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*Incorporating Olympic Communicators
Under licence from the Australian Olympic Committee*



ROSS OAKLEY

Ross Oakley is former CEO of the Australian Football League (AFL). During his ten year leadership the AFL was involved in possibly more change and development than any other organisation throughout Australia.

Changes during his leadership include:

- ◆ Taking the competition from a State to a truly National Competition
- ◆ Establishing AFL as the dominant sport in Australia.
- ◆ Growing attendances from 3 million to 6 million.
- ◆ Making Australian Football a Billion Dollar plus business.
- ◆ AFL turnover increased from \$20 million to \$75 Million and surplus from \$6 million to \$40 million.
- ◆ Making decisions more independent and not "club biased."
- ◆ The saving of clubs through mergers and ground rationalisation.
- ◆ Making Sunday and night football part of football life
- ◆ Making the clubs more "Business Focussed" and enhancing sponsorship.

Many of these changes and developments were implemented against a background of long established tradition and high emotional ownership by AFL supporters and clubs.

Ross Oakley is a true business leader and apart from running one of the most significant operations in Australia (the AFL) he has also held many top executive positions including;

Chairman of:

- ◆ Royal Australian Holdings Ltd
- ◆ Royal Life Insurance Australia Ltd
- ◆ Short Term Securities Ltd
- ◆ Objective Risk Management Pty Ltd
- ◆ Huntersoft Pty Ltd

He has also been a Director for:

- ◆ Australian Associated Motor Insurers Ltd (AAMI)
- ◆ Royal Australian Finance Ltd
- ◆ Western Pacific Investments
- ◆ Tisdall Wines

Ross's other business experiences include his work with BHP in the areas of *Sales, Marketing and Corporate Planning*, with WYNN WINEGROWERS PTY LTD as *Marketing Manager and Director* and with AAMI as *General Manager and Managing Director*. Ross has recently been appointed Chairman of the State Training Board.

Apart from Board and Committee appointments, Ross now works as a consultant to businesses both small and large. In 1999 Ross was appointed Adjunct Professor Faculty Business & Law, Deakin University, where he lectures regularly.

Ross Oakley's presentations are always informative, entertaining and stimulating.

TOPICS INCLUDE:

- ◆ Change
- ◆ Culture
- ◆ Leadership
- ◆ Management
- ◆ Marketing

CLIENT COMMENTS

"Ross was the master of his subject matter having engineered one of the biggest changes in Corporate Australia"

Dekker Partners

"Ross's presentation added enormous value to our Corporate day"

AAMI

"Ross was highly interesting and extremely informative"

Stonnington City Council

"Members of both Associations thoroughly enjoyed your presentation"

Institute of Water Administration

"Understood the audience very well and had a good grasp of the Country Racing Industry"

Meeting Planners

"Ross did an excellent job and was extremely well received by all the BP dealers"

International Motivation

"Ross did a fantastic job in all five States and is the best public speaker we have ever engaged"

Mercury Asset Management

"He proved to be a great hit with our directors and came across as a compelling speaker and a very credible executive."

Jardines

"A very appropriate speaker for the business Launch."

City of Whitehorse