

AFL Masters

Board Skills Matrix Analysis

Priority Legend	
High	3
Medium	2
Low/NA	1

Using this Matrix Analysis tab, the AFL Masters board may be able to identify existing capabilities as well as areas where board development or additional qualifications are needed. It imports data from Tab 1 ("Matrix") into 'Current Board Representation' and ultimately relates that information to determine recruitment priorities for the board.

Directions: Rate the level of importance for each skill and experience and demographic area as it pertains to your board. Then, see how that compares to your current board representation. Finally, determine recruitment priorities based on this comparison. Ratings to be used for level of importance and priority are a scale of High(3) to Low/Not Applicable (1).

	Level of Importance	Current Board Representation	Recruitment Priority
Core Skills			
Business Administration	3	2.6	2
Sport Knowledge	3	3	3
AFL Masters Knowledge	3	2.8	2
Board & Governance	3	2.4	3
Leadership	3	2.8	2
Strategic Planning	3	2.6	3
Stakeholder Engagement	3	2.8	2
Technical Skills			
Commercial/Partnerships	2	2.4	3
Business Development	2	2.6	2
People & Culture	3	2.4	3
Project Management	3	2.8	2
Change Management	1	2	1
Legal	2	1	3
Risk Management	3	2	3
Government and Government Relations	2	1.8	2
Corporate and Private Sector	2	2.6	2
Public and Not-for-Profit Sector	2	2	2
Financial Management	3	2.2	2
Public Relations, Media & Communications	3	2	3
Marketing and Branding	2	2	2
High Performance Sport	1	1.6	1

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Community Sport (Participation, Coaching/Officiating, Volunteering)	3	2.8	2
Information Technology & Digital Innovation	2	1.8	3
Research Techniques and Consumer Insights	1	2.2	1
Advocacy and lobbying	1	1.6	2
Philanthropy	1	1.8	1
Executive Coaching & Mentoring	3	2.2	3
Behavioural Skills			
Engages Authentically	3	3	3
Challenges the Status Quo (innovative)	2	2.6	3
Emotional Intelligence	3	2.8	2
Adopts a Growth Mindset	3	3	2
Collaborative Problem Solving	3	2.6	3
Makes Evidence Based Decisions	2	2.8	2
Strategic decision-making and influence	3	2.6	3
Initiates Action (leading change)	3	2.8	2
Experience and Motivations			
Formal Education (e.g. Degrees, Certificates)	2	2.6	2
Practical Experience (e.g. years in a specific role)	3	2.6	3
Motivations & Desire for further development	3	3	3
Diversity Profile			
Gender			
Man/male	1	4	1
Woman/female	1	1	2
Non-Binary	1		1
Are you someone with trans experience (meaning your gender identity does not align with your sex assigned at birth)?	1		1
Were you born with a variation of sex characteristics (sometimes called 'intersex')?	1		1
Different identity	1		1
Prefer not to say	1		1
Age			
18-24	1		1
25-35	1		1
36-45	2	1	3
46-55	2	2	2
56-65	2		3
Over 65	1	2	1
Aboriginal and Torres Strait Islander			
Aboriginal	1		1
Torres Strait Islander	1		1
Aboriginal and Torres Strait Islander	1		1
Neither/No	1		1
Culturally and Linguistically Diverse			

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How would you describe your ethnicity?	1		1
Do you speak any language other than English at home?	1	1	1
If yes, enter language(s) as free text	1		1
Were you born overseas?	1	1	1
If yes, enter country as free text	1		1
Parents or one Parent born overseas (Yes/No)	1	2	1
If yes, enter country as free text for Parent 1	1		1
If yes, enter country as free text for Parent 2	1		1
How would you describe your sexual orientation?			
Heterosexual (Straight)	1	5	1
Gay	1		1
Lesbian	1		1
Bisexual	1		1
Queer	1		1
I use a different term (please specify)	1		1
Prefer not to have a label	1		1
Prefer not to say	1		1
Disability			
Yes/No/Prefer not to say	1	1	1
Disability type	1		1
Accessibility needs - Yes/No	1		1
Geographical Location			
Metropolitan	1		1
Rural	1		1
Remote	1		1
National Representation			
Australian Capital Territory	1		2
New South Wales	1	2	1
Northern Territory	1		2
Queensland	1		2
South Australia	1		2
Tasmania	1		2
Victoria	1	3	1
Western Australia	1		2