

MEDIA RELEASE

27 MAY, 2011

PETER ROWE APPOINTED TO BOARD OF FOOTBALL WEST

Football West would like to announce the appointment of Peter Rowe to the Board.

Peter joins the Board having recently moved to Perth to take up a position with The West Australian as Senior News Editor.

Peter is no stranger to either Perth or football having been a WA resident in the 1980s whilst he was Editor of British Soccer Weekly.

Since that time he has held numerous football and other sport's positions including Director of Communications for The Football League (UK), Public Relations and Media Manager for The Rugby Football League (UK) and CEO of Swindon Town FC.

In Australia he has previously worked for News Limited with both the Daily and Sunday Telegraphs, the Press Association where he covered the 2003 Rugby World Cup and as CEO of the Wollongong Hawks basketball team in the NBL.

Most recently he and his family have lived in Coffs Harbour, where he was Chief of Staff and Deputy Editor for the Coffs Coast Advocate as well as President of the Northern NSW North Coast Soccer Association.

Liam Twigger, acting Chairman of Football West in the absence of the Hon Bob Kucera stated: "The Board is excited to welcome Peter to our organisation. We, as I am sure everyone in the local football community, have recognised the need to obtain more media coverage for our sport – be it mainstream or the many platforms that the new digital media era presents to us."

Twigger added: "Having someone with Peter's skills, experience and passion for the game can only be good for the sport and we all look forward to benefitting from what he has to offer."

"I am delighted to be able to offer my experience in the media, and in particular, in sports media and management to assist the growth of the game throughout Western Australia," said Peter.

"I have already met some great people at Football West and at many of the clubs who are passionate about the World Game and making it just that here in WA. Together I hope we can give football the public platform it deserves."

Given his background, Peter will take up the portfolio of Public Relations, Media and Communications and oversee the work that the organisation does in this regard.

Peter's appointment to the Board is immediate.

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