



# Chief Executive Officer

## Touch Football Australia

**SPORTSPEOPLE**  
RECRUITMENT





- **Executive strategic leadership position**
- **Drive the growth of the sport across the nation**
- **People leadership and stakeholder management focus**
- **Flexible location (Sydney or Brisbane preferred)**

## About Touch Football Australia

Touch Football Australia Limited (TFA) is the governing body for the sport of Touch Football in Australia. TFA has a strategic alliance with the National Rugby League (NRL) through the Australian Rugby League Commission, hence the sport being known as NRL Touch Football.

Touch Football is a sport that is thrilling, enjoyable and accessible to all. TFA is responsible for the overall leadership, management, administration and development of Touch Football across the nation and has over 675,000 people participating annually. The Athlete Australian Emus (national teams) successfully retained the Federation of International Touch World Cup in 2024, crowned Opens and Masters World Champions (men's, women's and mixed) - claiming twelve out of the thirteen Gold Medals.

TFA has four operating principles; rip in, stick tight, take the high road and are forward focused. Operating with these principles, the core focus is to enhance the experience and grow the sport. The organisational strategy is focused on four key pillars; people, participation, profile and performance.

Now is an exciting time to join TFA, with the 2021-2024 Strategic Plan coming to an end, the incoming CEO will have the opportunity to craft the strategic vision of the organisation, in conjunction with the Board, and drive its implementation throughout the organisation and across the nation.

*"This is an opportunity for a commercially savvy CEO to strategically lead our sport on a national level, driving the next stage of growth"*

**Christian Frost - Board Director**



# Chief Executive Officer

Reporting to the Board of Directors, the Chief Executive Officer is responsible for the management of TFA's day to day operations, in line with strategic direction from the Board, to ensure efficient and effective delivery of the sport. The CEO will improve the business through the successful development and implementation of the strategic and operational plans, strong leadership, effective stakeholder management and sound financial management. The CEO works closely with the Chair to ensure the Board is kept fully informed of all relevant matters including performance, strategic issues and risk.

Whilst ensuring key operational elements including governance, financial management and people leadership are delivered effectively, the CEO will build a strong culture and clear vision for the organisation and its key stakeholders. Business development, including growing commercial partnerships and sponsorships, is also a key aspect of the role.

To be considered for this role, you will have a successful track record in managing like-sized (circa \$10m) businesses, budgets and resources whilst delivering against strategic objectives. Your commercial acumen will be matched by your sound judgement, strategic decision making capability. The role collaborates with a complex system of stakeholders and therefore demands outstanding relationship management skills to engage and build strong, cooperative working relationships within the touch football and wider rugby community. As CEO you will be experienced in managing expectations and cutting through red tape, as well as ensuring best practice collaboration and a harmonious working relationship between TFA and its state and territory associations.

The role requires an entrepreneur with commercial savvy and the ability to continually build value in the TFA brand, generating revenue to underpin sport strategy, programs, services and events.

While prior experience in a comparable CEO role will be highly regarded, candidates ready to apply experiences gained from a similarly scaled leadership role will also be considered. Whilst a strong understanding of the Australian federated sporting environment is preferable, a background in touch football is not required. You must however be an ambassador for the sport, committed to providing strong foundations for the long-term growth and success of touch football in Australia.





# Key Responsibilities

## Deliver the Strategic Plan

- Lead and drive the strategic direction for TFA
- Work with the Board on the review, development and implementation of TFA's Strategic Plan as well as operational, financial and marketing plans
- Report to the Board regularly on achievement against strategic objectives

## Provide strong leadership and positive culture

- Provide strong leadership to staff and the touch football community
- Set and communicate a vision and culture that inspires the TFA team, ensuring the development of a high performing empowered workforce that effectively delivers TFA's strategy and objectives
- Lead and inspire TFA's Leadership Team, including providing written and verbal performance feedback and development plans

