



Position Description

Position Title: General Manager – Growth & Innovation

Classification: Executive Leadership Level 4 (Refer to the TFA Certified Agreement, 2020-2024)

Reports To: Chief Executive Officer

Introduction

Touch Football Australia (TFA) is the national governing body for Touch Football, proudly delivering a sport that is accessible, inclusive, and played by over 600,000 participants annually. TFA has a strategic alliance with the National Rugby League (NRL) and operates in alignment with the Australian Sports Commission (ASC), working collaboratively with State and Territory partners to deliver the sport from grassroots to elite.

As part of a broader operating model transformation, TFA is committed to delivering innovative, participant-centred growth across all levels of the game. The newly created **General Manager – Growth & Innovation** is a pivotal executive leadership role responsible for designing and overseeing the end-to-end sport system – from junior participation through to national programs and high performance – ensuring the sport remains relevant, scalable, and inclusive.

This role will champion innovation in sport product design, digital experience, and growth strategies to ensure TFA remains agile in an evolving participation landscape.

Child Safe Statement

Touch Football Australia is committed to ensuring the safety and wellbeing of all Children/Young People that are involved in our sport. Our policies and procedures seek to address risks to Child safety and to establish Child safe culture and practices.

Further information on safeguarding in Touch Football is available via <https://touchfootball.com.au/policies/integrity/safeguarding/>

Location

The preferred location will be Sydney; however both Canberra and Brisbane may be considered.

TFA has a strong belief in the benefits of providing flexible working arrangements and will discuss various options with candidates throughout recruitment process.

Primary Purpose of the Role

The General Manager – Growth & Innovation is responsible for leading the development and delivery of the national sport system, encompassing participation strategies, product innovation, pathway alignment, and high-performance integration. This executive role will ensure that all participants – players, referees, coaches, administrators, and volunteers – have clear, supported, and inspiring journeys through the sport.

This role oversees core portfolios including national participation, game development, refereeing, coaching, national programs, pathways, and high performance. The GM will play a critical role in synthesising insights from across participation, product, and performance to inform future-facing decisions and strategic priorities. A key focus of the role is to drive innovation in how the sport is played, accessed, and delivered, ensuring it remains relevant and engaging across generations.

The role requires a strong command of digital technologies and data ecosystems to enhance participant experiences, optimise program design, and enable evidence-based decision-making. It is a key contributor to the achievement of TFA's strategic plan and partnership objectives, particularly with the NRL and ASC.

Job Responsibilities

- » Lead the design, execution, and continuous improvement of the national participation and pathway strategy from entry-level to elite.
- » Oversee the delivery and innovation of TFA's program portfolio, including initiatives such as Women in Touch, All Abilities, Sporting Schools, Tiny Touch, and Turbo Touch.
- » Lead the strategic integration of coaching and officiating development across all levels, ensuring alignment with national capability frameworks and lifecycle progression.
- » Provide executive leadership and performance management to all sport delivery staff, including State Managers and National Managers within this portfolio.
- » Direct the national high-performance system in proportion to the sport's size and scale, through leadership of the Performance and Pathways Manager.
- » Collaborate with the GM Commercial to align participation strategies with event and experience delivery, ensuring clear progression and talent pathways.
- » Oversee the design and delivery of innovative sport products, grounded in participant insight, competitor analysis, and emerging technologies.
- » Establish and manage a sport innovation pipeline, including pilot programs and partnerships with research and tech organisations.
- » Lead the development of a digital ecosystem that enhances participant engagement, education, and retention through platforms, gamification, and on-demand access.
- » Oversee participant journey mapping and service design efforts to optimise experience and accessibility across all participant types.
- » Lead the creation of a national workforce capability framework for volunteers, coaches, and officials, supporting full lifecycle development.
- » Identify and pursue commercialisation opportunities within community and digital program portfolios.
- » Drive the implementation of TFA's inclusion, accessibility, and equity strategy within all programs.
- » Embed environmental sustainability principles into program design and sport delivery.
- » Ensure rigorous tracking of participation and performance data, with timely impact reporting to meet ASC funding, compliance, and sport integrity requirements.
- » Design and implement systems to identify key data and insights required to drive participation growth, including both micro and macro-level trends.
- » Build and oversee a comprehensive data collection and analysis program, integrating real-time participation metrics, stakeholder feedback, and emerging trends to inform decision-making.
- » Apply advanced critical thinking and data interpretation skills to derive actionable insights, develop strategic responses, and measure impact.
- » Represent TFA at national stakeholder briefings, working groups, inter-agency forums, and other high-level platforms.
- » Support the CEO and Executive Team in strategic planning, budgeting, and cross-functional initiatives that align with TFA's long-term goals.



Key Relationships

- » Reports directly to the CEO.
- » Collaborates closely with Executive Leadership Team and State Members
- » Works cross-functionally with Marketing, Events, and Partnerships Teams
- » Maintains strategic partnerships with: NRL, ASC, NSOs

Key Selection Criteria

- » Proven experience in a senior leadership role within sport, community development, innovation, or related sectors with at least 4 years in an executive, national, or cross-functional leadership role.
- » Experience leading or architecting participation systems, pathway models, or equivalent sport development initiatives.
- » Deep understanding of contemporary sport development models, lifecycle-based programming, and principles of service design.
- » 5+ years in leading teams across multiple workstreams or managing diverse stakeholder groups across a federated or matrixed model.
- » Proven track record in hands-on experience developing and executing participation growth initiatives with user-centred program innovation.
- » Strong grasp of digital transformation, product design, and emerging technologies in community sport.
- » Experience leading or co-developing digital platforms, innovation pilots, or data-enabled sport products.
- » 3+ years with demonstrated leadership or contribution to strategic inclusion, accessibility, or sustainability initiatives.
- » Exceptional capability in data analysis, insight generation, and the application of complex critical thinking to inform decision making.
- » Demonstrated experience designing data frameworks to capture and evaluate participation trends at both grassroots and systemic levels.
- » High-level experience in reporting aligned with funding agreements, performance frameworks, or executive level reporting. Prior exposure to ASC funding frameworks or KPI-based evaluation is ideal.
- » Exceptional communication skills, including the ability to present to executive audiences and write for strategic, operational, and compliance purposes.
- » Strong stakeholder management skills, including experience engaging with government agencies, commercial partners, and innovation ecosystems.
- » Demonstrated success in cultivating a high performing team and productive work environments.
- » 3+ years designing or implementing workforce development frameworks or education programs for volunteers, officials, and delivery staff.
- » Relevant tertiary qualifications in sport management, innovation, design thinking, public administration, or a related field.
- » Capacity to undertake considerable intrastate, interstate, and international travel
- » Capacity to work outside of normal business hours and over weekends in relation to events, tournaments, and camps
- » Current drivers' licence and access to personal vehicle.
- » Hold, or be eligible to hold, a WWCC.

