



**Gymnastics**  
Australia

# **General Manager Membership Services**

Gymnastics Australia

**SPORTSPEOPLE**  
RECRUITMENT



- **Newly created strategic senior management position**
- **National Sport Organisation - Olympic sport**
- **Member engagement and stakeholder relationships focus**
- **Lead the development, education and growth for every Gymsport**
- **Albert Park, Melbourne location**

## About Gymnastics Australia

As the peak governing body for gymnastics in Australia, Gymnastics Australia (GA) is a not-for-profit member-based organisation with a Federated operating model supported by its State and Territory Associations. Gymnastics in Australia includes the disciplines of Acrobatics, Aerobics, Gymnastics For All, KinderGym, Parkour, Men's Artistic, Rhythmic, Trampoline, and Women's Artistic. Each discipline is governed and supported by a National Commission comprised of voluntary technical experts and community leaders. GA provides national frameworks, participation and competition pathways for each gymnastics discipline; as well as delivering national and international events; and providing training and professional development for the gymnastics workforce.

Providing services to 500+ clubs, 7000+ accredited coaches and judges, 800,000+ gymnasts, and gymnastics fans, the GA team is comprised of gymnastics experts, sport management and business leaders. With the head office located in the thriving sports precinct at Albert Park in Melbourne, GA also hosts National Training Centres at the Australian Institute of Sport in Canberra and in Brisbane that work to facilitate high performance pathways and support Australian gymnasts to compete at international benchmark events including World Cups, World Championships, the Commonwealth Games and the Olympic Games.

**Vision** - An inspiring gymnastics experience for every Australian

**Mission** - Gymnastics Australia grows the gymnastics community by fostering wellbeing and excellence in everything we do.

*"We're looking for a gymnastics industry leader to drive engagement with our members and stakeholders to deliver exceptional customer service, strengthen and grow the sport, and enhance value for the wider gymnastics community"*

**Tom Humphries, Chief Operating Officer**





# General Manager Membership Services

Reporting to the Chief Operating Officer, the General Manager Membership Services leads the delivery of key national strategies to grow and sustain gymnastics across Australia. As the executive lead for Gymnastics Australia's frontline service team, the General Manager Membership Services ensures clubs, coaches, judges, and administrators are supported through high-quality services in learning and development, facility and club growth, and customer experience.

The role is responsible for implementing the National Participation Plan, Workforce Development Plan, National Infrastructure Plan, and Quality Assurance Frameworks through a strong lens of club engagement, service excellence, and community connection. Working effectively at both the executive and operational level, the role partners closely with State and Territory Associations and National Gymsport Commissions to align national strategy with local needs.

A key priority is transforming how Gymnastics Australia engages with members by embedding systems to better listen to the community and ensuring products and services are relevant, responsive, and informed by data, insights, and genuine member feedback.

This is a visible and influential position, suited to a strategic leader with deep knowledge of gymnastics, strong stakeholder management skills, and a track record of delivering member-focused initiatives. Success will depend on building trusted relationships, driving operational excellence, and enhancing the value clubs and members receive from their national body.

This role is suited to someone with a strong personal and professional connection to gymnastics. You will bring significant lived experience within the sport - whether as an athlete, coach, or judge, and a genuine understanding of the people, culture, and challenges that shape it. This connection will enable you to lead with credibility, empathy, and a commitment to delivering real value to the gymnastics community.

This is a rare and significant opportunity to shape the future of gymnastics in Australia and deliver meaningful impact to the clubs, people and communities that bring the sport to life.

## Membership Services Team

The Membership Services Team provides exceptional customer service, communications and engagement for the Gymnastics Community. The team is dedicated to the growth and development of every Gymsport, supporting the delivery of coach and judge learning and development as well as facility and club development support working in close collaboration with State and Territory staff.