## Stakeholder Management and Communication

- Ensure TFA proactively engages with state, national and international bodies, creating meaningful, effective relationships with stakeholders across touch football and associated bodies. Ensure these are positive, productive, and mutually successful
- Be an ambassador for touch football, embodying the strategy and contributing positively to the profile of the sport through media and partnership events, marketing, and additional commercial activities
- Advance and manage stakeholder relationships with all levels of government, relevant agencies and funding partners
- Lead relevant communication across the organisation and broader network

## Business Development and Commercial Sponsorships

- In conjunction with the GM - Commercial, develop and maintain effective business development activities to identify and secure funding from a range of stakeholders including commercial partners, governments and national bodies such as the NRL and the ASC
- Diversify and grow revenue streams to enable the organisation's plans to be funded, and for reserves to be maintained and built upon
- Develop and deliver strategies to ensure the long-term financial viability of the organisation including identifying and creating new revenue streams and funding opportunities
- Secure commercial partnership revenue through a variety of new and existing assets such as licensing arrangements, content, programs and events and other sources of internally generated revenue
- Grow the reach of the sport including its participant base, volunteers, supporters and digital footprint

## Financial and Operational Management

- In conjunction with the GM - Finance oversee the development and monitoring of the budget to support the delivery of the strategic plan
- Implement and monitor a robust Risk Management Framework
- Ensure TFA's member protection and integrity policies and processes are adhered to
- Ensure TFA's activities comply with its constitution, charters, all relevant Acts, taxation regulations and ethical standards

## Board Management

- Ensure the timely and accurate preparation of annual budgets, forecasts and financial reports for the Board, including regular updates on the company's performance, strategic initiatives, as well as the effective management and mitigation of risks
- Collaborate with and provide support for the Board to discharge its governance responsibilities
- Maintain transparent and effective communication with the Board and relevant authorities

# Key Relationships

**Reports to:** TFA Board of Directors, via the Chair

## Direct Reports:

- General Manager - Finance
- General Manager - Commercial
- General Manager - High Performance & Pathways
- General Manager - Participation
- General Manager - People & Culture
- Executive Assistant to the CEO

## Stakeholders:

- Australian Sports Commission
- National Rugby League (NRL)
- Federation of International Touch
- State and Territory touch football associations
- Government Agencies - Federal & State
- Minister for Sport and all other relevant ministers
- Sponsors and commercial partners
- Contractors and service providers

## Selection Criteria

In addition to demonstrating **relevant experience across the core functional areas of responsibility identified in this Position Overview**, candidates applying for this role will require a range of personal and professional skills, including:

- Experience as a CEO or Senior Executive (preferably with a sport administration role)
- Experience reporting into a Board of Directors
- Proven ability in the development and implementation of strategic and operational plans
- Excellent leadership and people management skills with the ability to develop capability throughout a large and diverse group
- Engaging and impactful communicator capable of building strong relationships with stakeholders
- Ability to diplomatically engage with and influence a diverse stakeholder base to effectively negotiate and implement strategic initiatives
- Creative, innovative and strategic
- A conciliatory and consensus-building style of leadership
- Experience at senior executive level in delivering business development and commercial growth
- Experience managing a large (circa \$10m) budget
- Sound understanding of financial and risk management
- Strong knowledge of the Australian sport environment (including the linkages and interrelationships at local, state and national levels)
- Able to work autonomously, manage multiple priorities, and get results quickly
- Relevant tertiary qualifications (highly desirable)
- Current working with children clearance

## Hours of Work

This is a permanent full time position. Given the unique nature of the sport industry, working outside of office hours may be required from time to time.

Some flexibility on working hours will be available. Due to the nature of the position, some after hours and weekend work will be required from time to time to attend meetings, competitions and events.

## Location and Travel

This position will ideally be based at either the TFA office in Sydney (Rugby League Central in Moore Park) or in Brisbane (Rugby League Central Qld in Milton). If based interstate, the CEO will be expected to have a regular presence in the Sydney head office. TFA has a strong belief in the benefits of providing flexible and hybrid working arrangements.

