



EQUESTRIAN
AUSTRALIA

Chief Executive Officer

Equestrian Australia

SPORTSPEOPLE
RECRUITMENT



- **National strategic and operational leadership position**
- **Multi-discipline Olympic Sport**
- **Guide the organisation through structural reform**
- **Engage the Australian Equestrian stakeholder family**

About Equestrian Australia

Equestrian Australia (EA) is the peak body for the administration and delivery of Equestrian Sport in Australia. The organisation manages four Olympic / Paralympic sports and four non-Olympic equestrian sports. The key stakeholders of EA are the Federation Equestre International (FEI), the seven State and Territory State Branches, Sport Australia, AIS, Australian Olympic Committee and Paralympics Australia.

The commitment to success is encouraged at every level of the sport and is reflected in world-class results. Australian athletes and teams have won a total of 23 Olympic & Paralympic medals and 11 World Equestrian Games medals, as well as great victories at peak international Equestrian events and as a result Australia has earned the reputation as an elite equestrian nation.

A big part of this success is the tireless commitment and excellence by the sport's administrators, coaches, officials, volunteers, owners and athletes of all ages performing at all levels, as well as the importance placed on sports leadership and the welfare of horses.

Headquartered on the outskirts of Sydney Olympic Park in Homebush, EA has a staff of 40+ and an annual operating budget of \$9million.

"As we tackle structural reform, recalibrate and transform Equestrian Australia over the next few years, we are looking for an exceptional leader to guide the organisation through this next phase and ensure we continue to have a thriving and sustainable sport, structured for the benefit of our members and the Equestrian community."

Christie Freeman, Chair



Chief Executive Officer

Reporting to the Board of Directors, this is an exceptional opportunity for a new CEO to lead Equestrian Australia into an exciting new phase. The CEO will be at the forefront of delivering EA's Nationally Aligned Strategy and implementing the proposed Discipline Model Restructure. The role includes:

- **Strategic Leadership:** Drive the successful execution of EA's Nationally Aligned Strategy and implementing the proposed Discipline Model Restructure, including the integration of a new IT ecosystem.
- **Operational Oversight:** Manage the day-to-day operations, national programs, and functions, ensuring alignment with strategic and commercial objectives including focused financial management.
- **People, Culture and Safety:** Foster a culture of safety, respect, and innovation, ensuring effective management of reputational, financial, compliance, and operational risks.
- **Representation and Advocacy:** Represent EA's values and goals to members, state branches, government bodies, and key stakeholders. Develop strong relationships with the Australian Sports Commission, AOC, FEI, Department of Agriculture, Australian Horse Industry Council, and Animal Health Australia.
- **Funding and Development:** Reduce reliance on Federal Government funding by identifying and developing new opportunities that promote equestrian sports, attract a wider membership base, and engage sponsors and commercial partners.

To be considered for this role, you will have significant senior operational management experience, exceptional leadership skills, strong commercial and financial acumen, and a proven track record of steering organisations through periods of significant growth and change. In addition to day-to-day business operations, this role will oversee multiple projects with conflicting timelines and priorities, requiring a CEO who is dynamic, nimble and adaptable. You must have the ability to swiftly build credibility and trust whilst fostering sustainable relationships across diverse stakeholder groups and possess political maturity, patience, resilience and diplomacy. Experience in sports management within a large membership-based organisation and an understanding of volunteerism in a not-for-profit context would be beneficial.

The EA Strategy is underpinned by values central to the culture of the sport: Teamwork, Integrity, Inclusion, and Excellence. The CEO will demonstrate these values for all decision-making and operational practices within EA.

This prestigious role offers a unique opportunity to shape the future of equestrian sports in Australia.



