



The Carbine Club of NSW

John Livy

Born: September 1952

Carbine Club Member since: 2000

Current employment: Company Director

John's background includes being raised in Melbourne, attending Melbourne High School and competing in Australian Rules for Melbourne High School, the schools Old Boys team in the Amateurs and rounding his life education with a stint with the Port Melbourne Football Club. His sporting involvement also included professional athletics, yet no records were ever threatened.

Further education at Macquarie University Graduate School whilst developing a professional career with the TAB in Victoria and South Australia, PepsiCo International Restaurants. More recently, John has been the Managing Director and major shareholder of the Michels Group of Companies, an Australian and international retail group, which was subsequently acquired by a public company. When this interest was divested, he retired from full time executive roles.

John has made significant contributions to the sporting industry throughout his career. His most notable contribution was his role as a key player in the Australian Football League's push into the rugby league heartland of Sydney.

His involvement with the Australian Football League began in 1997 when John was a member of the task force commissioned to review the development of the game in New South Wales and the Australian Capital Territory. The subsequent report issued by the task force was to be adopted by the Australian Football League in 1998, with John taking the newly appointed role of Chief Executive Officer for the Australian Football League New South Wales, Australian Capital Territory. This also included the major redevelopment of Manuka Oval, ACT to facilitate AFL level games, in partnership with Cricket Australia

His time with this newly formed group was to prove fruitful at a grassroots level. John's direction for the game in the region was to build from the bottom and develop community initiatives to ensure both participation and spectator numbers would remain strong. This strategy would see grassroots participation levels aggressively grow during John's time at the The Carbine Club of NSW John Livy helm. This role also included the growth of the AFL brand within NSW and the ACT, including stadium development, Government and Local Council partnership which ultimately led to the development of the Greater Western Sydney AFL team.

John's involvement with The Carbine Club commenced in South Australia in 1982 where he was an inaugural club member and secretary, then joining the NSW Carbine Club in year 2000.

John has maintained an active interest in all elements of thoroughbred racing throughout his adult life.