The nature of the position may require occasional domestic and international travel to attend scheduled meetings and events.

## Remuneration Guide

An attractive executive remuneration package, plus bonus, will be available to the successful candidate, negotiable depending upon skill level and experiences. At the time of applying, candidates are invited to indicate their current salary and salary expectations.

As an added benefit, Sydney based TFA staff have access to the exclusive Sporting Club of Sydney.

Candidates are invited to call Sportspeople Recruitment to discuss salary before applying if that will be helpful in your decision making.

## Residency and Immigration

Candidates must be an Australian or resident with a legal right to reside and work in Australia in order to be considered for this position.

## Timelines

Final interviews and the appointment of this role are scheduled for mid February 2025.

The successful candidate would be expected to commence duties as soon as possible, mindful of notice periods and general availability.

## Website & Social Media

For more information and news items on all facets of activities, services and programs, visit:

TFA Website: [touchfootball.com.au](https://touchfootball.com.au)

Facebook: [facebook.com/touchfootballeustralia](https://facebook.com/touchfootballeustralia)

Instagram: [instagram.com/touchfootballeustralia](https://instagram.com/touchfootballeustralia)

X: [x.com/touchfootyaus](https://x.com/touchfootyaus)

LinkedIn: [linkedin.com/company/touch-football-australia](https://linkedin.com/company/touch-football-australia)

## Please apply now to avoid missing out!

Please note Sportspeople Recruitment will commence screening and interviewing for this role immediately.

**If you are intending to apply, please do so now. We reserve the right to close the role as soon as sufficient merit applications are received.**

**Applications close:** 5pm Sunday 2 February, 2025

Candidates must complete and submit the COMPULSORY **Sportspeople Recruitment**

**Application Form** at the time of applying. The form is available as a download at the Sportspeople Recruitment website listing for this role and contains questions against which we require your specific response prior to considering your application.

Sportspeople Recruitment prefers a 1-2 page letter of introduction and an accompanying CV of no more than 6 pages, merged into the Application Form as one MS Word file.

## Apply to

Your application should be sent electronically via the “apply now” link at the advertisement via [sportspeoplerecruitment.com/jobs](https://sportspeoplerecruitment.com/jobs)

## Enquiries

In the first instance general enquiries should be directed to **Scott Oakhill** on **0408 258 337** or **FRECALL AU 1800 634 388** or **+61 2 9555 5000** or via [admin@sportspeoplerecruitment.com](mailto:admin@sportspeoplerecruitment.com).

## About Sportspeople Recruitment

The Chief Executive Officer, Touch Football Australia search and recruitment process is being managed exclusively by **Sportspeople Recruitment**.

Sportspeople Recruitment is a leading executive search and recruitment firm servicing sport business. Celebrating 28 years in 2024 our curated Talent Network has been developed as a result of successfully filling thousands of roles across the A-Z of sport business employers.

We offer the most experienced Consultant team in the market available to assist with executive search, general recruitment, hiring strategy, remuneration planning and executive/Board advice.

We are delighted to have been appointed by Touch Football Australia as the exclusive search partner for the Chief Executive Officer position - *our 263rd CEO search*.

**Globally connected - locally owned - since 1996**

## Merit Recruitment

Don't meet every single requirement? Studies have shown women and minority groups are less likely to apply for jobs unless they meet every single qualification. **Sportspeople Recruitment has a reputation as a leader in merit recruitment.** Everything we do has a focus on presenting the best candidates to our client Employer whilst maintaining a commitment to do what we can to address the imbalance of under-represented groups in leadership positions.

If you believe you have what it takes to perform this job but don't tick off every single qualification and experience we've listed, we encourage you to focus on the strengths, experience, qualifications and soft-skills you do have as the reasons you should apply. Believe in yourself and if still in doubt call our Consultant for a quick chat or simply apply. Without an application we can't consider you and we'll never consider your application a waste of our time.







NOTTINGHAM, ENGLAND  
**TOUCH WORLD CUP**  
**2024**

