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## Board Candidate Bios

### Triathlon WA AGM – 16 October 2024

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Triathlon WA is seeking three (3) experienced Board candidates with skills that align with the strategic direction of the organisation and complement the current skills mix of the Board.

The current Board's skills matrix identified four areas that are of strategic importance for future Board Members to fill in terms of their skills and experience. All Board candidates were asked to identify relevant experience one or more of the following skill sets:

- Sponsorship & Marketing
- Stakeholder/Media Engagement
- Business & Commercial Management

In addition to these specific skills, Board Members should have experience within:

- Strategic Planning
- Governance
- Risk Management and
- Financial Management

A call for nominations was circulated Friday 30 August, more than 45 days prior to the AGM, as per the Triathlon WA constitution. Seven (7) candidates submitted valid nominations, for three (3) positions, therefore a vote by the members at the Annual General Meeting will be required.

The Board greatly appreciates the interest from all candidates, demonstrating their support of triathlon in Western Australia. Whether elected or appointed to the Board, other roles exist on various Board committees. There are many ways for those interested in the governance of Triathlon WA, to contribute to the sport.

The Board would like to thank current Vice President Henrietta Farrell for all the work she has done for the organisation over the past three (3) years, along with Bruce McCully for the past two (2) years. The Board supports their decisions to nominate for the Board for another term.

Lastly, the Board would also like to acknowledge and thank the high-quality service of outgoing Board Member Emma Ridley. She has added significant value across several key priorities of Triathlon WA. We wish her well in her future endeavours and look forward to seeing her continued involvement in the sport.

Attached are the bios of the candidates. We ask the membership to review them all ahead of the AGM, where there will be the opportunity to elect three (3) candidates on to the Board of Triathlon WA. Each role is for a two (2) year term. Members will be able to be able to vote in person or online.

TWA are committed to fostering diversity within our boardroom. We believe that a diverse board brings a wealth of perspectives, experiences, and ideas that are essential for effective governance and innovation. Our candidates reflect a broad spectrum of backgrounds, skills, gender and experience, and each brings unique strengths to contribute to the organisation's growth and success.

We continue to be committed to gender diversity within our sport, including a balanced representation within our governance structure.

**Candidate A) Henrietta Farrell – current Vice President, Triathlon WA**

- Marketing & Sponsorship**
- Stakeholder/Media Engagement**
- Business & Commercial Management**

Henrietta is currently Chief Customer Officer at the Department of Finance, leading a multi-discipline team of 65 to deliver whole-of-government programs valued at over \$30 million. Prior to that, she was Head of Communications and Marketing at VenuesLive, setting the media strategy for Optus Stadium, after leading all media facing activity during construction of the stadium. Her well-developed relationships with local, national and international media helped establish an excellent reputation.

Henrietta also has over 16 years experience with major international events, working in senior marketing and partnership roles at Telstra Rally Australia, Melbourne 2006 Commonwealth Games and London 2012 Olympic & Paralympic Games. She managed contracts, relationships and rights delivery for brands including adidas, Panasonic, Telstra, Optus, Qantas and Rio Tinto.

Henrietta joined the Triathlon Board in 2022 as an appointed member, before being elected by the membership at the 2022 AGM and becoming Vice President. She undertook the 2022 Constitution Review and was a panel member for recruiting for the Executive Director position. This experience gives her a solid understanding of the issues and opportunities currently facing Triathlon WA. She is passionate about being part of Board that understands and practices outstanding governance and consistently undertakes additional training and development opportunities to complement her AICD qualifications.

Henrietta joined the triathlon community in 2014 and remains an active competitor.

**Candidate B) Bruce McCully – current Board member, Triathlon WA**

- Marketing & Sponsorship**
- Stakeholder/Media Engagement**
- Business & Commercial Management**

Bruce is a business professional with over 30 years of experience. His current role is Head of Retail Funds at Centuria Capital, overseeing a team of 15 and managing a \$3.5 billion portfolio of shopping centres across Australia and New Zealand.

His management and strategy experience is extensive and he has well established commercial contacts in the WA business community, having worked with some of Australia's biggest corporate and industry groups through his role on the Board of the Property Council Australia. As result, he spends a lot of time with media, stakeholders, industry bodies and government agencies and have had extensive media and PR training.

Bruce has served two years on the TWA Board and offers a commercial perspective that challenges the decision making process. While alternate ways of thinking are important to a Board, he has worked well with all board members over the past 2 years, particularly in regard to recruitment and strategy. He initially nominated for the board to deliver something back to the triathlon community that has done so much for him over the years as a self-proclaimed 'average but passionate triathlete' and would like to continue as he can see the changes being made to the sport will set it up for a number of years.

## **Candidate C) Kelly Dewar-Matusik**

- Marketing & Sponsorship**
- Stakeholder/Media Engagement**
- Business & Commercial Management**

Kelly has extensive experience across commercial and the not-for-profit sectors and is currently General Manager at Celebrate WA, delivering WA Day activations in Perth and regional centres, along with the Western Australian of the Year Awards program.

