



LEAD YOUR WAY

**AFL VICTORIA
PAST PROGRAM DETAILS**

THE LEAD YOUR WAY DEVELOPMENT DAY

The most important date in our program calendar was our Lead Your Way Conference, held at the Danvers Room at Marvel Stadium in July. With a full schedule of professional and personal development workshops, professional headshots, catering, event packs for participants, and networking all overlooking the ground at Marvel.

Topics included in 2024 were:

- Welcome by Greg Madigan, Head of AFL Victoria
- Strategy, Problem Solving, and strategic communications Workshop with the AFL Strategy Team
- Understanding Facilities with Jessie Doull, Venue & Government Partnerships Manager - AFL Victoria
- Looking After Yourself delivered by Kelly Doherty, AFLW and State League & Talent Pathways Umpiring Programs Performance Psychologist
- State of Play: The Women & Girls Action Plan delivered by Debbie Lee, AFL National Women and Girls Football Lead
- Key note address and Q&A with AFL Life Member and Hall of Famer Debbie Lee



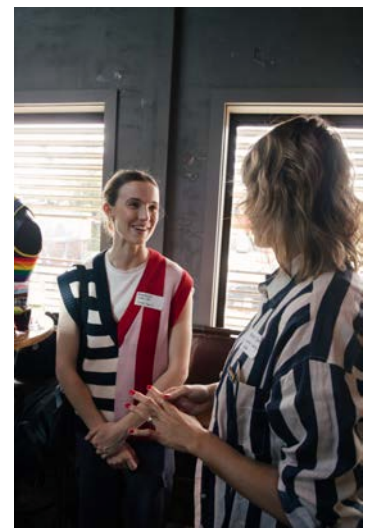
THE LEAD YOUR WAY CELEBRATION

Held at Bodriggy Brew House in Abbotsford in October. Program participants and industry guests including leaders from the AFL and AFL Clubs were invited to celebrate the year at the fully catered event, with two panels on the day, Q&A sessions, a range of door prizes including AFLW merchandise and AFLW finals tickets available, and networking for past and future Lead Your Way participants.

The two panels hosted by Debbie Lee featured:

- St Kilda Football Club AFLW Captain and Education Lead at STK Education Hannah Priest
- Collingwood Football Club Executive General Manager Community, Foundation and Stadia Kerrie Brewer
- Western Bulldogs Head of Marketing and Brand Anthea Hargreaves.

Following the event attendees attending the AFLW Pride Round match between Collingwood and Adelaide at nearby Victoria Park.



ONLINE EDUCATION WORKSHOP

Presented at the beginning of the community football season, our first education session is the online education workshop. Topics covered in 2024 included:

- The AFL Women's Football Vision and Women and Girls Action Plan presented by AFL Women & Girls Community Football Manager Emily Hopkins
- AFL Victoria support for clubs presented by Club Development & Experience Manager (AFL Victoria) Paul Milo
- AFL Club Help: How to access resources, education, information and support as a club volunteer Presented by AFL Community Club & Volunteer Lead Rhys Bennett
- Networking, questions, conversation and support



RHYS BENNETT

AFL Community Club &
Volunteer Lead



EMILY HOPKINS

AFL Women & Girls Community
Football Manager



PAUL MILO

Club Development & Experience
Manager - AFL Victoria

BHP WOMEN'S LEADERSHIP SERIES

All participants in the AFL Victoria Lead Your Way Program were invited to be part of the 2024 [BHP Women's Leadership Series](#). This included two national AFL events presented in partnership with BHP.

Session 1: The BHP Women's Leadership Webinar

- Presented by gold medal-winning netballer, leadership mentor and media presenter Bianca Chatfield for the "Bringing People on the Journey" on-line session.
- Explored how to create momentum and authentically lead people to influence and make change.
- How to lead in your own style, whilst influencing others, how to empower others to lead change, and how to create momentum that people want to be a part of.

Session 2: 2024 BHP Think Big Community Forum: The Future is Clear

Topics covered include women leadership and empowerment, resilience, finance and forging your own path. Hosted by Nat Edwards with Carol Fox (Communication & Leadership Expert) and Effie Zahos (Chief Content Officer for Investment Money Expert)

FROM OUR 2024 PROGRAM PARTICIPANTS:



Having been involved in the program in 2024 I was thrilled to have the opportunity to hear from leaders from AFL and AFLW, and to connect with other like-minded community club representatives. As with most things I have done through the AFL/ALFW education offerings, the LYW program has been invaluable professionally and personally.

**NAOMI IRVIN
BALLARAT FOOTBALL NETBALL CLUB
(AFL GOLDFIELDS)**

A fantastic opportunity to connect with like minded women, share stories and grow together!

Also, after sharing my AFL journey and my dream to become the first female president of PJFC, I am so super proud and humbled to advise I have been elected President for 2025! Seeing and hearing from so many female presidents helped me gain the confidence to go for it!

**AMANDA WALTERS
PAKENHAM JUNIOR FOOTBALL CLUB
(AFL SOUTH EAST)**



We're always busy, you know. I'm a mum of a three year old. I work full time, but I really want to give back to my club...Being able to give yourself that space and time to get involved, I think is a really important thing... just be open to everything that's here. I would really encourage anyone to give it a go.

**BONNIE CAVANAGH
BROADFORD FOOTBALL NETBALL CLUB
OUTER EAST FOOTBALL LEAGUE**

