

SERVICE OFFERINGS TO ADD VALUE

Offering a highly qualified and skilled business executive, with over 20 years' experience, providing:

- **“The Business of Sport”**
 - Strategy development and implementation for all “off-field/track/court” matters, resulting in value creation and sustainability
 - National, State and community levels
- **Strategic philanthropy**
 - New revenue streams, greater stakeholder engagement & brand enhancement
 - Sports, education, charitable and not-for-profit sectors
- **Contract senior management**
 - Providing leadership, expertise & performance improvement
 - Roles can include Chief Executive, Company Secretary, Chief Finance Officer, Project Management
- **Business strategy & planning**
 - Resulting in sustained competitive advantage and superior financial returns
- **Executive business coaching**
 - Professional and personal development to contribute to an individual's success & “be their best”

A pro-active, motivating and personable consultant, leader and coach with excellent verbal and written communication skills, able to present complex information in an easy to understand manner.

Possesses the capability to transform and support organisations to achieve their goals, and proud to represent organizations at the highest levels to influence stakeholders.

Former senior executive in iconic companies, including Newcrest Mining and the Geelong Football Club.

SOME KEY ENGAGEMENTS / PARTNERS

STRATEGIC CONSULTANT – INDUSTRY VALUE & STRUCTURE

HARNESS RACING AUSTRALIA

Purpose – facilitate and drive outcomes to improve the industry's national operating structure, resulting in:

- HRA providing greater value to its 13 Member bodies and the Australian harness racing industry
- protection of the long-term financial sustainability of HRA and reducing the financial impact on Members
- a more contemporary funding model

Approach/methodology:

- extensive consultation with a diverse range of stakeholders
- critical review of HRA strategic plan
- best-practice overseas research
- provision of a range of possible scenarios
- workshops to determine priorities
- feasibility studies and recommendations

STRATEGIC CONSULTANT – STRATEGIC PLANNING

TASRACING

Facilitation of the development of a new strategic plan reflective of the Board's collective view for Tasracing to position Tasracing to achieve its purposes and long-term sustainability.

Collaborative workshop approach/methodology.

SENIOR CONSULTANT & BUSINESS DEVELOPMENT

TD COMMUNITY SOLUTIONS (Australia-wide)

Educating, directing and supporting state bodies, leagues, associations & community sport clubs, working across 14 sports

Provision of strategic advice and product content, along with identifying business development opportunities.

Key client at State level is Netball Victoria, driving League, Association and Club sustainability.

Delivery of the following “One-Stop-Shop” services:

- Health checks
- Face-to-face strategic planning workshops and group education forums
- On-line education
- Centralised helpdesk
- Intervention and 3rd party independent reviews

SENIOR CONSULTANT – STRATEGIC PHILANTHROPY

CAMPITELLI CONSULTANCY

Specializing in provision of marketing, philanthropic & strategic advice to the education, charitable, sports sectors

Key engagements:

- North Melbourne Football Club
- Western Bulldogs
- Basketball Australia
- Geelong College
- Anam Cara Geelong
- Barwon Child, Youth and Family

Whilst each engagement is unique, the overriding purpose and objective is to provide strategic advice and counsel to enable clients to increase their overall capacity to engage philanthropically with supporters and the wider community.

Approach/methodology is staged, involving an appropriate selection of the following studies/projects:

- Feasibility Study
- Case for Support
- Methods (e.g. capital campaign, ongoing fundraising, bequests) and relevant strategies
- Ongoing mentoring/director roles

STRATEGIC CONSULTANT – STRATEGY AND GOVERNANCE

BADMINTON VICTORIA

Purpose – review, facilitate and drive outcomes for the Board and all stakeholders, resulting in:

- Updated rules and purposes
- New strategic plan, and aligned organisational structure, reflective of BV’s intended direction
- Improved effective and efficient corporate governance framework

Approach/methodology:

- extensive consultation with the Board and a diverse range of internal and external stakeholders
- consideration of best practice models
- critical review of existing strategic plan
- facilitated workshops
- assessment of performance vs existing plans

COMPANY SECRETARY

HR CENTRAL (Toorak and Geelong)

Start-up HR consultancy services company

Carry out company secretarial functions, including:

- substantial private equity funding through initial growth phases
- acquisition of two HR consultancy practices

Primary responsibilities:

- support to the Chair in capital raising strategies and prospectus preparation, and acquisitions due diligence
- delivery of a well-defined corporate governance structure
- business development identification

CAREER SUMMARY PRE-CONSULTING

Over 20 years' senior executive experience in:

- finance management
- business strategy & planning
- corporate governance
- sports infrastructure funding and delivery.
- strategic philanthropy

Former senior executive in iconic companies, including Newcrest Mining and the Geelong Football Club during the recent premiership era. Please click on this link <http://www.geelongcats.com.au/news/2015-05-01/threiffall-finishes-with-cats>

EMPLOYMENT HISTORY

GEELONG FOOTBALL CLUB LTD

GENERAL MANAGER – MAJOR PROJECTS & FOUNDATION DIRECTOR

June 2014–July 2015

Reporting to the CEO, my purpose and objective was to successfully deliver major infrastructure projects, primarily the ongoing redevelopment of Simonds Stadium, and to establish the Geelong Cats Foundation and to attract philanthropic support to dedicate to football and heritage related programs and facilities, and to positively impact youth in the Geelong community.

