



AFL Northern Territory Ltd

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Tuesday, 15 September 2015

MICHAEL SOLOMON APPOINTED AS NEW AFLNT CEO

New CEO to bring media, business and community experience to AFLNT.

The AFLNT Board has today announced that the new CEO of AFLNT is Michael Solomon, previously Head of Operations and Media Business at AFL Media.

Michael brings many years of CEO, business and media experience to the Northern Territory, as well as community and football experience.

Michael, who is originally from Adelaide, has previously lived and worked in Darwin, and will be moving his family back to the NT.

Ross Coburn, Chairman of AFLNT said today:

"AFLNT is very fortunate to have had a candidate such as Michael apply for this position and there was an extraordinary high quality field of candidates including local talent that really impressed the selection panel.

Michael brings a wealth of experience in media, broadcasting, business and management, as well as a lifelong commitment to AFL football through community involvement.

AFLNT has grown immensely in the past ten years and Michael's skill set will no doubt ensure continued growth across all areas of the business, with a particular focus on the sustainability and vitality of AFLNT's Indigenous programs and local football throughout the NT.

Most recently, Michael has been a key driver in developing AFL Media, the biggest sporting website and sporting digital business in Australia.

NT Football needs the business, broadcasting and football acumen that Michael brings, so that the game in the Territory takes the next step in growth and outreach and to ensure that AFLNT's Indigenous programs and the Michael Long learning and Leadership Centre continue to generate myriad positive outcomes."

As CEO, Michael will lead a growth and development strategy that sees NT football get stronger and more sustainable. The Board is extremely excited by the vision Michael has, and the experience he brings to the role."





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Mr. Solomon said:

"This position brings together my two great passions, football and community. I have built media businesses, and been part of the management team at the AFL that has overseen growth and increased revenue.

I am very committed to bringing these skills and connections to the job that needs doing in the NT –Ensuring the power of football is harnessed for the good of all Territorians, building stronger clubs, capacity building in remote communities, focussing on participation and talent, delivering better broadcast deals, and creating financial strength at all levels.

"I feel honoured to be leading AFLNT into its Centenary season and I am also thrilled that NT Thunder is in the NEAFL Grand Final this coming Saturday.

AFLNT has a great team, and I am looking forward to first learning from them and then leading team through a process of growth and further success.

"My wife, Jo and two kids (11 and 9) are as keen as I am to make the Territory our home as having lived in the NT previously, my wife and I have always harboured a strong desire to return as a family once we had children."

Michael has always been immersed in football having played for years at school, played 5 seasons in the amateurs in South Australia has been and Auskick coordinator for 4 years, is the current coach of an U12's team, and is Chairman and lead fundraiser for a new community independent school in Melbourne's western suburbs.

For further information contact Stephen Nugent – 0439 899384

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