

BOARD DIRECTOR NOMINATIONS

Melissa Chandler

Nominated by Ryde Athletics Centre Inc.



Personal Statement

As a current board member for nearly 2 years, I have made a valuable contribution, but there is still a lot more I want to achieve on behalf of LANSW. Whilst I have been on the board, we have appointed a new CEO that is now driving the business forward, and I acted as Interim CEO while we recruited the new CEO. I have led some changes within the organisation such as moving the team to Sydney Olympic Park, a Strategy review, strategic objectives update, a new bookkeeping support structure, and implemented a new accounting system.

I initially applied for the board position as I wanted to be part of positive change for the organisation that would ultimately result in the sport growing in popularity and drive participation from athletes, volunteers, coaches, and officials. COVID presented us with great challenges and so the job has not been done and want to stay and continue to deliver on this ambition.

I have created great working relationships with other Little A's MA's across the country and want to continue to work collaboratively with them in order to deliver a great experience that is more consistent across the nation.

Skills, Experience, Qualifications

My experience applicable for the LANSW board includes the following:

1. Over 25 years' experience in finance, strategy, project management, and operations
2. 10+ years' experience within the Digital media industry
3. Cert IV Personal Trainer – so understand the fitness requirements for children
4. Volunteered at a local centre for the past 8 years in various roles such as Treasurer, Age Manager, Coach
5. CPA Qualified accountant
6. 15+ years' experience in senior leadership roles
7. Already 2 years' experience on the LANSW board

BOARD DIRECTOR NOMINATIONS

Karen Cundasawmy

Nominated by South Eastern Little Athletics Centre Inc.



Personal Statement

Given the leadership (as President of SELAC) I have provided to the committee/age marshalls towards a successful LA Centre, relative to retention and representation at State level competitions, I feel I can greatly contribute to the future success on a state based level whilst being on the Board. The Club has now reached 70% retention rate and we have built from 19 – 63 state representatives over the past 5 years.

I also bring with me a tertiary education background in sport performance coupled with an MBA, as well as the experience of founding and managing a marketing and communications company in healthcare. The above provides a breath of experience in strategic understanding and the application of strategic tools for success.

Finally, all the above, has been enabled by the ability to work independently as well as with a strong, energetic team when required.

Skills, Experience, Qualifications

1. Bachelor of App. Science (Human Movement)
2. Grad. Dip (Psych)
3. MBA subspeciality marketing and organisational strategy
4. Founder and Director of marketing communication company
5. President of SELAC since 2015
6. Marathon Runner

BOARD DIRECTOR NOMINATIONS

Nicola Drinkwater

Nominated by Northern Suburbs Little Athletics Centre



Personal Statement

I have an extensive career in corporate affairs, marketing and communications and a background as an international athlete and rugby player. I believe I can add value to Little Athletics NSW through strategic communications and corporate brand expertise, my ability to leverage intercommunication and marketing campaigns to build and protect reputation and increase trust, and my expertise leveraging digital and social channels to drive strong stakeholder engagement and support commercial outcomes.

As a dual international athlete (I am a former Welsh international heptathlete and high jumper and an English international rugby player in both 15s and 7s), mum of two enthusiastic little athletes, an accomplished sports administrator and former Board member, I also bring an in-depth operational understanding of sports landscapes and a passion for making a positive difference.

In addition to my professional and sporting experience (which are further outlined on my resume, which I have also enclosed for your reference), I also bring a passion for health and wellbeing and determination to make a position difference within my community. The combination of these three factors, along with the opportunity to be part of a high calibre Board, are reasons I have chosen to apply for this role.

I believe I have the time, capacity and character to make a difference to the Little Athletics NSW Board and it would be a pleasure to contribute to the governance, strategy and leadership needed to help the organisation achieve its mission and goals.

Skills, Experience, Qualifications

I stepped into my current role as General Manager of Media & External Communications at NBN Co in October 2020, after six years as Head of Public Affairs, Communication and Sustainability at Coca-Cola Amatil. I am accomplished at delivering strategies that build reputation and trust, and well-versed at mitigating risk through crisis and issue management, effective governance and proactive stakeholder engagement. I am experienced in developing effective integrated marketing and communication campaigns; during COVID for example I led Amatil's cross-functional COVID-19 taskforce, delivering a corporate brand and communications campaign that generated significant positive national print media coverage and record digital reach and engagement.

I am respected for my ability to understand stakeholder expectations and help leaders create purpose-led cultures that build long-term shared values for their organisation as well as customers and communities they serve.

In addition to my corporate experience, I have been involved in the not-for-profit sector as an Advisory Board member for a mental health charity and a Board member for a national sporting body. As I continue to invest in building my Board and directorship knowledge, I am shortly to undertake a Certificate of Governance with the Institute of Community Directors Australia, having been awarded a scholarship.

As a former international heptathlete, I find great pleasure in volunteering as an age manager for my local Little Athletics club, Northern Suburbs, sharing my passion for the sport with my two daughters and helping inspire other young athletes.

BOARD DIRECTOR NOMINATIONS

John Michael McFadden

Nominated by Ku-ring-gai Little Athletics Centre Inc.



Personal Statement

For most of its 50 year history in NSW, Little Athletics has held a prominent position in the community sport space. In recent years though there has been a decline in registration numbers and I believe that the reasons for that sit squarely with decisions made that have pulled the Association one way and another. In general terms, a pursuit to please all people has resulted in neglect of the core principals and membership of Little Athletics. We have lost our way and as we approach more decisions on the future structure of Little Athletics it is more crucial than ever that the right outcomes are reached. The skills and experience I have gained through volunteer roles in community sport, along with my professional role as the sports administrator for the largest private school primary sport organisation in Australia, equip me well to be an active contributor to those decisions and that is my I am nominating as a Director on the LANSW Board.