Key Responsibilities

- **Strategic Implementation:** Lead the implementation of EA's Nationally Aligned Strategy and the Discipline Model Restructure
- **IT System Integration:** Oversee the implementation of a comprehensive Information Technology ecosystem
- **Leadership:** Provide a strong, clear leadership to EA, its' personnel and volunteers and ensure EA's code of conduct/values is a living document, regularly updated, monitored and communicated with ongoing training provided
- **People and Culture:** provide internal leadership direction, goals and energy to EA's personnel and create and sustain a culture of innovation and enablement, underpinned by and expressing the values and philosophy of EA
- **Representation:** Represent EA, embodying its values and goals to members, suppliers, government and regulatory bodies, other stakeholders, and the broader equestrian community
- **Stakeholder Relationships:** Cultivate and maintain effective relationships with appropriate business and professional associations, networks and activities relevant to EA's interests including the Australian Sports Commission, AOC, FEI (the international governing body), the Department of Agriculture, the Australian Horse Industry Council, and Animal Health Australia
- **Member Services Improvement:** Significantly enhance member servicing, including programs EA offers, such as coaching
- **Compliance and Reporting:** Ensure compliance with all government funding and related agreements, and regularly report to the board on compliance, including funding acquittals
- **Diversify Funding:** Reduce reliance on Federal Government funding by identifying new opportunities that will develop the sport of equestrianism and attract a wider membership base, sponsors, and commercial partners
- **Business Planning:** Develop business plans, budgets, and strategies for board consideration in line with the Nationally Aligned Strategy and implement these as approved
- **Operational Oversight:** Ensure EA's operations and business activities are within board-set parameters, and keep the board informed of significant developments
- **Board Consultation:** Refer proposed transactions, commitments, or arrangements exceeding board-set thresholds for board consideration and approval
- **Financial Management:** Oversee EA's financial and reporting mechanisms, ensuring timely capture of relevant material information, effective functioning of systems, and sound risk management. Inform the board in a timely manner should the CEO become aware of any material adverse movements to the budget
- **Regulatory Compliance:** Ensure full compliance with financial, statutory, and reporting obligations, including those of the ATO and ASIC
- **Process Enhancement:** Implement improved financial management processes and controls, including procurement and budgeting
- **Transparency:** Maintain transparency with key stakeholders affected by EA's policies and decisions
- **Grant Management:** Investigate and act on available grants from government, corporate entities, and individuals
- **Complaint Management:** Manage EA complaints and ensure compliance with current policies
- **Board Coordination:** Coordinate regular EA Board Meetings, providing board papers and minutes promptly
- **Risk Management:** Identify principal risks for EA and implement appropriate controls to minimize their occurrence
- **Product and Initiative Development:** Identify new products and initiatives, including enhancing EA's insurance products, to attract new members and increase participation
- **Government Liaison:** Engage with all levels of government on issues related to the operation and success of EA
- **Profile Enhancement:** Positively develop and enhance the profile of equestrian sports and the organization in Australia



Key Relationships

Reports to: EA Board, via the Chairperson

Direct Reports:

- High Performance Director
- General Manager - Sport Operations
- General Manager - Integrity
- Strategy & Transformation Director
- Finance Manager
- Executive Assistant & Office Manager

Internal

- EA Employees, 40+ staff
- National Discipline Committees
- High Performance Committee
- Other Committees including
 - Coaching Committee
 - Finance, Audit and Risk Committee
 - National Health and Safety Committee
 - Integrity Committee

External

- State Equestrian Branches
- State Discipline Committee
- Sport Australia and Australian Institute of Sport
- Australian Olympic Committee
- FEI (the international governing body)
- The Dept. of Agriculture
- Australian Horse Industry Council
- Animal Health Australia
- Volunteers / Coaches / Athletes
- Commercial partners
- Media

Key Performance Measures

- **Strategic Implementation:** Achievement of milestones for EA's Nationally Aligned Strategy, Discipline Model Restructure and IT System Integration
- **Leadership and Culture:** Employee engagement and satisfaction
- **Stakeholder Relationships:** Quality of relationships with key stakeholders, including Australian Sports Commission, AOC, FEI, and other relevant bodies
- **Member Services:** Member satisfaction and growth. Participation rates in EA programs
- **Compliance and Reporting:** Adherence to government funding agreements. Timeliness and accuracy of compliance activities and financial reporting
- **Grants:** maintaining or improving on existing governance funding commitments to the sport of equestrian
- **Financial Management:** Budget adherence and financial health. Efficiency of financial processes and controls
- **Diversified Funding:** Increase in non-governmental funding sources. Growth in sponsorships and commercial partnerships
- **Operational Oversight:** Effectiveness of operations within board-set parameters. Timeliness and quality of board reports
- **Profile Enhancement:** Media coverage and public awareness. Growth in social media engagement and public perception

Note: "SMART" Key Performance Measures will be agreed with the CEO prior to commencement.



Hours of Work

This is a full time position. Due to the nature of the role and the sport industry, some after-hours work including evenings and weekends will be required. As a minimum the Chief Executive Officer would be expected to attend Board Meetings (bi-monthly), various sub-committee meetings (as required), designated events, competitions and functions

Location and Travel

This position can be located anywhere within Australia. The Equestrian Australia head office is located in Homebush NSW.

The nature of the position may require occasional domestic and international travel to attend scheduled meetings and events.

Remuneration Guide

An attractive market competitive remuneration package will be available to the successful candidate, negotiable depending upon skill level and experiences. At the time of applying, candidates are invited to indicate their current salary and salary expectations.

Candidates are invited to call Sportspeople Recruitment to discuss salary before applying if that will be helpful in your decision making.

Residency and Immigration

Equestrian Australia will consider internationally based candidates who meet work visa requirements (with or without visa sponsorship) and will accommodate time for relocation should this be required prior to starting.