# Key Responsibilities

## Leadership

- Work effectively with the Executive Leadership team to provide dependable advice and support to the CEO and Board to enable delivery of the strategic plan
- Contribute in a proactive and emotionally intelligent manner to Executive Leadership Team and State CEO discussions creating an environment that encourages constructive challenges and debate
- Lead and role model organisational values within Gymnastics Australia and across the broader gymnastics' ecosystem
- Provide reliable and consistent operational leadership, managing a team of multidisciplinary staff, creating the conditions for people to achieve success and perform to an excellent standard

## Strategic

- Facilitate the development of the annual budget for the Membership Services team, working closely with the General Manager Corporate Services, ensuring alignment to strategy and optimal value for money for members
- Oversee the production of membership and Gymsport reporting for the Board and CEO ensuring ongoing alignment to strategy, optimal financial and business performance
- Build capability and contribute to the establishment of processes to promote organisation-wide data and insights maturity, decision-making and business efficiencies
- In collaboration with other teams, oversee the development and implementation of projects, products and services that best positions the organisation to service State and Territory Associations and the gymnastics community

- Establish strategic relationships with key stakeholders, agencies, commercial and funding partners, that grow the reputation and network of Gymnastics Australia
- Contribute to the development and ongoing support required to deliver technology tools and learning to the wider gymnastics community alongside the Corporate Services team, particularly to cater for the needs of coaches, judges, participants and State and Territory Associations

## Stakeholder Engagement and Relationships

- Continually build efficiencies and enhance value for Gymnastics Australia members through provision of project and program services with State and Territory Associations
- Establish and implement a member engagement framework that provides leadership and direction for community consultation, communication and engagement activities
- As the executive lead, build and maintain effective relationships with corporate partners and service providers including the Australian Sports Commission, the Federation of International Gymnastics (FIG), community and social impact partners, and third-party service providers.
- Deliver exceptional internal customer service for national and state staff, and in doing so, set the standard for how the organization provides services to members
- Engage with teams and individuals across the organization in ways that build capabilities in the areas of project, education and community engagement.

- Ensure that interactions with the gymnastics community are adequately designed, implemented, promoted and reviewed
- Continually build enhanced value for the gymnastics community by engaging with State and Territory Associations, National Gymsport Commissions, Technical Members, Clubs, Athletes, and Subject Matter Experts in the delivery of exceptional customer service.

## Operational and Administrative

- Oversee the implementation of the National Participation Plan, National Workforce Development Plan, National Infrastructure Plan, and Quality Assurance Frameworks.
- Produce accurate and timely reports including monthly registration data and insights, project and risk updates, social impact measurements and community demographics.
- Lead the iterative development and improvement of programs, products and services for the gymnastics community.
- Ensure organisational policies and procedures are in place and implemented effectively, make recommendations as necessary to ensure relevance and compliance
- Manage the Annual Accreditation Process, including all compliance and approvals, monitoring and engagement.
- Work in partnership with the Executive Leadership team to ensure that priority projects are well planned and resourced.

## Key Performance Indicators

Every member of the Gymnastics Australia team contributes to the delivery of the national Key Performance Indicators (KPI). The General Manager Membership Services contributes specifically to the following INSPIRE 2032 KPIs:

- 80% of our clubs and workforce are reporting they feel connected to our vision and strategic direction
- 80%+ of our gymnastics community feel they belong in our sport
- We are achieving a 30+ Net Promoter Score from our clubs and members
- We increase total number of members by at least 50%
- We can double the average tenure of gymnasts in the sport
- Grow the number of paid and volunteer staff in line with that required to deliver high quality services to our membership base
- 80%+ coaches and judges feel they have the capabilities required to best serve the interests of the sport

## Membership Services Team Profile

### Primary Customers

- Technical Members (Judges & Coaches)
- State and Territory Association Staff
- Affiliated Clubs

### Primary Stakeholders

- Subject Matter Experts
- Internal GA Staff
- STA Staff

### Staff

- Education, Learning, and Development
- Sport Growth and Development
- School Development
- Club and Member Services
- National Gymsport Commissions

### Core Services

- Member Engagement and Communication
- Education, Learning and Development
- Sport Growth and Development
- Gymsport Management

