



The AFL Players' Association has a 45-year rich history and has entrenched itself as a key stakeholder in the AFL industry. With a 100 per cent uptake of membership, the PA is a respected champion of AFL players and the game.

The Players' Association is looking for a Head of Program Development, to support Player Development initiatives within the AFL industry and develop programs and services for members that maximise their football experience

Reporting to the GM of Player Development, the Head of Program Development will work with key Industry stakeholders to identify and develop evidence-based programs and services that meet the player development needs of our members and those working with them.

The Head of Program Development will be accountable for driving the development, delivery, evaluation and continuous improvement of the AFLPA's Player Development programs and services ensuring that they are aligned with the Industry Strategy.

The role is also responsible for supporting a range of external program providers, the delivery of evidence-based research in the field of Player Development and the delivery of programs and services for other stakeholders, including AFLPA employees, Player Agents and the families of players.

As an innovative thinker, you are committed to investigating and identifying emerging programming and learning trends from other sports and industries that will continuously improve the offerings to our members and key stakeholders.

In addition, you will evaluate all programs and services under the industry framework in order to drive continuous improvement.

You have experience in developing evidence-based learning programs and services that support individual and group needs. You are passionate about maximising the sporting experience for professional athletes and can demonstrate the impact you have had in doing so.

You are known for the strong relationships you build and the way in which you collaborate and influence. You are trusted, respected and known for your good judgement in the decisions you make.

For more information, please see the [below position description](#).

Applications close on Friday 17 May.

To apply, email your cover letter and CV to careers@afplayers.com.au

Please note, only successful applicants will be notified.

Position Title:	Head of Program Development
Reports To:	GM Player Development
Roles Reporting To This:	n/a
Team Size	Currently 5 – potentially more dependent of IGC strategy
Primary Objectives:	Development of programs and services (other than mental health) required to deliver on the industry PDP strategy, and delivery of such programs and



	<p>services in a way that will effectively engage players and other industry stakeholders. In addition you will be responsible for ensuring all programs and services are evaluated as required under the industry framework in order to drive continuous improvement.</p>
<p>Key Relationships/Interactions</p>	
<ul style="list-style-type: none"> • PA Members (current male and female players and past players) • PA Executive • PA Staff – particular focus on Player and Stakeholder Relations team • AFL • AFL Clubs • Player Agents • Player Families • External consultants / providers (as required) 	
<p>Key Responsibilities</p>	
<ul style="list-style-type: none"> • Business Values – demonstrate, role model and drive ownership of the Business Values in your team and by extension the broader organisation • Member Ownership - focus on understanding members' needs and delivering the best outcomes for them • Delivery of Industry Strategy – accountable for developing all programs and services required under the industry strategy, determination of the best delivery methods to ensure player and club buy-in and ensure compliance with evaluation framework to determine success of the programs and inform future strategies. • Development and Management of Program Hub and Other Program Providers – ensure the PA offers a fit-for-purpose suite of programs and services to enable us to meet the requirements of the Industry Governance Committee strategy. This will include a full review of the current industry suite of programs and services, including delivery methods, to ensure we understand the allocation of industry resources and best practice programs and delivery methods. This will also require the development and implementation of a certified provider process for third party providers to the industry. • Research – management of evidence-based research approach to informing ongoing strategy and program development. This will include data collection and analysis from current programs and services as well as working with the Player and Stakeholder Relations to understand and react to emerging player trends. • Innovation – commitment to identifying emerging programming and education / learning trends from other industries that may be applicable to our industry and can be introduced to continuously improve our offering. • Programs and Services for Other Stakeholders - development and delivery of programs and services for other PA stakeholders (eg staff, agents, families etc) • Industry Influence – play a role in influencing the industry to adopt Industry Governance Committee strategy and associated programs and services, comply with evaluation framework requirements and collaborate to drive continuous improvement • Modernization and Digitisation of Max360 and other digital tools – transform Max360 program into a digital tool. In addition, digitisation of our programs hub will need to be considered and if feasible, implemented. • Communications of Program and Service Offerings – work with Communications department to develop a easy to understand, ‘one-stop-shop’ for members to access all programs and services • Reporting – provision to the Board, Executive and Industry Governance Committee as required 	
<p>Key Accountabilities</p>	
<p>Key Success Factors</p>	<p>Measurements</p>



Financial	<ul style="list-style-type: none"> • Delivery of expenditure in line (or less than) budgeted figure
Player Sentiment	<ul style="list-style-type: none"> • Contribute to the overall business objective of driving Player Affinity – specific measure TBC • Achieve the targeted Player Effectiveness measures (specifics TBC): <ul style="list-style-type: none"> ○ Delivering a Range of Products and Service that Support Players ○ Provision of 1:1 support for players
Industry Influence	<ul style="list-style-type: none"> • Measures TBC
People and Culture	<ul style="list-style-type: none"> • Achieve the targeted Staff Affinity and Key Indicator measures (specifics TBC) for your team
Programs and Services	<ul style="list-style-type: none"> • As per PDP IGC measures
AFL Players' Association' Values	
Relationships	<ul style="list-style-type: none"> • Connect • Care • Promote Belonging
All In	<ul style="list-style-type: none"> • Be United • Bring Passion • Take Ownership
Growth	<ul style="list-style-type: none"> • Go Above & Beyond • Seek Continuous Improvement • Be Innovative and Agile
Impact	<ul style="list-style-type: none"> • Show Courage • Inspire & Influence Others • Create Our Legacy
Trust	<ul style="list-style-type: none"> • Respect Confidentiality • Do what you'll say you'll do • Trust in Others