

CIRCULAR



Subject: [STAFF UPDATE AND ORGANISATION CHART](#)

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Note: document name format updated

From: Andrew Dawe, Chief Executive Officer
Email: andrew@perthfootball.com.au

Audience: Club Committees, Life Members, Board Members

Summary:	Action:
An update on the changes in PFL to reflect contributions to the league and provide up to date contact information to PFL clubs	For Information

As we head into the new season, we wanted to share a brief update with clubs regarding staff movements, new starters and updated role titles across the Perth Football League.

Attached is the updated PFL Organisation Chart, which reflects these changes and provides a clear point of contact across key functional areas.

Staff Movements & Acknowledgements

After more than 20 years of service to community football, Geoff Palmer has retired from his role with the Perth Football League. Geoff's contribution to the League and the broader football community has been significant, and his knowledge, integrity and dedication have shaped the competition over many years. We sincerely thank Geoff for his outstanding service and wish him all the very best in retirement.

Cindy Henderson has also recently finished up in her role, and we thank her for her contribution and commitment to the League. We are pleased to welcome Ranita Toholke into the Accounts & Administration function and look forward to her supporting clubs moving forward.

Jack Crawshaw has taken up a new opportunity with the Peel Football and Netball League. We thank Jack for his work supporting umpires across the League and wish him well in his next chapter guiding the Peel competition. Matt Laycock has now commenced as PFL Umpiring Specialist and will be the primary point of contact for umpiring matters.

Updated Titles & Role Alignment

As part of a broader focus on aligning titles with the work being delivered, several roles have been updated:

Jarryd Emery – Head of Commercial, Marketing and Media

Mark Sanders – Head of Football and Community

Georgie Manners – Marketing and Content Lead

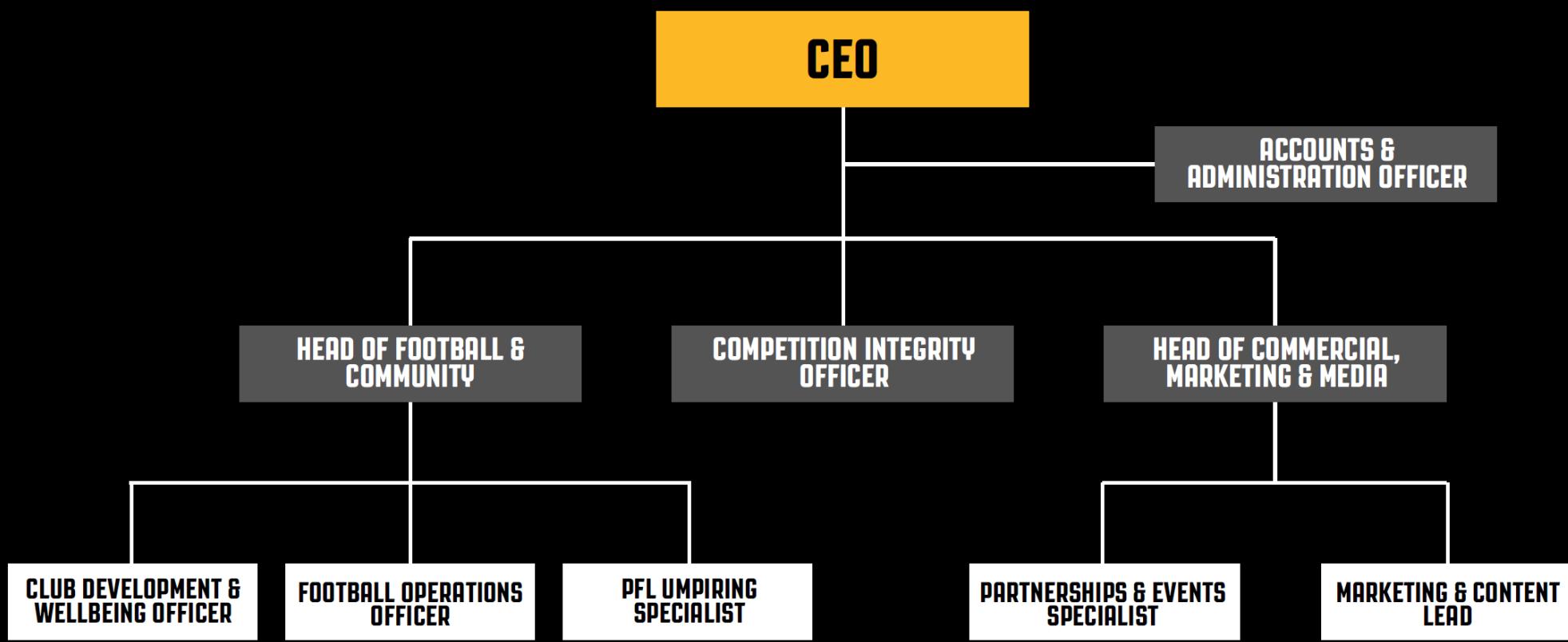
Henry Beus – Club Development and Wellbeing Officer

These changes better reflect responsibilities across club support, football operations, wellbeing, media, partnerships and League strategy.

We encourage clubs to refer to the attached organisation chart and reach out to the relevant staff member as needed. A staff roles and responsibilities table is also included at end of this document. As always, the PFL team is here to support clubs and participants as we move into a new season.

Thank you for your continued engagement and support.

ORGANISATION CHART



Staff Roles & Responsibilities

Name	Position	Key Responsibilities	Contact Details
Andrew Dawe	CEO	All matters that require escalation.	0420 998 691 andrew@perthfootball.com.au
Ranita Toholke	Accounts and Administration Officer	Payments/reimbursements to Clubs, football & uniform orders, affiliation fees, ground hire, club contacts, insurance, trainers, Xero	0448 606 799 ranita@perthfootball.com.au
Tony Walton	Competition Integrity Officer	Overseeing compliance issues, investigating breaches of by-laws, and other integrity issues, vilification / off-field Notice of Investigations	0431 083 592 tony@perthfootball.com.au
Jarryd Emery	Head of Commercial, Marketing and Media	Marketing, Business Development, media, podcast, broadcast, sponsor approval	0425 234 470 jarryd@perthfootball.com.au
Georgie Manners	Marketing and Content Lead	Social media, photographers, EDM, PFL website, playing apparel artwork approval, club websites	0452 512 404 georgie@perthfootball.com.au
Natalie Archer	Partnerships & Events Specialist	Sponsor servicing and Club compliance, Business Lunch, State Football, Awards Night, Grand Finals, history, Siren Sessions, Alcohol licence requests	0422 379 004 natalie@perthfootball.com.au
Mark Sanders	Head of Football and Community	Fixtures, Player points, tribunals, NOI's, finals, by-laws, TidyHQ, Local Government relationships	0407 074 549 mark@perthfootball.com.au
James Hunt	Football Operations Officer	Transfers, permits, player points, umpire appointments, fines, match scores, on field Notice of Investigations, match review	0417 176 005 james@perthfootball.com.au
Matt Laycock	Umpiring Specialist	Umpire education, development, recruitment, retention and appointments	0433 805 582 matt@perthfootball.com.au
Henry Beus	Club Development and Wellbeing Officer	Club wellbeing initiatives, Tackle Your Feelings, HUDL camera rollout, club support, Telstra Footy Grants, critical incident chaplain response	0484 686 969 henry@perthfootball.com.au