



6b Figtree Drive, Level 2, NSWIS Building
Sydney Olympic Park NSW 2127

PO Box 6805, Silverwater NSW 2128

T: +61 2 9763 0670 E: info@canoe.org.au

EXPRESSION OF INTEREST – NOMINATION TO THE BOARD OF DIRECTORS

INTRODUCTION

Australian Canoeing (AC) is the National Sports Organisation (NSO) responsible for the management, coordination, development and promotion of canoeing/kayaking in Australia. AC is recognised by the Federal Government and represents the interests of its members to government and the public. AC's purpose is to connect all Australians through paddle sports, recreational and performance.

AC is committed to the provision of a high standard of competition, safety and opportunity for canoeing/kayaking participation in Australia. This includes the development and delivery of the very successful Slalom and Sprint Olympic programs and the five non-Olympic disciplines (Canoe Polo, Freestyle, Marathon, Ocean Racing and Wildwater), as well as recreational paddling.

AC is recognised by the International Canoe Federation (ICF); Oceania Canoe Association (OCA); Australian Sports Commission (ASC) and Australian Institute of Sport (AIS); Australian Olympic Committee (AOC) and Australian Paralympic Committee (APC).

As the peak body for paddle related activity in Australia, AC works collaboratively with six (6) state organisations, 28 national training providers, 148 active clubs, seven (7) disciplines and approximately 8,500 members.

Operating in a commercial and inclusive manner with government, business and community, Australian Canoeing ensures the value of competitive and recreational paddling is understood and supported in all policy and business decisions.

There are currently five members of the AC Board. The Board currently comprises of four (4) elected directors and one (1) appointed director. The Board is now seeking two (2) additional directors to complement the skills of the current directors.

VISION AND PURPOSE

Our Vision: Australia's Favourite Water Sport.

Our Purpose: Connecting with all Australians through Paddle Sports, Recreation and Performance.

Our Values and Culture: Trust and Belief, Winning Team Work and Unity of Purpose, Diversity and Inclusiveness.

For more information on the AC's current Strategic Plan refer to <http://canoe.org.au/wp-content/uploads/2014/10/2015-2017-Australian-Canoeing-Strategic-Plan.pdf>

LEGAL ENTITY

AC is a company limited by guarantee in accordance with Corporations Act 2001 (Cth).

KEY RESPONSIBILITIES

The Board of Directors is responsible for the governance of AC and its strategic development and growth. Key functions are delegated to Board Committees, the CEO and senior management. The Board has final responsibility for the governance of the organisation. In doing so, it strives to achieve best practice principles.

The key roles of the Board of Directors include:

- Formulating and implementing goals and strategic direction;
- Determining policies relevant to the governance and performance management of the business;
- Ensuring compliance with legal requirements;
- Approving the budget;
- Ensuring the financial viability of the organisation;
- Appointing and managing the performance of the CEO; and
- Establishing and determining the functions of committees

SELECTION CRITERIA

AC is seeking expressions of interests for two new members of the Board of Directors with a range of skills and backgrounds as we take AC through the next phase of its transformation. Experience in sports governance and an understanding of the Australian sporting landscape is preferred but not essential.

GENERAL

Demonstrated experience in one or more of the following areas is desirable:

- Interest in canoeing, kayaking or paddling generally
- Background and experience in Community sport and participation
- Experience and Knowledge in corporate governance
- Experience or knowledge in management, development and delivery of educational programs;
- Understanding of high performance activities related to Sport
- Experience and knowledge in Commercialisation of Assets and Business Development
- Experience and knowledge in Marketing, Branding and communication strategies
- Strategic Expertise reviewing strategy through constructive questioning and suggestions
- Knowledge of Information Technology strategies
- Experience and knowledge in Research Techniques and Consumer Insights
- Experience and knowledge in Human Resource Management

REQUIRED

Australian Canoeing's organisational focus is on initiatives that will transform paddling in Australia at all levels, delivered principally through improved digital capability. Collaboration, communication, flexibility, adaptability, and constant readiness to change will ensure both the technical and the human components of the organisation work seamlessly together to achieve our goal.

To this end, Australian Canoeing is looking to strengthen its Board skills set with an appointed director with a **marketing and digital** background and a second director with **information systems management** experience. The roles will require experience and skills that support the Australian Canoeing digital and general strategy and include:

- Bringing to life Australia Canoeing's three-year strategic plan, currently under review, communicating Australian Canoeing's vision to connect and grow competitive and recreational paddling. This will require both appointments to work as part of the Board and with senior management, whether from a digital and marketing perspective or through the support of information systems.
- Exhibiting executive leadership of strategy, performance and management of digital solutions, marketing and customer experience, whether through a role in marketing or information systems management.

Specifically, Australian Canoeing requires someone with **information systems management** experience to support Australian Canoeing through assisting with understanding the requirements for:

- supporting and maintaining ICT systems and services
- the development and management of technology architecture
- business process modelling and process reengineering
- leading the design of customer experiences
- the review of legacy information, technology and communications systems
- change management and transformational solution delivery into core business programs
- assessment of the relevance and opportunities provided by emerging technologies

Specifically, Australian Canoeing requires someone with **marketing and digital** experience to support Australian Canoeing through assisting with understanding the requirements for:

- the strategy, roadmap and feature definition of paddling's single digital destination
- transforming customer data and research into actionable insights
- developing an understanding of customers and their needs
- designing intuitive digital interfaces that meet the customer's needs
- visually designing digital interfaces, according to the user experience design
- assessment of the relevance and opportunities provided by emerging technologies
- change management and transformational solution delivery of the Paddle Australia rebranding and the opportunity to commercialise the new brand and organisation



SELECTION

AC has established a Nominations Committee (NC). The NC will consider all Expressions of Interest received and may arrange interviews as part of the selection process. The NC will make recommendations to the current Board of Directors on the most suitable individuals to be appointed, either as an Appointed Director or to fill the current Casual Vacancy.

Those lodging Expressions of Interest must declare any positions they hold in a State Association, including as an Office Bearer, Director or a paid appointee. If an individual is offered a place on the AC Board, they must resign from their position in the State Association, including but not limited to a position as Officer, Director or a paid appointee.

CONDITIONS

AC Director positions are voluntary. Travel and accommodation expenses incurred in the course of AC activities are reimbursed at cost.

Board meetings are held on a bi-monthly basis, either face-to-face or via teleconference.

EXPRESSIONS OF INTEREST

Expressions of Interest should be in writing, with a letter addressing the key selection criteria and include a resume of no more than four pages. Information should be sent by email to arrive prior to **5.00 pm** Eastern Standard Time on **Tuesday, 5 December 2017** and directed to:

Chief Executive Officer
Australian Canoeing
PO Box 6805, Silverwater NSW 2128
Email: phil.jones@canoe.org.au