Skills, Experience, Qualifications

- Significant professional experience in structural and organisational change in children's sport.
- Extensive experience in identifying, engaging and managing corporate sponsorships for special events and ongoing associations.
- Proven success in fundraising for special projects.
- Long association with Little Athletics:
 - As a Foundation athlete at Northern Suburbs LAC
 - As a parent of athletes at Ku-ring-gai LAC
 - As President of Ku-ring-gai LAC 2006-2021
 - As a Committee Member at Ku-ring-gai LAC 2004-Present
 - Past North East Met Zone Coordinator
 - Current NEMZ Committee Member
 - Current Region 5 Committee Member

BOARD DIRECTOR NOMINATIONS

Vivien Miller

Nominated by Lower Clarence Little Athletics Club Inc.



Personal Statement

I am a passionate marketing professional and mother of a Little Athlete in the NSW Northern Rivers. I offer over 20 years' experience in marketing and communications, with a particular focus on business, corporate and government sectors. My experience encompasses marketing and brand strategy, internal and external communications, including public relations and social media; market segmentation, product and sales portfolios; and partner, supplier and agency relationship management. I was also fortunate to have lead a team managing community and corporate sponsorships, of which heading up the Brisbane Lions agreement was a particular highlight.

Having worked in senior management roles and alongside a number of Australia's most prominent senior executives; has led me to having an active interest in taking on a Board position for a number of years. The Little Athletics NSW organisation is of particular appeal as I come from a sporting family and have my own son who is a keen track and field competitor and member of the Lower Clarence Little Athletics (LCLA) Club.

Having served on the LCLA committee last season and being actively involved in running weekly training sessions, I found the energy and vitality of the young athletes very contagious and helping them to grow and enjoy sport very rewarding. As such, the combination of my experience, passion for the young athletes I have worked with here in northern NSW and a desire to gain Board experience have led me to apply for a position with the Board of Little Athletics NSW.

Skills, Experience, Qualifications

As a MBA qualified, senior marketing and communications specialist, I have more than 20 years' experience spanning multiple industry sectors and different organisational structures.

My professional expertise covers strategy and execution of marketing, communications, brand, media and sponsorship programs. I have managed strategies, budgets and teams throughout a career that has spanned industries including Tourism, Media, IT&T, Metals and Agriculture.

My focus has always been on integrated marketing communications, ensuring that the right mix of marketing and communications tools are combined to give the most targeted messaging and greatest return on investment aligned with business goals and objectives.

As such, my skillset includes management of marketing and brand strategy, internal and external communications, including public relations and social media; market segmentation, products and sales portfolios; and partner supplier and media agency relationship management.

I also have significant experience managing both community and corporate sponsorship portfolios encompassing sport, the arts and education. A career highlight was the development and delivery of 'experiential' sponsorship programs. An example was a 'train with the team' program run with the Brisbane Lions, through which we offered valued business and corporate customers the opportunity to train and mingle with the players at the Gabba.

I have led brand identity and rebranding projects and brand acquisition programs for medium and large businesses as well as membership-based organisations.

Furthermore, I have also been involved as an active P&C member undertaking school fundraising initiatives and have recently completed a Company Director Governance training course.

BOARD DIRECTOR NOMINATIONS

Costa Zakis

Nominated by Katoomba District Athletics Club Inc.



Personal Statement

My association with Little Athletics started as a parent when my children joined the Katoomba Centre as under 6 year olds. In the past twelve years, I have been President and Registrar of Katoomba Centre, Secretary for Western Ranges Zone, sat on the Region 3 committee and have officiated at Zone and Regional events. I have seen our need to adapt, evolve and manage a number of issues as our sport comes to terms with changing member needs and expectations, changing community demographic and how it impacts the viability of Centres, competition for our facilities and our members from other sporting codes, and increased governance for the organisation and centres while not losing sight of who we are. We have also had to deal with some significant disruptions that most of us have never seen and we continue to operate at a time where we must always have clarity of purpose and direction. I have been fortunate to serve our sport at grass roots and feel that I can bring to the Board not only my perspectives from Centre, Zone, Region and officiating, but also my experience in management consulting, risk management, business strategy, governance and as a company Director. Little Athletics has many challenges ahead to ensure that our sport remains relevant and viable into the future, and so that we continue to focus on delivering fun, healthy and engaging sport to all children across NSW. I would like to help Little Athletics with these challenges.

Skills, Experience, Qualifications

I have worked in the field of management advisory for the past 22 years specialising in risk and crisis management, business strategy and governance where I have helped many private and not-for-profit organisations to identify and manage risks that present them from meeting business aspirations. I have consulted to the Sydney and Athens Olympic Games and been the principal crisis management advisor to the AFL for over a decade. I am experienced company director having been a Managing Director for the Australian subsidiary of a major international business for 6 years and am currently a Director and Deputy Chair of a not-for-profit regulated organisation as well as the Chair of the Governance Risk and Compliance committee. I hold a Master of Business Administration, Bachelor of Engineering and am a member of the Australia Institute of Company Directors.

I held the positions of President and Registrar of the Katoomba Centre since 2012 during which time membership has grown to a sustainable 130 members and we have generous representation at Zone, Regional and State Championships. We continue to look for ways to engage with our community and connect people with athletics. Since 2014 I have served as the Western Ranges Zone Secretary and more recently joined the executive of Region 3. I continue to be the track and field program manager at Katoomba as well as a track official and track manager for Western Ranges Zone and Region 3 Championships and qualifiers.