



TENNIS WEST BOARD RECOMMENDATIONS REGARDING 2021 BOARD ELECTIONS

The following nominations (alphabetically listed) were received for the **two (2) Tennis West Director** positions due for voting between **8-23 November 2021**:

Tony Boutoubia
Chris Crosby
Gwyn Dolphin
Nick Gray
Hayley Hamp
Rod Van
Ceri Wagnell

Voting this year will take place online in the two weeks prior to the AGM. All member presidents will be sent an email with voting instructions, a pin code and login details. The successful elected Directors will be announced on the night of the **AGM 23 November 2021**.

The Tennis West Nominations Committee comprising of the independent Chair, Jacqui Jashari (Department of Local Government, Sport and Cultural Industries), Grant Vernon and Board Members Pam Cresswell and Jo Quinn, assessed each of the candidates against the advertised criteria approved by the Tennis West Board.

The criteria was developed after the Tennis West Board completed a skills matrix and reviewed this information, taking into consideration:

- i. Tennis West's Strategic Agenda
- ii. Tennis West's Good Governance Principles that embrace best practice of a skills-based Board, which includes gender diversity to support diverse decision making
- iii. The current skills matrix of the Board, including those positions up for election in 2021 and the skills needing to be replaced
- iv. The expertise required to support the current organisational needs of Tennis West and the future

The criteria and expertise required for the Tennis West Board, and that nominees were asked to address, included, in order of importance:

- 1) Marketing**
- 2) Communication, Media and Stakeholder Engagement**
- 3) Information Technology and Data Management**
- 4) Diversity and Inclusion**
- 5) Commercial and Business Development**

The Nominations Committee welcomed the number of nominations received and acknowledged the expertise of the candidates who nominated for this year's election. This is a positive signal for tennis and the interest shown to be part of a strong, well governed organisation.



After conducting the assessment process, the Committee presented their summary and advice to the Tennis West Board. The nominations were discussed at the Board Meeting held 19th October 2021 and concluded that three Board member candidates, **Gwynn Dolphin, Nick Gray** and **Rod Van**, demonstrated strong alignment across all of the identified criteria as well as the current strategic needs of the Tennis West Board. They are the recommended candidates, and this is noted on their profile that will be available to view.

The Nominations Committee and Board are pleased with the calibre of nominees and the skills that they would bring to the board room. The assessment process is very thorough and is based against the criteria set for this current election cycle to support the delivery of the Tennis West strategic priorities for the immediate future.

It must also be noted that Tennis West will have Board Appointed Director opportunities available and the Nominations Committee may consider each of the nominated candidates for those positions post the election.

The process undertaken is consistent with modern governance practices, aligned to Sport Australia's Sport Governance Principles and Tennis Australia's governance processes. The Tennis West Board is committed to the continuation of strong leadership, diversity of decision making and the growth of tennis in Western Australia.

An online vote will be held in accordance with Tennis West's Constitution to elect the two (2) Director positions. The candidates receiving the most votes will receive three-year terms on the Board in line with the Tennis West Constitution (2021).

The candidate statement for each candidate is presented below, and will be available to read along with their resumes, in the GoVote portal once voting opens.

Candidate Profile



Tony Boutoubia

Tennis has been central to my personal life and my love, leadership and passion has grown and evolved locally, nationally, and globally.

My contributions in building tennis communities has positively impacted individuals and clubs world-wide. Over the past 15 years I have volunteered and contributed as:

- President, Committee member and tennis club member of Loton Park Tennis Club since 2011
- Established and President of Australian Rainbow Tennis (ART), an organisation that connects all LGBTIQ+ tennis clubs, players and allies nationally.
- Winner of the Australian Pride in Sport Award – Out Role Model of the Year 2019 (For my involvement and leadership in Tennis)
- Tournament Director of several Tennis Championships in Perth, nationally and overseas.
- Active Tennis player, locally (Club level and Pennants), Nationally and Globally in the GLTA tennis circuit, with highest GLTA Doubles ranking as world #1 in 2018.
- Coaching tennis and running tennis clinic locally, nationally and overseas (Europe & Asia).
- Consulting to and Supporting Tennis Clubs on how to grow player membership, setting up effective marketing and social media practices, establish sustainable tennis programs and funding, introducing and building social tennis networks, embracing diversity and inclusion etc.

