



HAYLEY ROACH

PROFILE

I am an enthusiastic, self-motivated and highly organised individual with excellent interpersonal and leadership skills. I have extensive practical experience in planning, managing and delivering operational plans for major events including 2012 Olympic Games, Commonwealth Games and 2010 FIFA World Cup South Africa.

GET TO KNOW ME

Following a three year placement in rural villages in South Africa working on various football initiatives I discovered a passion for working with community volunteers to develop sustainable sports structures. I am a big supporter of volunteerism and the personal and professional skills that it develops. I have been involved in many volunteer training programs.

I love football and have been a player since I was 12 years old. Sadly, I grew up in an era where football was not allowed or encouraged for girls, I consider myself a 'lost lioness' an adopted term which describes women who had no opportunities to play football.

I am proud to have been featured in an exhibition in my home town for my services to women's football over the decades, which was commissioned as part of the UEFA Womens 'Euro Championships in the summer of 2022.

I am working towards my Girl Guide Leader qualification. I really enjoy being part of the Girl Guides and helping to build confidence in young girls and providing them with opportunities to try new things in a safe environment.

COMPETENCIES

My core competencies are:

- leadership
- interpersonal
- teamwork
- people management
- communication
- problem solving
- stakeholder management
- planning
- organisation
- self-management

KEY ACHIEVEMENTS

- Training with the Lionesses England football team
- Running the London Marathon
- Volunteering at the 2010 FIFA World Cup South Africa

GET IN TOUCH WITH ME

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WORK HISTORY

Parkes Shire Council, NSW, Australia

TRUNDLE ABBA FESTIVAL MANAGER

- Responsible for creative and artistic elements of the Festival
- Stakeholder management of all suppliers, contractors and artists, communities and venue
- Created and implemented the detailed project plan
- Financial management

Birmingham 2022 Commonwealth Games

WORKFORCE TRAINING MANAGER AND

VENUE PHOTO AND PRESS MANAGER

- Developed Workforce Training Strategy
- Implemented a blended training programmes for volunteers, paid staff and contractors (total 55,000)
- Managed budget
- Managed team paid staff and volunteers
- Procured and built Learning Management System
- Appointed Venue Photo and Press Manager at Edgbaston for the Women's T20 cricket

ICC Cricket World Cup 2019, London

ACCREDITATION MANAGER

- Stakeholder management across 6 host cities.
- Managed the accreditation system and processed data for 40,000 accreditation applicants.
- Dedicated Venue Accreditation Center Manager for 3 venues

Invictus Games Sydney 2018, Australia

FAMILY & FRIENDS CO-ORDINATOR

- Liaised with local, state and national government on planning elements of the Games
- Planned the services, facilities and logistics for the family and friends of the competitors including accreditation, accommodation and transport

Gold Coast 2018 Commonwealth Games, Australia

PRESS SERVICES MANAGER

- Managed the accreditation process for the world's media liaising with 70 Commonwealth Federations and International Federations.
- Collaborated on the planning and delivery of the host city transport plan.
- Planned and delivered the World Press Briefing

London Organising Committee Olympic & Paralympic Games 2012

MANAGER PRESS OPERATIONS AND VENUE MEDIA MANAGER

- Main Press Operations planner for all venues on the Olympic Park and football venues including Wembley
- Dedicated Media Manager for hockey and football tournament during Paralympics.

Sheffield & Hallamshire County FA

PR & MARKETING MANAGER

- Co-ordinated football tournaments and cup finals
- Worked with local clubs on FA initiatives.
- Built relationships with national and local press - had a dedicated weekly slot on BBC Radio Sheffield and had a dedicated page in every league club home match programme.

The Football Association

PRESS OFFICER

- Seconded to The FA to be part of the LOC Press team for the UEFA Women's Football Championships 2005
- Assisted with writing the England Media Guide