### Budget and Resources

- The role has direct responsibility for the Membership Services team budget





# 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:

## Essential

- Post-graduate qualifications in education, business, sports management or related field, or relevant tertiary qualifications in Sport Management, Sports Administration and significant relevant professional experience.
- Strong lived experience within the sport of gymnastics as an athlete, coach, or judge, and a demonstrated ability to apply technical expertise within a strategic leadership context.
- Proven experience in leading, managing and developing interdisciplinary teams that consistently perform to a high standard
- Outstanding customer service, interpersonal, and communication skills
- Valid and current Working with Children Check and Police Check

## Preferred

- Qualification or demonstrated experience in community engagement and consultation, such as those recognised by the International Association for Public Participation Australasia Limited.
- Qualifications or demonstrated experience in designing, implementing and evaluating technical programs, athlete pathways, products, and services.

- Demonstrated ability to lead the development, implementation and evaluation of education frameworks, products, and services.
- Experience working high performing environments within sport, not for profit or commercial sectors
- Working knowledge of the Australian sport system including grassroots community sport

# Values Alignment

## Collaboration

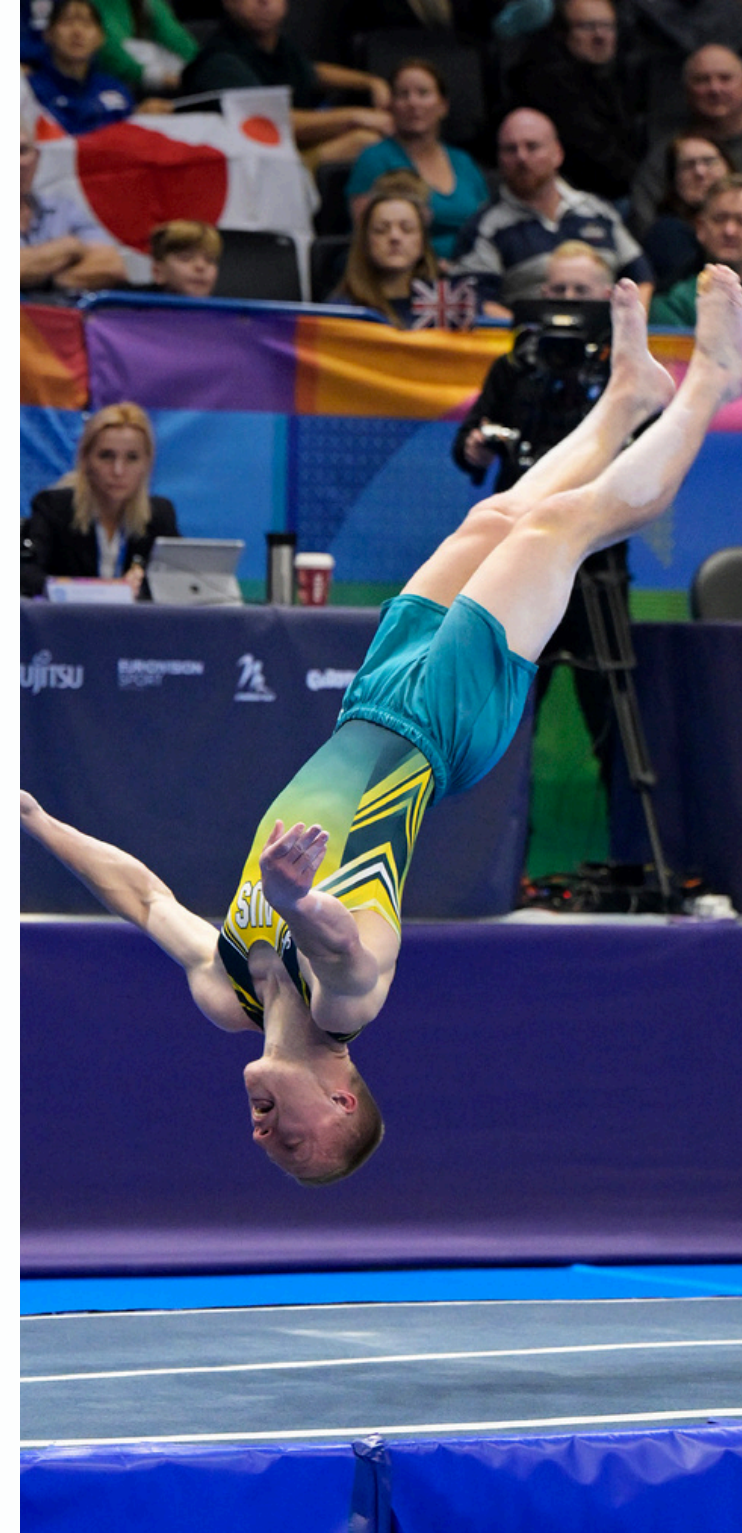
- Set the team and organisation up for success, be helpful, and openly share information
- Actively seek opportunities to work together with staff, stakeholders and members
- Listen generously, share what you have heard and learned from others