It is these tennis experiences above matched with the diverse perspectives gained from my 25+ years Executive Professional Leadership, that I would bring to the Board. I also have Board of Directors experience holding a position for WAAC, qualifications in Board of Directors Governance, Post Graduate Masters in Management degree and undergraduate Bachelor degree in Commerce.

I am widely recognised as having a consistent, open and collaborative approach that is inclusive, constructive and respectful of the views of others. I believe and have demonstrated that effective decision-making is based on clear strategic thinking and a sound understanding of all relevant issues, views and evidence. This approach has characterised both my professional work and personal life.

As a member of the Board, I would fulfil my obligations in this same proactive, informed and positive way. As a Board Member, I would work to ensure we are guided by our overarching shared objectives, rather than acting for a specific constituency or in pursuit of a single issue. I am committed to Tennis West Strategic Agenda and I know I can add strength to the team as we continue to grow and develop the WA Tennis landscape.

Candidate Profile



Chris Crosby

Dear Tennis West Board Nomination Committee

I've been involved in tennis for the past 25 years! From picking up a racquet as a 5-year-old, to playing state league for Blue Gum, to ball kitting at 6 Hopman Cups and 1 Australian Open, coaching at 4 Metro tennis clubs for 5 years, officiating at 10 Hopman Cups and 7 Australian Opens, to administering the sport through officiating board positions and in a full-time previous capacity at Tennis West.

Being a recent staff member of the organisation for almost 3 years running arguably the most important facet of the organisation, junior leagues and tournament, I would bring intimate stakeholder contacts and engagement to the board from both a Tennis West and Tennis Australia point of view.

Through this role at Tennis West, I created and leveraged my marketing knowledge and capabilities growing the social media strategy hitting growth metrics over 250% growth in Facebook followers and 1000% growth in Instagram followers.

I have also been involved with Tennis from an Australian Open and International point of view, being the Assistant Tournament Director of the 2020 Junior event and involved with a numerous ITF and National level tournaments. Having knowledge of the sport at the highest commercial and revenue deriving event will be a great benefit to the Board.

Tennis Officiating has also been a passion of mine, having officiated at 7 Australian Opens including Men's and Women's finals and officiating at 10 Hopman Cups. I have also held positions on the Tennis Officials WA Board in previous years including being Vice-President and Secretary over a 5-year period.

Having also completed an MBA in Sports Management, learning from the largest soccer club in the world Real Madrid, I have developed the skillset to assist the current Board from a knowledge point of view. I intimately know and understand the importance of data and insights and have used this multiple times in previous roles.

In my new role with Hockey WA, I can bring my knowledge of Diversity and Inclusion, having been appointed to the Participation, Events and Inclusion Manager's role.

I may be on the younger side in age; however, I believe I will be the ideal candidate for the vacant board position due to my intimate knowledge of the sport from multiple points of view and broad educational and knowledge base from my MBA.

Candidate Profile



Gwyn Dolphin

Recommended by Tennis West Board

I am an existing Board Director of Tennis West, having been appointed to a casual vacancy late in 2020 due to my experience in government, marketing, communications, stakeholder relationships and commerce.

I bring a wide-ranging skillset that includes the Hopman Cup board for six years, as a global sports marketing executive, and Chief Executive Officer at Tourism WA.

I'm also a graduate of the Australian Institute of Company Directors, and an experienced Non-Executive Director. I play tennis as a member at Floreat Park Tennis Club, and support the club's activities.

My career has given me exposure to numerous roles in corporate leadership, marketing, communications, media relations, business development and stakeholder management.

Currently, I run my own consulting business which provides strategic guidance and marketing advice to a range of organisations.

I have wide-ranging experience from my time as CEO at Tourism WA (TWA), where I was in charge of a 0m marketing and events budget, and 100 national and global staff. This included global marketing strategies, and projects such as Perth Stadium and new hotels. I was responsible for key programs such as the Qantas London-Perth direct flight & marketing programs, and the Perth Stadium Plan - a million program which secured State of Origin, Bledisloe Cup & global soccer.

