



## AFL Central Victoria

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### King appointed Bendigo FNL Manager

AFL Central Victoria (AFL CV) and the Bendigo Football Netball League (BFNL) are pleased to announce the appointment of Tom King as the new BFNL Manager.

Currently holding the position of Commercial, Media & Operations Manager with AFL CV, Tom progresses into the BFNL Manager role as previous BFNL Manager, Cam Tomlins continues his work as AFL CV Region Manager.

Since joining AFL CV in January 2023, Tom has played a key role in the management of all AFL CV media channels including website and social media, whilst holding the crucial portfolio of AFL CV commercial partnerships manager.

During the football season, Tom has also been the lead on all Disciplinary Operations across the region, helping to adopt and implement the National Community Football Policy Handbook relevant to Umpire Reports, Match Review Panel, and Tribunal Operations.

Since completing a Bachelor of Business (Majored in Sports Management) at La Trobe University Bendigo in 2016, Tom has held positions at RACV in the Leisure Department and prior to beginning at AFL CV, as Fundraising Manager at the Western Bulldogs.

AFL Central Victoria Region Manager, Cam Tomlins said *"We are excited by the appointment of Tom to the important position of BFNL Manager, who brings to the role significant experience and knowledge in league operations, commercial partnership and key stakeholder management, and media operations."*

Tomlins added, *"We congratulate Tom on his appointment and progression within the football and netball industry, and acknowledge his dedication to the Commercial, Media and Operations role. We look forward Tom leading the future success of the BFNL."*

When talking about the appointment, Tom said *"I am super excited to get started as the BFNL Manager and look forward to working with Cam on my transition from my current role. I am committed to supporting BFNL players, clubs, and the broader community, and I am eager to contribute to the league's future starting with the 2024 Finals Series."*

Tom will commence a gradual transition into the BFNL role during the coming weeks, eager to connect with all clubs before launching into season 2024 Finals preparations for what is shaping as an exciting BFNL Finals Series.

**\*ENDS\***

