

Breeanna Brock

Head of Women's Football

Breeanna Brock was the first female CEO to be appointed in the AFL. In her nine-year tenure in female football, she has cemented Queensland's reputation as one of the powerhouse states for women's AFL. She is considered a great leader and a fantastic advocate for women's football across all levels of the game.

Breeanna started her football career with AFLNT as the Darwin Regional Manager where she was tasked with enhancing women and girls' participation in the region.

She then progressed to AFL Queensland where she played a key role in creating a full playing pathway for women and girls in the sunshine state as the Female Programs Coordinator before joining the Lions as their Head of Women's Football ahead of the inaugural season of the NAB AFL Women's Competition.

By establishing the Brisbane Lions inaugural women's team, who won the AFLW Premiership in 2021, Breeanna has created a full playing pathway for the women and girls of Queensland. With access to this elite, high performing environment, females are no longer forced to abandon a game they love due to lack of professional opportunity.

Awarded the AFL Football Woman of the Year award in 2018, Breeanna's work is slowly dismantling age-old thinking around female representation in sport, to create a more level, gender-balanced, playing field.

In 2023 she was inducted into the AFL Queensland Hall of Fame.

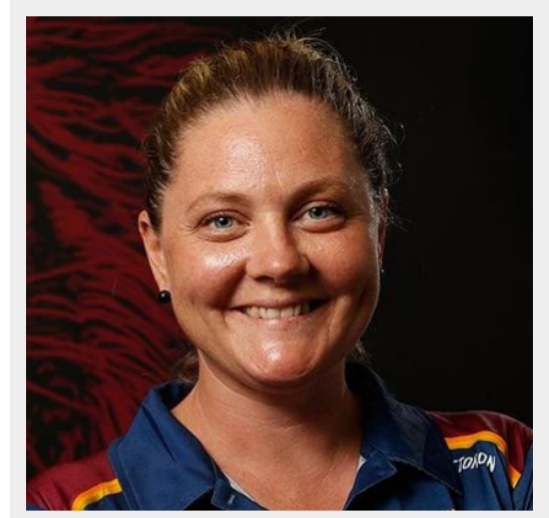
Breeanna combines her passion for AFL with helping women to achieve equality and success - both on and off the sports field.

What Breeanna Speaks About

Leadership & female representation in sport

Women in sport - creation of new opportunities

High performance environments for women in sport



The growth of AFLW

Testimonials

“ I loved her leadership journey that spoke of her passion to grow AFLW football culminating in the 2021 premiership with the Lions, as well the challenges and the culture she and the lions AFLW team have developed. What really struck home for me was how she articulates the importance of female contact sport and confidence in girls, an area I am equally passionate about as father of two teenage girls and a coach of a local AFL girls team.

- *Dean Sherwell, Business Development Lead, TAFE Queensland*

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