## Excellence

- Seek feedback and data to continually improve what we do and how we do it
- Invest time and energy into your own learning and development, reflect, and be open to feedback
- Focus on your key performance indicators, stick to the strategy

## Respect

- Prioritise the safeguarding of children and young people, and protect the integrity of gymnastics
- Provide outstanding customer service, design and deliver exceptional customer experiences
- Build meaningful relationships with your colleagues, members and stakeholders



## Hours of Work

This is a permanent full-time position. Gymnastics Australia generally operates during business hours however evening and weekend work is often required to accommodate the delivery of the sport, provide services to members and to support the activities of the Board.

## Location and Travel

The General Manager Membership Services will be based at the Gymnastics Australia office in Albert Park, Melbourne.

Gymnastics Australia offers hybrid and flexible working arrangements with set days in the office (minimum 3 days per week) and remote working days upon mutual agreement.

There are State and Territory offices based in most Australian capital cities, therefore this role may require some domestic travel from time to time in order to attend various meeting, domestic events and educational activities.

## 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

Candidates must be an Australian or resident with a legal right to reside and work in Australia in order to be considered for this position.

## Timelines

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

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

## Website & Social Media

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

Gymnastics Australia Website: [gymnastics.org.au](https://gymnastics.org.au)

Facebook: [facebook.com/GymnasticsAustralia](https://facebook.com/GymnasticsAustralia)

Instagram: [instagram.com/gymaustralia](https://instagram.com/gymaustralia)

LinkedIn: [linkedin.com/company/gymnastics-australia](https://linkedin.com/company/gymnastics-australia)

Policies:

- [Member Protection Policy](#)
- [Safeguarding Children & Young People Policy](#)

## Commitment to Safeguarding Children and Young People

Gymnastics Australia is committed to protecting children and young people from harm. All employees are required to meet the behaviour standards outlined in our Member Protection and Safeguarding Children and Young People Policies.

As part of your role, you may be required to work with children and young people and make important decisions that affect them. It is your obligation to always ensure their safety and report any concerns that you have, in line with our commitment to the National Integrity Framework. You will be required to regularly provide the necessary working with children and police records.

Gymnastics Australia requires applicants that will work with children or young people to undergo a screening process prior to appointment. This may include interviews and reference checks. Please note that referees should;

- Be able to provide information about the applicant's suitability to work with children and young people
- Have known the applicant for at least 12 months and not be related to the applicant
- Be able to vouch for the applicant's reputation and character

Gymnastics Australia has zero tolerance when it comes to abuse of any kind and will take disciplinary action, including and up to termination of employment, should we determine that abuse has taken place or there has been a failure to report any suspected or alleged abuse in line with the National Integrity Framework.

## 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:** 11pm Sunday 10 August, 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 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](https://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](mailto:admin@sportspeoplerecruitment.com).

## About Sportspeople Recruitment

The General Manager Membership Services, Gymnastics 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 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 Gymnastics Australia as the exclusive search partner for the General Manager Membership Services position.

**Globally connected - locally owned - 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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