



**AFC
WOMEN'S
ASIAN CUP
AUSTRALIA
2026™**

Position Description Protocol and Guest Management

Overview	
Title	Protocol and Guest Management
Department	Tournament Operations
Location	Sydney
Reports To	General Manager Services
Work Type	Full-Time Fixed Term Contract
Hours/Days Per Week	37.5 hours a week

Accountability	
Number of direct reports	0
Number of indirect reports	0
Budget responsibility in \$	N/A

About Us
<p>The Asian Football Confederation (AFC) has awarded Football Australia hosting rights for the 2026 edition of the AFC Women's Asian Cup™. Having co-hosted the best-ever edition of the FIFA Women's World Cup™ in 2023, Australia will host the Continent's premier women's national team for a second time in history having also staged the 2006 edition of the AFC Women's Asian Cup™.</p> <p>This prestigious event will bring together 12 nations in a tournament structured into three groups of four. Following the resounding success of last year's FIFA Women's World Cup™, Football Australia, its stakeholders and partners are eager to create another tournament that celebrates women's football, delivers legacy outcomes for football and Australian society more broadly.</p> <p>A Local Organising Committee (LOC) has been established for the sole purpose of delivering the 2026 edition of the AFC Women's Asian Cup™ in Australia.</p>
Our Culture & Values
<p>AFC Women's Asian Cup is built on a foundation of inclusivity, respect, and unity, with a rich representation of both First Nations people and the diverse multicultural football community we proudly serve. We are united in our mission to deliver exceptional experiences for players, fans, and all those who are part of our journey. As one team, our strength lies in the trust we place in one another and the broader football family. Excellence drives everything we do, as we strive to create lasting opportunities that contribute to our Legacy 26 and elevate the global game.</p> <p>We strive to achieve this by embodying our core company values, which include:</p> <ol style="list-style-type: none"> Inclusive United Trust Excellence

Background & Purpose of the Role

The role is responsible for the planning and delivery of protocol and guest management services for the 2026 AFC Women's Asian Cup™, under the guidance of the AFC Asian Cup Office (ACO) and the Local Organising Committee (LOC).

The role will transition into a City/Stadium specific role at tournament time. Specifics will be finalised during the detailed planning phase. This role involves strategic oversight of all services for VVIP and VIP guests that go towards ensuring effective Tournament delivery in accordance with AFC requirements outlined in the Organising Association Agreement OAA), Stadium Technical Annex (STA), List of Requirements, Policies/ Guidelines and other AFC directives.

This is a fixed term contract-based role, at LOC Headquarters in Sydney.

Role Responsibilities

Team Leadership & Relationship Management

- Recruit and manage the Protocol and Guest Management team, including temporary staff, volunteers and contractors
- Develop and implement training for relevant staff, volunteers and contractors to deliver high quality protocol and guest operations across all venues and services
- Collaborate closely and provide advice to stakeholders on protocol and guest management protocols
- Foster a collaborative and responsive team environment, ensuring staff understand their roles and operate efficiently under the pressures of a live event.

Strategic Planning

- Develop the strategic objectives and operations plan for the Protocol and Guest Management program area
- Establish policies and guidelines for protocol requirements of VVIP/VIP guests for AFC WAC26
- Develop service levels for all Protocol and Guest Management client groups for airport, transport, travel and accommodation, and stadiums through consultation with relevant Program Area managers and AFC
- Map client journeys that integrate with other Program Areas to appropriately plan for the best tournament experience for Protocol and Guest Management client groups
- Feed into directorate reporting processes, with required cadence, to LOC and AFC management teams
- Utilise new and existing CRM

Event Operations

- Manage protocol and guest management during the tournament and any periphery events such as the Final Draw, including VVIP/VIP (local and international) guests
- Plan and manage protocol and guest management requirements for all VVIP/VIP hotels and stadiums
- Manage the interface required with the Travel and Security program areas, the AFC, airport authorities and any relevant government entities for planning and managing protocol and guest management at airports
- Ensure that all venue-based protocol and guest management requirements are met, including client journey mapping, making suitable facilities available and appropriate signage installed, with a focus on efficient and effectiveness
- Develop close relationships with program areas delivering accommodation, transport and catering services to ensure appropriate levels of service are delivered for each of the protocol and guest management client groups
- Maintain detailed records of protocol and guest management activity, incidents and other critical documentation for post-event analysis and reporting

