



AFL Central Victoria appoints Paul Colbert as Junior & Female Football Operations Manager

Bendigo, VIC – AFL Central Victoria is pleased to announce the appointment of Paul Colbert as the new Junior & Female Football Operations Manager, commencing Wednesday, March 19, 2025. Paul will oversee the operations of the Bendigo Junior Football League (BJFL) and the Central Victoria Football League (CVFL), leading initiatives to grow and enhance junior and female football programs across the region.

With over 20 years of experience in sports administration, governance, and player pathways, Paul brings a wealth of expertise to his new role. His deep understanding of community programs, combined with his strong background in planning, prioritising, and executing complex projects, will be instrumental in driving AFL Central Victoria's vision for the future growth and sustainability of local football.

Currently studying part-time for an Applied Business Degree (Sport, Leisure & Recreation) at the University of Tasmania, Paul is committed to further developing his knowledge and skills. This academic pursuit, along with his extensive professional experience, positions him as a dynamic leader ready to contribute effectively to AFL Central Victoria's goals.

In his previous role as a consultant to community sports clubs, Paul regularly managed multiple complex club support projects simultaneously, demonstrating his exceptional ability to balance priorities and deliver results. His success in competition planning is particularly notable, having initiated and established the first women's senior cricket competition in Northern Victoria (Goulburn Murray Cricket) in 2018. This achievement earned him the Community Cricket Initiative of the Year Award by Cricket Victoria.

Paul's expertise extends to volunteer management, where his meticulous attention to detail and strong communication skills have been key in guiding time-poor volunteers and helping them succeed in their roles. His commitment to upskilling volunteers through workshops and practical advice has driven the growth and sustainability of numerous community sports programs.

As Junior & Female Football Operations Manager, Paul will leverage his skills in stakeholder engagement, customer service, and competition planning to support clubs, coaches, and volunteers in the BJFL and CVFL. His verbal and written communication skills, honed through regular meetings and presentations, will be essential in maintaining strong relationships with key stakeholders, including players, parents, and clubs.

"We are thrilled to welcome Paul to the AFL Central Victoria team," said Cameron Tomlins, AFL Central Victoria Regional Manager. "His extensive experience in sports administration, combined with his passion for developing football at the grassroots level, will be invaluable in driving the growth of junior and female football in our region."

Paul joins the Bendigo Junior Football League and the Central Victoria Football League, with a focus on growing the game, fostering community participation, and creating pathways for players to reach the highest levels of competition.

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