



Chief Executive Officer

Australian Sailing

SPORTSPEOPLE
RECRUITMENT



- **Executive strategic National leadership position**
- **Gold medal winning Olympic and Paralympic sport**
- **People leadership and stakeholder engagement focus**
- **Flexible location (Sydney, Melbourne or Brisbane preferred)**

About Australian Sailing

Australian Sailing is the national governing body for sailing in Australia, responsible for driving participation, supporting member clubs and classes, and fostering and delivering high-performance success. With a rich heritage of Olympic and Paralympic achievements and a strong grassroots network, Australian Sailing is committed to fostering inclusivity, innovation, sustainability and excellence in sailing.

Australian Sailing's strategic plan focuses on three key pillars:

- Grow: Increase participation in sailing by making the sport accessible to all Australians, promoting grassroots initiatives, and supporting clubs and classes.
- Support: Provide robust support to sailing clubs, classes, and participants to ensure the sustainable growth and development of the sport.
- Win: Enhance the performance of Australian sailors at national and international competitions through targeted development programs and high-performance support.

Why Join Australian Sailing?

- Lead a National Sporting Organisation at a pivotal moment in its growth in the lead up to Brisbane 2032 Olympic Games, building on strong foundations within the organisation
- Drive real change by increasing participation in sailing and engaging effectively with members.
- Shape the future of sailing as a modern, commercially successful sport.
- Work with a passionate team in a high-profile leadership role within the Australian sport sector.

"Drive the next stage of growth for our sport nationally, engaging with members and stakeholders on the journey towards the 2032 Games"

Shevaun Bruland - President



Chief Executive Officer

Reporting to the Board of Directors, the CEO of Australian Sailing plays a pivotal role in leading the organisation, driving strategic initiatives, and ensuring the growth, innovation and sustainability of sailing in Australia. The CEO is responsible for managing overall operations, working closely with a broad range of key internal and external stakeholders including member clubs and classes, athletes and patrons, the Board, government and commercial partners. The CEO represents Australian Sailing on a national and international level.

To be considered for this role you will need to be a dynamic and collaborative leader, with the ability to engage and develop strong relationships with a range of stakeholders including members and commercial partners. You will have a reputation for sound judgment and decisiveness with the capacity to empathetically negotiate with a complex network of stakeholders to deliver the best possible outcomes for the sport nationally.

You will need proven leadership experience, able to demonstrate a successful track record in managing like-sized businesses or projects, delivering against the strategic plan and driving business development.

With a visionary and innovative mindset, you inspire strategic change that increases engagement with members, stakeholders, and fans, driving greater connection and participation at all levels. This growth will be supported by your commercial acumen and understanding of sustainable revenue generation and diversification, and building value in the Australian Sailing brand.

Whilst a passion for sailing and an understanding of the sport at all levels from clubs to high performance is highly desirable, most important is the ability to support member clubs to succeed and grow; strengthening their capacity and helping them thrive within an evolving sporting landscape.

This is a unique opportunity to take the helm of one of Australia's most successful National Sporting Organisations. If you have what it takes to lead this gold medal winning Olympic and Paralympic sport into the next era of success, we'd like to hear from you.



Key Responsibilities

Strategic Leadership

- Implement the strategic vision and plan for Australian Sailing, ensuring alignment with the organisation's goals, values and objectives.

Participation Growth

- Deliver national strategies aimed at increasing participation in sailing.
- Expand pathways into sailing through grassroots programs and innovative formats that appeal to younger and diverse audiences.
- Enhance accessibility and diversity by working with member clubs and their communities to reduce barriers to entry.
- Improve effectiveness of member support and increase uptake of resources and services by members.

Stakeholder Engagement & Advocacy

- Build strong relationships with clubs, classes, state associations, and community groups to support participation growth.
- Advocate for greater government investment in sailing, both in high performance and participation, particularly for youth and female-focused initiatives.
- Drive legacy outcomes for the sport of sailing from a home Olympic Games opportunity, and advocate for reinstatement of sailing into the Paralympic Games
- Engage with World Sailing and other international bodies to align with global best practices and innovation.