Before this, I was Executive Director of Marketing, and of Events at TWA, responsible for consumer and trade marketing activities, events, brand, media, research and communications. I earlier held the role of Marketing & Commercial Director of the Millennium Stadium/Welsh Rugby Union in the UK, where I led all marketing activities and revenue-generation in a m business.

Previously I was managing partner at Performance, a London division of the WPP Group, the world's largest marketing organisation where I oversaw the global marketing and sponsorship programs of Vodafone and Ford. I have also worked for Toyota in Europe, in brand marketing, communications, and commercial activities.

My capability includes extensive experience working with stakeholders, and financial oversight. My experience as a Board Director includes the Hopman Cup, the Australian Tourism Data Warehouse and the Swan Bells Foundation.

As a former board director at ATDW, I have extensive knowledge of the use of digital marketing, enabling better data collection, segmentation of audiences and communications.

I'm also very attuned to the challenges around the State Tennis Centre, and believe I can play a strong role in delivering a long-lasting benefit for the sport.

Candidate Profile



Nick Gray

Recommended by Tennis West Board

I am a business and IT consultant who has worked in financial services in Australia and USA. Since returning to Australia I have worked for Ernst and Young as Principal and leader of the IT Advisory group, before establishing a niche consulting organisation in Perth. I have strong organisation governance knowledge and experience. I have been on the Board of Down Syndrome WA (DSWA) for 8 years (4 years as Chair). As a consultant I advise organisations on governance, risk and financial management. I have completed the Australian Institute of Company Directors course.

I am a passionate 30 year+ tennis player. Our family have been members of Allen Park TC for over 20 years. I play open men's and mixed tennis pennants and ITF Seniors tournaments. I am a father to a very high standard tennis player Tim Gray who competes in pro tour events. I have guided Tim through the junior tennis ranks and understand the system well, including how clubs and coaches run their business. I have a strong understanding of the Tennis Australia National Academy and talent programs.

My skills relevant to the Board include:

1. **Diversity and Culture:** My role at DSWA has given me deep experience in the world of intellectual disabilities and a philosophy where everyone has the right to open employment and choosing a life of their own. Our three children have experienced Australian aboriginal communities across the Kimberleys, resulting in memorable week-long experiences in remote communities.
2. **IT and Data Management:** I had 7 years managing significant IT and data management teams whilst at Merrill Lynch. My current consulting company advises and delivers a large number of projects with IT and data management, to improve organisation's operating environment and implementing their business strategy.
3. **Commercial and Business Development:** For the past 20 years, I have led significant business development opportunities. I have managed program budgets in the order of m, reviewing organisations P&L, assessing strength of balance sheets and conducting reviews of organisation's cost structures. My role as Chair of DSWA had a strong focus on commercial management as the association transitioned from a grant-based block-funding model to an NDIS participant service fee model.

I am nominating because I wish to make a positive difference to Tennis in WA. I believe I have the requisite experience both in tennis and business to strongly support the Board and governance of Tennis West.

Candidate Profile



Hayley Hamp

To Whom It May Concern,

I am delighted to be nominated for a Board Position with Tennis West. Growing up in Perth I spent my summers in tennis camps and to this day enjoy a social hit with friends. My grandfather, Dr Bill Edgar is a 50 year plus member of Reabold Tennis Club, a former committee person and Club President, Club Singles Champion and former Delegate to the West Australian Lawn Tennis Association.

My passion has always laid with sports marketing where I am today, at Collingwood Football Club where I lead and execute marketing for their AFL, AFLW and Super Netball teams.

As a passionate female participant in the industry, I have been looking for the next avenue into the sports industry, and believe a position within a Board such as Tennis West is the perfect fit. Although based in Melbourne, I am a true WA girl at heart and intend spending more time back in Perth once the borders open (with the flexibility to WFH this is possible for me to do).

To address the criteria TW is looking for, alongside my close to three years in sports marketing, I have also worked on the media agency side on the Dan Murphy's account, giving me valuable knowledge in the media space and how different brands identify and reach new audiences.

In my role at Collingwood, I am currently leading the on boarding of a marketing automation platform and work across multiple digital platforms to grow and manage our data. I work closely with the commercial team to create and implement commercial strategy across match day, digital, events and more, and therefore understand the processes they ensure to attain, satisfy and retain commercial partners, crucial to the success of the Club.

