



AFL Central Victoria

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MEDIA RELEASE

AFL Central Vic Welcomes Jay Cathrine

AFL Central Victoria is pleased to announce the appointment of Jay Cathrine to the position of Commercial, Media and Operations Manager. In this pivotal role, Jay will oversee AFL Central Victoria's operations, media initiatives, and commercial partnerships, driving growth and enhancing our organisational impact.

With a bachelor's degree in Sports Science (DeMontfort University, UK), Jay brings a wealth of experience to the position, drawing on his extensive background in operations management and sports administration.

Jay joins AFL Central Victoria after a 7 year tenure at Adrian Bassett Homes where he demonstrated a steadfast commitment to providing outstanding administrative management within fast-paced environments while streamlining operations and achieving company success. With experience as being adept and receptive to mastering new concepts, he has a well-rounded skill set in management and will continue to focus on building strong professional relationships.

Jay currently holds the position of Club President of the Aztec Tigers Basketball Club which has equipped him with valuable insights into both the operational and strategic aspects of community sport.

"We are excited to welcome Jay to our team," said Cam Tomlins, AFL Central Victoria Region Manager . "His proven track record in managing complex operations and fostering strong community relationships will be instrumental in advancing our goals and strengthening our presence in the region."

Jay's appointment marks a significant step forward for AFL Central Victoria as we continue to expand our reach and elevate the impact of football and netball in the Central Victorian region.

Jay will commence a gradual transition into the role during the coming weeks and is eager to connect with clubs and partners before launching into the 2025 season preparations.

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