



AFL Central Victoria

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MEDIA RELEASE

AFL Central Victoria, on behalf of the Central Murray FNL and Golden Rivers FNL, are thrilled to announce **Jessie Chester** as the new Central Rivers Leagues' Manager.

Holding various football and netball operations roles for the Western Region Football League (WRFL) since 2019, Jessie is the current Operations Manager of Junior Football directly managing a vibrant Junior Football competition consisting of over 200 teams and 6000 participants, whilst also recently managing WRFL Senior Netball Competition operations encompassing more than 35 teams.

Within her time at the WRFL, Jessie has been responsible for the execution of various crucial football/netball administrative and leadership responsibilities including fixturing, grading, tribunal operations, governance and local by-laws, Community Club Sustainability Program (CCSP), functions & event management, Finals operations, commercial partnerships, as well successfully leading netball participation growth and retention strategies.

Jessie's extended contribution to community sport includes further experience as a Game Development Officer & Community Development officer with both AFL Victoria & the North Melbourne Football Club respectively, and an extensive coaching resume including experience with the Western Jets at TAC Cup level, along with club and representative teams.

Jessie holds a Masters of Business Administration (RMIT), Foundations of Directorship with the Australian Institute of Company Directors, Level 2 AFL Coaching Accreditation, and a Certificate in the Business of Australian Football with the Global Institute of Sport.

Possessing valuable leadership, communication, and key stakeholder engagement skills, Jessie is thrilled to be commencing with the Central Rivers Leagues' and is eager to meet and support all clubs to ensure their future sustainability, whilst driving participation and the greater success of the region in general.

Jessie will commence in the Swan Hill Office from Monday December 4th. There will be a short transition period before current Central Rivers Leagues' Manager Taylah Morris finishes with AFL Central Victoria on December 14.

AFL Central Victoria express our appreciation to Taylah for her tireless work and dedication whilst holding the role and extend our best wishes for her future endeavours.

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