



DEPARTMENT OF ATHLETE AND SPORTS EDUCATION

STAFF CONTACT INFORMATION

AFL SportsReady has brought all of its AFL, AFLPA, AFLCA, AFL Umpires and AFLW Education programs into one department that will focus on all areas of Athlete and Sports Education. This has enabled AFL SportsReady to offer better resourcing for its AFL programs. The new team has a broad range of expertise in educational design, online education and athlete wellbeing.

Delivery to AFL Players will be more Club driven with greater flexibility in the content of workshops and greater opportunity for Club staff to be involved. An individual tutorial relationship between players and educators will support this process providing what we are calling an athlete centred, club driven approach.

Matthew Scholes - Director of Education/Head of AFL Programs

Matthew has been Director of Education at AFL SportsReady for the past 7 years leading the Executive Programs and University Partnerships. He is also a Visiting Scholar in the Centre for Sport and Social Impact at La Trobe University, a member of the International Positive Psychology Association and a Life Member of the Victorian Commonwealth Games Association.

M: 0412 031 269 or E: matthew.scholes@aflsportsready.com.au

Linda Imms - National Projects Manager

Linda has been working for AFL SportsReady for 6 years managing the Executive Education programs. Linda is a leader in designing, developing and managing innovative online portals and courses that enhance the educational outcomes for participants.

M: 0419 132 028 or E: linda.imms@aflsportsready.com.au

Casey Sherriff - National Projects Officer

Casey is an AFLW listed player with Melbourne Football Club who will provide valuable Project administration support across all our AFL/AFLW programs including supporting the AFL Induction Program

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Tara Davis - Co-ordinator AFLW & Executive Programs

Tara has worked at AFL SportsReady for the past 7 years and is a highly regarded educator and course designer. Tara previously worked as a lecturer at both Holmesglen TAFE and Swinburne University managing their sports and fitness programs.

M: 0403263154 or E: tara.davis@aflsportsready.com.au

Brad Jenkinson - Co-ordinator Elite Athlete Programs

Brad has been with AFL SportsReady for 6 years and is an experienced educator specialising in the education of elite athletes having worked across all sports including the AFL, Cricket, NRL and Baseball. Brad has worked as a Lecturer at Universities as well as being part of Melbourne Storm's Strength and Conditioning Coaching Team.

M: 0409 194 370 or E: brad.jenkinson@aflsportsready.com.au

Ben Mabon - Co-ordinator AFL Induction & Next Goal Placements

Ben was the National Mentoring Co-ordinator at Ladder for 3 years. Ben was a listed AFL player at North Melbourne and he is passionate about wanting to create opportunities to educate, inform, empower and engage players to gain the most out of their AFL careers and to prepare them for life after football.

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