



# Hayley Roach

***I have extensive knowledge of media operations at major sporting events; combined with my passion and involvement as a player and broadcaster in women's football I am extremely well placed to be valuable to any media organisation planning to cover the FIFA Women's World Cup 2023.***



## Strengths

- 20 years of experience working on major international sports events primarily in the media/press operations team.
- Involved with football since 1985 when I began playing football age 12 whilst living in Holland. Moved to Rotherham in 1987.
- I live in Australia on the Gold Coast, close to Brisbane - where England play their opening match.
- Extensive local knowledge and can assist with recommendations and on logistics. I can undertake reconnaissance exercises, logistics, mapping and research.
- Significant experience of undertaking interviews live and pre-recorded, providing content, in all forms including written content.
- Delivery focused, dependable and reliable and local.
- Energetic, passionate for women's football -very much part of its past and this is the future I fought for.
- Available as a freelance contractor payable in either UK or Australia.

## Radio and television experience

- Part of BBC Radio Sheffield's Sport team to cover the Women's Euros 2022.
- Appeared on multiple BBC local radio stations throughout the Women's Euros including with Vanessa Feltz on BBC London.
- Provided content for BBC Radio Sheffield podcasts.
- Appeared on BBC Look North throughout the Women's Euros 2022.
- Established a weekly grassroots football feature on BBC Radio Sheffield's Football Heaven from 2000.
- Regularly featured on BBC Radio Sheffield to discuss women's football since 1989.
- Capable of meeting people, making friends and undertaking interviews, providing content, live or pre-recorded for all forms of media including written content.

## Media operations and comms experience

- Birmingham Commonwealth Games 2022 - Workforce Training Manager and Venue Photo and Press Manager at Edgbaston
- Glasgow 2014 and Gold Coast 2018 Commonwealth Games - Press Services Manager
- London Olympics and Paralympics 2012 - Venue Media Manager at Riverbank Arena
- FIFA World Cup South Africa 2010 - Press Operations volunteer
- UEFA Women's Euros 2005 - Seconded as a Press Officer to The Football Association
- Sheffield & Hallamshire County FA 2002-2008 -PR & Marketing Officer

## Highlights

- Celebrated in the Grassroots to Glory exhibition for the UEFA Womens Euros in Rotherham 2022
- Played in a charity match at Villa Park 2022
- Worked on a football development initiative in South Africa 2008-2011
- Trained with the England Lionesses 2005
- Presented with the match ball and Player of the Match Award by Hope Powell at the Women's Euro's 2005
- Played in the first ever Sheffield FC ladies team 2003
- Co-founder of Rotherham United Ladies FC 1993/2002
- Launched the Sheffield Steelers - Britain's most successful ice hockey team 1991