Operational & Financial Sustainability

- Ensure sound operational and financial management, optimising resources to achieve strategic goals, with a member-centric focus.
- Work closely with the board to ensure good governance practices, compliance with regulations, and implementation of policies and procedures.
- Identify new funding sources, including grants, philanthropic contributions, and commercial ventures.
- Work with the High Performance (HP) Director to engage with HP funding partners and maximise funding for the HP program.
- Foster a high-performance organisational culture within Australian Sailing, ensuring the organisation is well-positioned for long-term success.

Modernisation & Commercial Growth

- Develop and execute a commercial strategy to increase revenues from sponsorship, and event-driven opportunities.
- Introduce innovative strategies to promote sailing formats that are spectator-friendly and commercially viable, aimed at growing both traditional sailing and emerging foiling classes.
- Strengthen relationships with corporate sponsors, securing long-term partnerships that align with sailing's values and growth ambitions.
- Leverage technology and digital engagement to enhance youth appeal and brand reach, and improve the visibility and entertainment value of sailing.
- Develop digital strategies to improve member engagement, service provision and efficiency.



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:

Qualifications & Experience

- Leadership Experience:
 - Proven track record of senior leadership experience, preferably within the sports sector
 - Strong track record of growing participation in sport is desirable, particularly among youth and female demographics
- Strategic Thinking:
 - Demonstrated ability to think strategically, develop long-term plans, and execute them effectively
- Financial and Commercial Acumen:
 - Financial management skills, with P&L accountability
 - Ability to develop and maintain commercial partnerships
- Stakeholder Management:
 - Excellent interpersonal and communication skills, with the ability to build and maintain relationships with diverse stakeholders
 - Experience engaging with member clubs, helping them succeed and engage their members and local communities
 - An understanding of how to leverage digital technologies to foster innovation and further engagement with stakeholders
- Governance Knowledge:
 - Understanding of governance principles and experience working with or within a board-governed organisation

- Innovative Mindset:
 - Ability to foster innovation, drive change, and inspire others within the organisation
- Passion for sailing and an understanding of the sport at all levels from clubs to high performance

Personal Attributes

- High ethical standards and a commitment to transparency, integrity, child safeguarding and accountability.
- Visionary and innovative leader with a passion for building an inclusive, high performing culture, on and off the water.
- Collaborative and influential, able to engage with and inspire stakeholders at all levels.
- Commercially driven with a strong understanding of revenue generation.
- Committed to diversity, inclusion, and sustainability in sport.
- Enthusiasm for sailing and a genuine commitment to promoting the sport.

Residency and Immigration

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

Candidates requiring immigration assistance are asked to nominate this on the Application Form at the time of applying.



Hours of Work

This is a permanent full time position. Given the unique nature of the sport industry, working outside of office hours may be required from time to time.

Some flexibility on working hours will be available. Due to the nature of the position, some after hours and weekend work will be required from time to time to attend meetings, competitions and events.

Location and Travel

Australian Sailing has office locations across the country, with the National Office located at 120 High Street North Sydney. Whilst the CEO can work out of any of the Australian Sailing offices, there is a preference for the candidate to be Sydney, Melbourne or Brisbane based.

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

Remuneration Guide

An attractive executive 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.

Website & Social Media

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

Australian Sailing Website: sailing.org.au

Facebook: facebook.com/AustSail

Instagram: instagram.com/austsail

LinkedIn: linkedin.com/company/australian-sailing

Australian Sailing Team Website:

