



# LEAD YOUR WAY

## **AFL VICTORIA PROGRAM GUIDE**

Applications close 11.59pm AEDT  
Monday 27th January



# LEAD YOUR WAY

**THE LEAD YOUR WAY PROGRAM IS CALLING ON WOMEN AND GENDER-DIVERSE PEOPLE WHO VOLUNTEER IN COMMUNITY FOOTBALL CLUBS IN VICTORIA TO LEVEL UP YOUR SKILLS AND NETWORK IN 2025!**

Dive into a mix of online and in-person events with expert facilitators and football industry leaders. This is your ticket to upping your game, expanding your network, and kicking goals at your club.

**APPLICATIONS FOR THE 2025 PROGRAM ARE NOW OPEN!**

APPLICATIONS CLOSE MONDAY 27TH JANUARY

[FIND OUT MORE OR APPLY](#)



## 2025 PROGRAM SCHEDULE

### **SATURDAY MARCH 8 (OPTIONAL)**

Program launch and Meet and Greet with 2024 & 2025 participants

### **MONDAY MARCH 24: SESSION 1**

Online education: accessing resources and support

### **SUNDAY MAY 4: SESSION 2**

Face-to-face education & development conference

### **POST-SEASON DATE TBC**

Program Celebration and Networking Event

### **ADDITIONAL ONLINE OPPORTUNITIES**

Option to attend other webinars throughout the season

### **PLUS!**

Invites to two online National Events presented by the AFL

## LEAD YOUR WAY 2025

The Lead Your Way Program is calling on women and gender-diverse people in community football leadership to level up your skills and network this season.

If you're a current committee-level volunteer at a community football club in an AFL Victoria Metropolitan League or Country Region, this program is for you. Dive into a mix of online and in-person events with expert facilitators and football industry leaders. From webinars to workshops - and an end of program celebration - this is your ticket to upping your game, expanding your network, and kicking goals at your club.

Don't miss out on your chance to join Lead Your Way in 2025. Applications close at 11.59 PM AEDT Monday 27th January 2025. Read on for all the details and get ready to Lead Your Way!

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## ABOUT THE 2025 PROGRAM

Lead Your Way aims to progress the skills and network of women and gender diverse leaders across a series of development and networking events. The program launched for the first time in 2024 in connection with the AFL's BHP Women's Leadership Series.

The BHP Women's Leadership Series has been developed in line with the AFL's Women and Girls Action Plan and is intended to support women to thrive in leadership and committee position in Community Football Clubs across the country.

AFL Victoria will be delivering Lead Your Way again in 2025 to support people holding current leadership positions as a volunteer in Community Football Clubs. The program is tailored to support senior leaders at club committee, board or executive levels.

The program will run from March to October with our program launch event scheduled for the 8th of March. Ongoing dates and details will be communicated to successful applicants as they become available.

The Victorian program will be supported by two national online events, a leadership development webinar, and an invitation to the BHP Think Big Leadership Forum.

## PROGRAM FORMAT

The program is a mix of in-person and online activities. It includes:

- An optional launch event
- An online webinar
- An in-person development conference
- A closing celebration and networking event
- additional events as communicated

## PROGRAM SCHEDULE

### MARCH 8 2024 (OPTIONAL)

2025 Program Launch and meet and greet event. 2024 and 2025 program participants.

### MONDAY MARCH 24:

Webinar: Program Introduction and online education session

### SUNDAY MAY 4:

Lead Your Way Conference: Face-to-face education & development day

### OCTOBER 2024 (DATE TBC)

Program Celebration and Networking Event featuring guest speakers and panels. Lead Your Way participants and alumni

 **BHP**  
**WOMEN'S LEADERSHIP**  
SERIES

Lead Your Way will be supported by two national online events including an invitation to the BHP Think Big Leadership forum. Communication relating to these workshops will be managed by the AFL.





## 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)



## **ELIGIBILITY CRITERIA – WHO CAN APPLY**

To participate in the program, you must:

- identify as a women or gender diverse.
- be over the age of 18.
- hold a current leadership position as a committee volunteer within a Community Football Club
- reside within the state of Victoria/be associated with an AFL Victoria club

## **DIVERSITY**

The program seeks a diverse cohort to ensure an intersectional approach to leadership within club communities, and to support the goals of inclusive and diverse environments as included in the AFL Women and Girls Action plan. This includes but is not limited to people identifying as:

- Aboriginal or Torres Strait Islander
- culturally and/or religiously diverse people
- LGBTIQA+
- people from rural and regional communities, and
- people with disabilities.

## **FREQUENTLY ASKED QUESTIONS**

If you have questions that are not answered within the program guide. Please review the Lead Your Way FAQ's document housed on the program landing page found at [play.afl/victoria](https://play.afl/victoria)

## SELECTION CRITERIA

In your application, you will be asked to provide information on the following subjects:

- Tell us about yourself - general information about who you are and how to contact you.
- Your community football club.
- Your leadership experience, including current leadership role/s.
- How you think that this program will support your development and have a positive impact on your club and leadership.
- Your views on challenges, barriers, and issues for women and gender diverse people in Community Football, and what you would like to gain from this program.

Your application responses should show:

- Your leadership experience in community sport
- Why you want to be a part of this program
- Your personal leadership goals/what you want to achieve through Lead Your Way
- consideration for how this program can lead to positive impact and change for women in leadership and in community football clubs more broadly.

## CONTACT INFORMATION

For more information about the program please reach out to program coordinator Beth Cook via email with the subject line: Lead Your Way Program Enquiry

For further details about the Women and Girls Action Plan, or other initiatives in this space:

**AFL CLUBHELP: WOMEN & GIRLS**

**Georgia Case**

Women and Girls Community Football Lead - Victoria

Email: [georgia.case@afl.com.au](mailto:georgia.case@afl.com.au)

**Beth Cook**

Women and Girls Community Football Coordinator - Victoria

Email: [elizabeth.cook@afl.com.au](mailto:elizabeth.cook@afl.com.au)

## HOW TO APPLY

Applicants should review the program details including eligibility, selection criteria and key dates to determine their suitability and capacity to apply and attend all program sessions, barring optional events. Applicants must submit their application by 11.59pm on Monday 27th January.

The selection panel will review the applications as they are submitted and will seek feedback and endorsement from relevant staff at Metro League and AFL Country regional offices where necessary. Some applicants and/or referees may be contacted to discuss their application further.

All applicants will be notified of the outcome of their application via email no later than Tuesday 18 February 2025.

## APPLY NOW

[APPLY HERE](#)

## SUPPORT TO APPLY

For support with your application, please reach out to your Club Development Lead or the equivalent contact at your metro league or AFL Victoria country region for regional clubs. If you need to submit an application in another format, please email [elizabeth.cook@afl.com.au](mailto:elizabeth.cook@afl.com.au) for support.

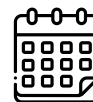
## OPENING AND CLOSING DATES FOR APPLICATIONS



**FRIDAY 15 NOVEMBER**  
Applications open  
from 9.00am AEDT



**MONDAY 27 JANUARY**  
Applications close  
11.59pm AEDT



**TUESDAY 18 FEBRUARY**  
Applicants informed  
of outcomes.