This year, I also joined the 'Do Better' working group, an internal organisation formed by staff and players to create strategies to support the Club's stakeholders in being anti-racist, and supporting our community in the ongoing fight against racism. Personally, I host and produce a podcast called 'Leadership in Sport', where I interview leaders in the sports industry to showcase their experience and advice to others in the industry.

I believe, through my experience, contacts and passion for sports, I could add significant value to the Tennis West organisation, and look forward to discussing this opportunity further.

Yours sincerely,

Hayley Hamp

M.Com, Master of Marketing (UWA)

Candidate Profile



Rod Van

Recommended by Tennis West Board

I am currently Vice President of Tennis West, and have been a Board member and Chair of the Finance Committee for the past three years. I am an active tennis player, team captain and former committee member at North Shore tennis club.

The last 18 months have thrown up challenges, as Tennis West, and the sport generally, have navigated the impact of COVID-19. I am very proud of the way the Board, senior management, and all the Tennis West team have responded and worked together to ensure we support our members and continue in our mission to establish thriving tennis communities.

As Chair of the Finance Committee, I have guided the sound financial management of Tennis West that has resulted in its financial position being the envy of other states. However, a reduction in funding from traditional sources during the COVID-19 pandemic has highlighted the need for the Tennis West business model to evolve. We need to diversify our revenue sources and take a more commercial approach to the significant assets we have within the state, both physical and intangible, to maximise opportunity and minimise future funding risks. This will enable us to continue to grow tennis within Western Australia by enhancing resources and programs and providing greater member engagement.

The skills and experience I bring from outside Tennis West mean that I am very well placed to steer the development of its commercialisation strategy. Outside of Tennis West, I run my own consulting business, providing strategic advice and a range of other services to businesses, both large and small, to improve the efficiency and profitability of their operations. As former CEO/CFO of Cape Bouvard Investments, a large diverse organisation, I have delivered significant commercial returns from a broad range of opportunities as well as providing extensive experience of good financial governance.

In addition to my Board role at Tennis West, I am a Board member for Communicare/White Ribbon Australia and a member of the Resources Committee for Murdoch University. A graduate of the Australian Institute of Company Directors, I have detailed understanding of good corporate governance to ensure that Tennis West operates with the highest level of integrity.

Most importantly, tennis is a sport that I love, and I look forward to participating in whatever way I can to facilitate its growth in the future.

I hope to have your support for the position of Director.

Candidate Profile



Ceri Wagnell

I have played tennis and been part of a club since the age of 10. I have found myself as captain of almost every team that I have played in and am a staunch advocate of the game, in all its forms. Greg Hutchinson invited me onto the board at Alexander Park in 2010 and I have served ever since, with the last 7 years as President, and over that time I am proud of the great achievements we made as a team. The key ones being:

- Doubling of club membership
- Tennis West Club of the Year 2015/2016/2018
- Newcombe Medal for Most Outstanding Club 2015
- Volunteer of the Year 2018
- Successfully applied for grants and managed projects for: o New (2) and refurbished (4) hard courts in 2015
- Installation of 4 Hot Shot courts in 2015
- Club house facilities upgrade in 2016
- Design and installation of our veranda extension in 2020/21
- Development of new pathways for new or returning players, resulting in an increased, diverse, and younger membership.
- Introduction of a new sponsorship package resulting in a 300% increase, peaking at ,000 this year.
- Worked closely with Greg Hutchinson to introduce Men's and Lady's State Grade teams, and we were the first club to live stream these matches.

In addition, we implemented many changes to improve the club for its members. Such as:

- Implementation of financial controls and processes
- New till system with integrated membership cards
- Security systems
- Online accounting and membership system
- Employing a club manager, bar staff and a bookkeeper to improve services to the membership

I have also been invited to talk at several Tennis West events as well as working with Tennis Australia on their new strategic plan and have developed strong relationships with our local counsellors and the City of Stirling.

Our club now has a strong sense of pride and community, we have a thriving and diverse membership. Tennis is what we do but the club is who we are.

If I am successful in my nomination I look forward to sharing my professional knowledge and experience from my time as President at Alexander Park and as a tennis player from junior through to adult.