australiansailingteam.com.au

Facebook: facebook.com/AusSailingTeam

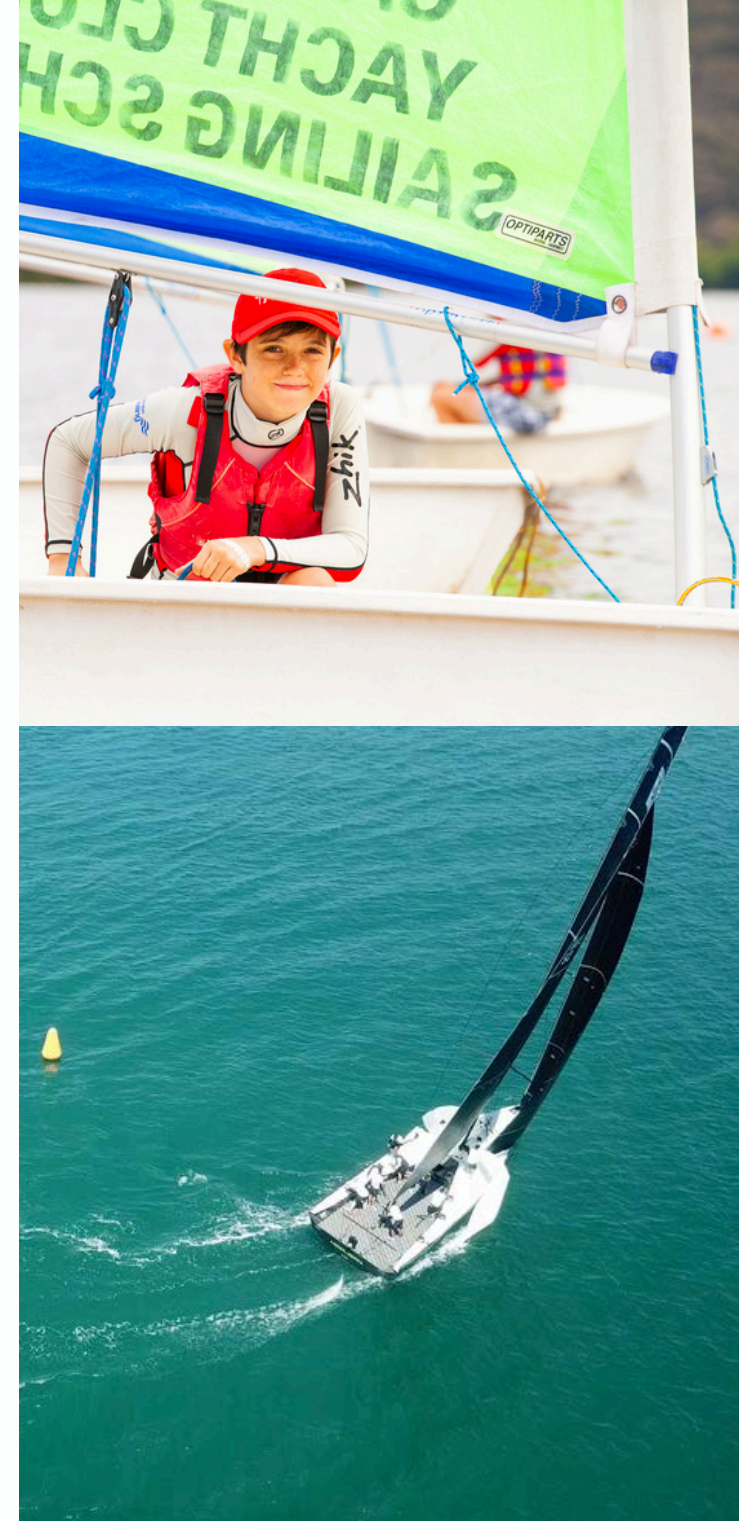
Instagram: instagram.com/AusSailingTeam

X: x.com/AusSailingTeam

Timelines

Final interviews and the appointment of this role are scheduled for June 2025.

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



Please apply now!

Please note Sportspeople Recruitment will commence screening for this role immediately. Early applications are encouraged.

Applications close: 5pm Wednesday 4 June, 2025

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 letter of introduction and an accompanying CV, 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.

About Sportspeople Recruitment

The Chief Executive Officer, Australian Sailing 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 29 years in 2025 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 Australian Sailing as the exclusive search partner for the Chief Executive Officer position - *our 266th CEO search*.

Australian owned - globally connected - since 1996

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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