Selection Criteria

In addition to demonstrating **relevant experience across the core functional areas of responsibility identified in this Position Overview**, candidates applying for this role will require a range of personal and professional skills, including:

- **Executive Leadership:** Proven experience as a CEO or in senior management roles and reporting to a Board of Directors
- **Strategic Collaboration:** Demonstrated ability to achieve management excellence and operational success in complex environments
- **Change Management:** Experience in managing and implementing successful change processes and strategic initiatives in preparation to implement EA's Nationally Aligned Strategy and executing a new proposed discipline model restructure
- **Leadership through Growth:** Proven track record of steering organisations through periods of growth and change
- **Leadership Qualities:** Highly developed ability to influence and lead effectively
- **Relationship Management:** Strong skills in engaging with stakeholders at all levels
- **Financial Management:** Expertise in financial management within tightly controlled environments, including careful cost, budget and cash-flow management
- **Sport Industry Experience:** Familiarity and experience in dealing with Sport Australia or similar organisations
- **Volunteerism:** Empathy for and experience with volunteerism in a not-for-profit context

- **Educational Background:** Appropriate tertiary qualifications in business, sports management, or a related field
- **Character Traits:** Strong, resilient, genuine character and a great communicator
- **Leadership Approach:** Flexible and inclusive leadership style
- **Drive for Success:** A strong desire to achieve through the pursuit and implementation of identified objectives
- **Relationship Building:** Outstanding ability to engage with people and build relationships at all levels
- **Collaborative Style:** Ability to listen to and respect the views of others
- **Integrity:** High level of personal integrity and responsibility across all business areas consistent with EA's code of conduct/values and in such a manner so as not to bring EA into disrepute or disrespect
- **Equestrian Knowledge:** Beneficial but not mandatory

Timelines

First round shortlist interviews (mid-late October) will likely be held online, accommodating candidates regardless of location.

Final interviews and the appointment of this role are scheduled for late October/early November, 2024.

The successful candidate would be expected to commence duties as soon as possible, mindful of notice periods and general availability.

Please apply now to avoid missing out!

Please note Sportspeople Recruitment will commence screening and interviewing for this role immediately.

If you are intending to apply, please do so now. We reserve the right to close the role as soon as sufficient merit applications are received.

Applications close: 5pm Sunday 29 September, 2024

Candidates must complete and submit the **COMPULSORY Sportspeople Recruitment Application Form** at the time of applying. The form is available as a download at the Sportspeople Recruitment website listing for this role and contains questions against which we require your specific response prior to considering your application.

Sportspeople Recruitment prefers a 1-2 page letter of introduction and an accompanying CV of no more than 6 pages, merged into the Application Form as one MS Word file.

Apply to

Your application should be sent electronically via the “apply now” link at the advertisement via sportspeoplerecruitment.com/jobs

Enquiries

In the first instance general enquiries should be directed to **Scott Oakhill** on **0408 258 337** or **FREECALL AU 1800 634 388** or **+61 2 9555 5000** or via admin@sportspeoplerecruitment.com.

Website & Social Media

For more information and news items on all facets of EA activities, services and programs, visit:

Equestrian Australia Website: equestrian.org.au

Facebook: facebook.com/EquestrianAus

Instagram: instagram.com/equestrianaus

X/Twitter: twitter.com/EquestrianAus

YouTube: youtube.com/user/EquestrianAUS

LinkedIn: linkedin.com/company/equestrian-australia

About Sportspeople Recruitment

Globally connected - locally owned - since 1996

The Chief Executive Officer, Equestrian Australia search and recruitment process is being managed exclusively by **Sportspeople Recruitment**.

Sportspeople Recruitment is a leading executive search and recruitment firm servicing sport business. Celebrating 28 years in 2024 our curated Talent Network has been developed as a result of successfully filling thousands of roles across the A-Z of sport business employers. We offer the most experienced Consultant team in the market available to assist with executive search, general recruitment, hiring strategy, remuneration planning and executive/Board advice.

We are delighted to have been appointed by Equestrian Australia as the exclusive search partner for the Chief Executive Officer position - *our 261st CEO search*.

Merit Recruitment

Don't meet every single requirement? Studies have shown women and minority groups are less likely to apply for jobs unless they meet every single qualification. **Sportspeople Recruitment has a reputation as a leader in merit recruitment.** Everything we do has a focus on presenting the best candidates to our client Employer whilst maintaining a commitment to do what we can to address the imbalance of under-represented groups in leadership positions.

If you believe you have what it takes to perform this job but don't tick off every single qualification and experience we've listed, we encourage you to focus on the strengths, experience, qualifications and soft-skills you do have as the reasons you should apply. [Believe in yourself](#) and if still in doubt call our Consultant for a quick chat or simply apply. Without an application we can't consider you and we'll never consider your application a waste of our time.

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EQUESTRIAN
AUSTRALIA



EQUESTRIAN
NEW SOUTH WALES



EQUESTRIAN
VICTORIA



EQUESTRIAN
SOUTH AUSTRALIA



EQUESTRIAN
QUEENSLAND



EQUESTRIAN
WESTERN AUSTRALIA



EQUESTRIAN
NORTHERN TERRITORY



EQUESTRIAN
TASMANIA



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