Her skills, qualifications, and experience lie in developing and executing marketing and brand strategies, overseeing integrated marketing campaigns across digital platforms, and securing sponsorships to fund key initiatives. She has developed valuable media connections through managing communications strategies across multiple platforms and has a proven track record of crafting and executing strategic partnerships and contracts, tailoring solutions to fund events and advance industry objectives, managing event budgets in excess of \$5m.

While Kelly does not come from a triathlon background, she has a deep commitment to fostering growth and positive change within membership-based organisations. She has successfully led initiatives to enhance member engagement, strategic partnerships, contract and change management, including financial sustainability and is inspired to bring her skills to TWA to support its long-term vision, assisting in advancing its strategic goals, and creating lasting value for its members and stakeholders.

## **Candidate D) Mel Newcombe**

- Marketing & Sponsorship**
- Stakeholder/Media Engagement**
- Business & Commercial Management**

Mel is a Director at WA's largest strategic communications firm, Purple, where she plays a key role in the leadership and direction of the company. She advises clients at Board and c-suite levels on a range of matters including governance, risk management, issues management, strategy and profile raising.

She has a breadth of experience and currently advises at Board and c-suite levels to a range of industries and business leaders, including Revo Fitness, WA Football Commission, Perth Football Club, Adelaide Football League, Victorian Amateur Football League, Momentum Wealth and Westbridge Funds Management. Her sport experience extends to working as the Marketing Manager for the Avon Descent, Communications Coordinator at Water Polo WA and consulting for SportsWest and Softball WA.

She believes participating in sport and maintaining an active lifestyle has endless community and physical and mental health benefits, and is eager to use her professional skills and passions to support the growth of TWA, from grassroots through to sustained teen and adult participation, and professional levels.

## **Candidate E) Richard Burnell**

- Marketing & Sponsorship**
- Stakeholder/Media Engagement**
- Business & Commercial Management**

Richard has a broad and deep experience and skill set developed in a variety of commercial positions with organisations in Australia and overseas. His most recent role was Executive Director of Fire and Emergency Services WA (DFES) where his responsibility covered all corporate functions (Finance, Media and Communications, Procurement and Contract Management, ICT, Fleet and Property Management, Human Resource Management and Cadet and Volunteer services) for 1,200 staff and 28,000 volunteers.

He is currently a Board Member of both the Fire & Emergency Services Superannuation Fund and Yourtoolkit.com, a not-for-profit organisation which provides support to women experiencing family and domestic violence. He also sits on the Audit and Risk Committees for both these organisations and chairs the IT and Communications Committee for Yourtoolkit.com.

Richard's triathlon experience is extensive, having competed since 2000, and representing Australia at 14 age group World Championships. He is a current Technical Official and Assistant Age Group Manager for AusTriathlon (supporting athletes at Townsville, Pontevedra and Wollongong World Championships). He was a committee member of Fremantle Triathlon Club and EFS Triathlon Club and has served on the ITU/World Triathlon Age Group Commission.

## **Candidate F) Leighton Cook**

- Marketing & Sponsorship**
- Stakeholder/Media Engagement**
- Business & Commercial Management**

Leighton has a strong blend of academic, professional, and sporting skills to bring to the TWA Board. He has a degree in economics and business law and is a provisional member of Chartered Accountants Australia and New Zealand, currently working at PriceWaterhouseCoopers. He has experience in tax advisory, consulting and compliance, working with a range of clients across different industries and sectors. He has a strong understanding of financial management, risk assessment and reporting.

As a swimming coach at the Western Australian Institute of Sport, he has firsthand experience in high-performance sport, helping three athletes onto the Australian Olympic team for Tokyo in 2021.

He has been involved in triathlon for over 10 years, competing in various events from sprint to half-ironman distances and was a member of the Triathlon Excellence Program in 2013/14, racing the junior ITU triathlon series in Australia. He has a keen interest in promoting the sport of triathlon to a wider and more diverse audience, as well as supporting the development and retention of talent within the state. He can also contribute to strategic, financial, and operational aspects, fostering collaboration and pursuing partnerships and sponsorships.

**Candidate G) Greg Hire**

- Marketing & Sponsorship**
- Stakeholder/Media Engagement**
- Business & Commercial Management**

Greg has over a decade of experience in the non-profit sector, bringing with him a wealth of expertise in stakeholder engagement, government relations, and marketing strategy. In his current role at A Stitch in Time, he's managed complex relationships with government, communities, and the media, driving successful outcomes through effective stakeholder engagement and brand-building. He has a proven track record in securing sponsorship through fostering relationships with corporate and government partners to establish long-term, mutually beneficial partnerships.

His roles as Youth Commonwealth Games General Manager for Trinbago 2023 and Co-Chair of the Athletes Advisory Committee for Commonwealth Games Australia give him a unique perspective on athlete welfare and performance, contributing a valuable athlete-first approach to governance and decision-making.

Greg is passionate about helping grow the triathlon community in Western Australia and sees a real opportunity to make the sport more accessible and inclusive. He wants to nurture high-performance talent and also build stronger connections at the grassroots level, fostering a supportive environment where everyone can thrive. His goal is to help shape strategies that promote participation, mental wellbeing, and community spirit, ensuring triathlon is a sport for all.