Budget and Financial Management

- Oversee the Protocol and Guest Management program area operational budget for the duration of the event, ensuring all financial targets are met.
- Work closely with the event-time leads across Protocol and Guest Management venues, to track and manage all operational on-costs, including contracts with vendors, LOC service providers, competition and non-competition venue subcontractors.
- Work closely with the tournament finance team to ensure financial processes are followed and all financial documentation is accurate.
- Post-Event Wrap-up and Evaluation
- Conduct post-event evaluations with relevant program areas and stakeholders, providing feedback on protocol and guest management
- Prepare a detailed post-event report, including operational successes, challenges, and recommendations for future tournaments.

Role Outcomes/ Deliverables

- Successful delivery of the Tournament's Protocol and Guest Management services in compliance with AFC requirements outlined in the Organising Association Agreement OAA), Stadium Technical Annex (STA), List of Requirements, Policies/ Guidelines and other AFC directives; and
- Enhance Football Australia's reputation as a world-class sporting administrative body within global football, and strengthen FA's relations with key Australian stakeholders, including the AFC, government, media (broadcasters), commercial partners, the football community, and the general public.

- As a senior member of the Tournament Operations Team, contribute to tournament-wide coordination and reporting at tournament time as well as post-tournament evaluations

Major Interactions

- Broader Football Australia and WAC26 functions
- The Local Organising Committee (LOC)
- AFC Head of Asian Cup 2026 (ACO)
- Football Australia Management Team
- AFC Women's Asian Cup 2026 LOC Office Management Team
- Asia Football Group
- Venue and Facility operators
- Federal, State and Territory Government stakeholders
- Specialist temporary overlay consultants
- Professional services consultancies

Knowledge, Skills, And Experience

Essential

- Extensive experience demonstrated in protocol, guest management or international diplomacy within Major Sports Events
- A high-level understanding of protocol and guest management in major events with international sporting teams
- Experience utilising CRM / cloud-based systems to manage guests, contact details, and deliver services
- Strong interpersonal and people management skills
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent public speaking skills
- Proven capacity for successful negotiation and stakeholder consultation
- Has a proven and extensive personal network in the protocol, international diplomacy and event industries
- Proficient project management experience within an event environment with differing stakeholders and levels of service
- Responds flexibly and communicates openly to shifting demands and priorities
- Demonstrated ability to manage third party contractors effectively
- Proven leadership experience, demonstrates the ability to manage cross functional large teams, oversee complex operations, and drive organisational success.

Desirable

- Understanding of local and global football, respected within the community
- Asia-literacy and experience in working in Asian cultural contexts
- Fluent in a language that is represented within Asian football would be of added value

Qualifications

- Relevant tertiary qualifications in Protocol, Guest Management, Sports and or Event Management, or related field.
- 10+ years of experience in the major events industry or related fields.

Unique Criteria

The following selected items identify the requirements of the role;

- ☒ Out of hours and weekend work
- ☒ Intra and/ or Interstate travel
- ☒ International Travel
- ☒ Significant periods of work away from home
- ☒ Significant Responsibilities – This does not contain a comprehensive listing of responsibilities, activities and duties that are required of the incumbent. These may change from time to time at the discretion and needs of the manager/organisation

Additional Requirements

To comply with our organisational policies and/ or national and state legislation, the following selected items are requirements of the role;

- ☒ National Police Check
- ☒ International Criminal History Record for each country (other than Australia) in which you have resided for 12 months or more in the last 10 years (if applicable)
- ☒ Full working rights in Australia
- ☒ Working with children check (paid/ employee) or state- based equivalent
- ☐ Working with children check (volunteer) or state- based equivalent (volunteer roles only)