Strategy, Operations and Finance skills, optimum for a role of this size and profile.

- Leadership and people management managing a large diverse group
- Demonstrated experience at senior executive level in delivering business development and commercial growth
- Experience in professional sport, community and grass-roots will be advantageous
- Demonstrated ability to influence and negotiate effectively.
- Tertiary qualifications in finance, business, sports management or other relevant
- Understanding of the Australian sports system including the linkages and interrelationships at local, state and national level advantageous



PERSONAL ATTRIBUTES

- Credibility and gravitas as an ambassador for the organisation
- Engaging, impactful leader and communicator
- Diplomacy in all dealings with internal and external stakeholders
- A conciliatory and consensus-building style
- Political sophistication
- Commercial acumen

RENUMERATION AND LOCATION

The base salary offered to the successful candidate will be competitive with an appropriate incentive structure and benefits package.

The appointee could be based either at Rugby League Central in Sydney, current TFA Head Office in Canberra, or TFA office in Brisbane. Regardless there will be travel included in this role to each major centre.

THE PROCESS

SRI is the leading firm dedicated to the constant and growing demand for executive and management talent in sports, media and entertainment. Operating from offices in Australia, Canada, China, Germany, Japan, Singapore, Switzerland, the UK, and the USA, our expert advisers provide search and consulting services operating as a global team, combining the deep sector knowledge with world-class and cutting edge talent acquisition and management practice. We are proud to be the exclusive partner in this search with Touch Football Australia.

To be considered, please send a cv and cover note to:

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