KEY ACHIEVEMENTS

- Preparation of financial projections for master plans and feasibility studies, resulting in attracting funding of \$75m (at that time) for Stage 4 of the SS redevelopment, taking total funding for the stadium to \$175m (at that time).
- Appointment (in conjunction with lead consultant) of a range of key external consultants/contractors ensuring demolition of Stage 4 site to commence October 2015, and longer-term timelines to be met
- Securing of several \$m of pledges for the development of an alternative training venue
- Preparation of the Geelong Cats Foundation strategy business plan endorsed by Executive Management Team and the Board, and implementation of key aspects
- A major Geelong Cats Foundation fundraising event conducted in May 2015, raising \$520k

GENERAL MANAGER– FINANCE AND ADMINISTRATION & COMPANY SECRETARY

June 2000 – June 2014

Reporting to the CEO, my role was to lead and manage the Club's financial and administrative function and provide leadership and strategic direction to achieve optimal off-field performance. In addition, the role was to deliver major redevelopments at SS "on-time and on-budget" and identify and deliver an alternative training venue.

KEY ACHIEVEMENTS

- Converted an operating loss of \$1.1m in 1999 to 14 consecutive profits recorded from 2000 to 2013
- Oversaw growth and diversity in gross turnover from \$19m in 2000 to \$55m in 2013, an average annual growth rate of 8.5%
- Preparation of financial projections and contributions to master plans and feasibility studies, resulting in the attraction of funding of \$100m in funding for Stages 1 – 3 of the SS redevelopment and Stadium Lighting Project
- Delivery of Stages 2-3 of the SS redevelopment and the Stadium Lighting Project "on time and on budget" (in conjunction with the lead consultant), and fulfilling obligations as Project Principal
- Business Plans 2002 – 2020, led (with CEO) the successful compilation of plans, implementing a "bottom-up" approach
- Clearly defining, monitoring, and forecasting key economic drivers, being:
 - Simonds Stadium economics – profit per game
 - Profit from "non-football" activities
 - Profit from commercial operations v football costs – both in \$ and ratio terms
- Established a new legal structure for the Geelong Cats Foundation, and successfully broadened the scope of the Foundation from solely player facilities to include a) community programs b) a range of football development/talent identification programs and c) the preservation of heritage
- Establishment of bequest program, "The Forever Club" comprising 64 members in 2015
- Successful negotiation of a new 39-year tenancy lease with City of Greater Geelong (COGG), approved by State Government Department of Sustainability and Environment

NEWCREST MINING LTD

Finance roles in Melbourne corporate Head Office from 1991-1995, before being seconded to the Company's Asia Head Office in Jakarta for over four years in the role of Finance and Corporate Affairs Manager - Asia.

EDUCATION AND QUALIFICATIONS

PROFESSIONAL ACCREDITATIONS

Graduate of Australian Institute of Company Directors course (GAICD)

Member of CPA Australia (CPA)

TERTIARY

Bachelor of Commerce Degree 1988 (B Com), Deakin University, Geelong

PROFESSIONAL DEVELOPMENT

CONDUCTED BY	DETAILS
Graham Evans AO	Personal professional development mentor, 2004 – <i>present</i>
Larry Robertson, Robertson Burns, advisors in leadership, communication and reputation	Personal coaching, 2004 – 2006
Committee for Geelong	Graduate of leadership program - "Leaders for Geelong", 2006 – 2007
Mt Eliza Business School	AFL Senior Leadership Program, 2008
Harvard Business School	Executive Education Program – Building and Sustaining Competitive Advantage, Boston, MA, June 2009 Awarded the Graeme Samuel Scholarship by the AFL to further career development in leadership, marketing and management. With the scholarship, the abovementioned program was undertaken at Harvard Business School, Boston MA and visited sporting clubs and stadiums in New York and Boston
DVA Navion	Fundraising essentials, Melbourne, 2014
Fundraising Institute Australia	Executive Fundraising Leadership, Melbourne, 2014
Australian Institute of Company Directors	Ongoing, regular attendance at PD programs

COMMUNITY INVOLVEMENT

ORGANISATION	POSITION	PERIOD
St Joseph's Football and Netball Club, Geelong	Various positions on Board of Management Currently Vice-President, responsible for overarching strategy and infrastructure master planning and delivery	1987 - 1991 2002 - <i>current</i>
St Joseph's College Foundation (SJCF), Geelong	Treasurer Treasurer and Vice Chair	2006 – 2013 2011 – 2013
Geelong Performing Arts Centre Trust (GPAC)	Board Member, Chair of Finance Committee, Member of Risk Committee	2010 – 2012
Committee for Geelong	Strategy & Policy Committee	2014 – 2015
Geelong Cats Foundation	Director, with significant input into philanthropic strategy	2013 – <i>current</i>
Anam Cara House (a community hospice)	Vice Chair, Chair of Strategic Planning Committee, Chair of Project control group for the New Anam Cara Project	2015 - <i>current</i>
Geelong Connected Communities	Board Member with grant portfolios in Sport and Youth	2015 – <i>current</i>

MEMBERSHIPS

Geelong FC, St Joseph's FNC, St Joseph's CC, Geelong Racing Club, 13th Beach Golf Club, Melbourne CC, St Joseph's College Old Collegians (Life), Geelong Business Club, GPAC Inner Circle, St Joseph's College Foundation (Life)