

ELITE | GOVERNMENT | COMMUNITY

KEY SERVICE OFFERINGS

Offering a highly qualified and skilled business executive, with over 25 years' experience, providing:

- **Strategy development**
 - Complete organisational planning resulting in value creation, stakeholder satisfaction and sustainability
 - Strategies for any of your "off-field/track/court" pillars
- **Philanthropy strategic advice**
 - New revenue streams, greater stakeholder engagement & brand enhancement
 - Sports, education, charitable and not-for-profit sectors
- **Facility development**
 - End to end leadership/management to realise your vision - master planning, feasibility, planning/design, stakeholder engagement, funding/negotiations, project delivery
- **Coaching and mentoring**
 - Professional and personal development contributing to your success & "being your best"

A pro-active, motivating, and personable consultant 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 organisations at the highest levels to influence stakeholders.

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

SOME KEY ENGAGEMENTS / PARTNERS

HARNESS RACING AUSTRALIA

- Development and driving outcomes to improve the industry's national operating structure

TASRACING

- Lead and facilitate the development of a new strategic plan

BADMINTON VICTORIA

- Leading and the facilitation of the development of a new strategic plan, an updated Constitution, and an effective corporate governance framework

STRATEGIC SPORTS PHILANTHROPY

- Co-Founder and Director of Elite Sports Philanthropy (est. 2020), specialising in providing philanthropic strategic advice to the sports industry www.elitesportphilanthropy.com.au. Past and present clients include Sydney FC, Hockey Australia and Cricket NSW.
- Senior consultant with Campitelli Consultancy, specializing in provision of marketing, philanthropic & strategic advice to the education, charitable and sports sectors www.campitelliconsultancy.com.au.

PORT FAIRY FOOTBALL NETBALL CLUB / EAST GEELONG GOLF CLUB

- Effective representation of the Clubs with all stakeholders, progressing the development of a new facilities - a community pavilion in Gardens Reserve (PFFNC) and a facility development plan (EGGC).

TD COMMUNITY SOLUTIONS (Sport)

- Senior Consultant with TDS educating & supporting community leagues/assocs/clubs throughout Australia

BUSINESS COACHING

- Professional/personal development coaching for emerging Executives, contributing to them "being their best"

CAREER SUMMARY PRE-CONSULTING

Over 25 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. Please click on this link <http://www.geelongcats.com.au/news/2015-05-01/threlfall-finishes-with-cats>

EMPLOYMENT HISTORY – PRE-CONSULTING

GEELONG FOOTBALL CLUB LTD

GENERAL MANAGER – MAJOR PROJECTS & FOUNDATION DIRECTOR

June 2014 – July 2015

Reporting to the CEO, my role's purpose and the objective was 1) to successfully deliver major infrastructure projects, primarily the ongoing redevelopment of GMHBA Stadium, and 2) to establish the Geelong Cats Foundation and attract philanthropic support to dedicate to football and heritage related programs and facilities, and to positively impact youth in the Geelong community.

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 GMHBA Stadium "on-time and on-budget" and identify and deliver an alternative training venue.

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

KEY PROFESSIONAL DEVELOPMENT

CONDUCTED BY	DETAILS
The Growth Faculty	Jim Collins, Good to Great, 'What makes great companies tick in uncertain times' 2020
Charidy	Various webinars on strategic philanthropy 2018 – present
Australian Institute of Company Directors	Graduate of AICD Directors course 2016
Harvard Business School	Executive Education Program – Building and Sustaining Competitive Advantage, Boston, MA, June 2009. In 2008, awarded the Graeme Samuel Scholarship by the AFL to further career in leadership & marketing. With the scholarship, the above program was undertaken at Harvard Business School, Boston MA , and visits made to many professional sporting clubs and stadiums in New York and Boston.
Mt Eliza Business School	AFL Senior Leadership Program, 2008
Committee for Geelong	Graduate of Leadership program - "Leaders for Geelong", 2006 – 2007
Graham Evans AO	Personal professional development mentor, 2004 – <i>present</i>

KEY COMMUNITY INVOLVEMENT

ORGANISATION	POSITION	PERIOD
St Joseph's Football & Netball Club, Geelong	Various positions on Board of Management. Currently Vice-Pres, responsible for overarching strategy, infrastructure master planning/delivery, major fundraising	1987 - 1991 2002 - <i>current</i>
Geelong Arts Centre	Board Member, Chair of Finance Ctee, Member of Risk Ctee	2010 – 2012
Committee for Geelong	Member of Strategy & Policy Ctee	2014 – 2015
Geelong Cats Foundation	Director, with significant input into philanthropic strategy	2013 – <i>current</i>
Anam Cara House (a community hospice)	Board Vice Chair, Chair of Strategic Planning Ctee & 'New Anam Cara' Project Control Group (new development)	2015 - <i>current</i>
Geelong Connected Communities	Board Member with grant portfolios – Sport and Youth	2013 – <i>current</i>

MEMBERSHIPS

Geelong Cats, Western Bulldogs, 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, GAC Inner Circle, St Joseph's College Foundation (Life)