

West Adelaide Football Club and Footballers Club

Board Director Candidates



2020

CANDIDATE PROFILE: BRUCE CAMERON

I have supported the WAFC for over fifty years in which time I have developed a deep emotional attachment to the club. I care deeply about Westies and the people who support it. I am a strong advocate and supporter of the SANFL competition as it allows for a level of involvement not possible at the national level. I enjoy the match day experience and the camaraderie it fosters.



I am a recently retired Secondary School teacher, having taught English and History for sixteen years. Prior to this, I was employed in the manufacturing industry for over twenty years, most of which was spent in a supervisory capacity. During this time I developed excellent communication and inter-personal skills. Effective team work was also an important aspect of both careers. In my teaching role, my performance and effectiveness were regularly monitored by myself and my line manager. Having my performance measured against KPIs would not be a new experience for me.

I have previously engaged in some volunteer work. I coached a special needs soccer team (St Ann's) for five years and was a founding member of the Williams Syndrome Association of SA.

I have been married to Christine for 39 years and have four children, Steven, Paul, Emily and Sean. My family have patronised the club over the years, by buying memberships, merchandise and dining at the club. We have also hired the club's facilities to celebrate special family events and fundraisers.

Although I have no specific business or administrative skills, I believe that I could be useful to the club as a conduit between the members and the board. As members are the club's most valuable asset, their concerns and opinions need to be listened to. The recent forum was an opportunity for members to be heard, but this may not have been accessible to all. Having a board member with a specific focus on improving communication between the board and members would be most advantageous.

Members of the current board possess a wide range of business, administrative and marketing skills. I do not think that the board necessarily needs to increase its level of expertise in these areas. What the board needs is an elected director who can identify with the typical Westies' supporter, someone who values being part of a common community.

I have read and understood the duties and responsibilities of directors as outlined in the *Information to be Considered Prior to Nomination* section of the *Directors Information Pack*. Furthermore, I understand that, if successful, I will be bound by the club's Code of Conduct and will be required to sign a confidentiality agreement.

If elected, I will commit to doing my best for the West Adelaide Football Club. As far as I am able, I will also commit to seeking answers/clarification on any issues brought to my attention by members and supporters and of course will do my best to successfully fulfil any role the board might assign me.

Yours Sincerely,

Bruce Cameron

CANDIDATE PROFILE: MARTEINE EDWARDS

I have a background in management and marketing, with over 20 years experience across a number of sectors, predominantly sport and property.

I've been passionate about sport my entire life and grew up playing hockey, softball and swimming.

I had long held aspirations to pursue a career in sport and subsequently studied in Melbourne majoring in Sports Administration and Marketing.

I pursued this field for a number of years gaining invaluable experience across a range of sporting bodies and associations within the AFL/VCFL as well as the State Netball Hockey Centre, whilst working for a sports agency, Initiative Marketing.



As a youngster, my uncle lived at nearby Cowandilla and my family would frequent Richmond Oval for a match. Growing up in Broken Hill, my visits to the footy were not as frequent as I would have liked. These days, I juggle full time work and two small children aged 5 and 2 and how and where I spend my time is one of my greatest challenges. I feel that I'm the target audience for Westies and the insights that I can bring from my personal life and my professional experience will be invaluable in assisting Westies to gain new supporters and new lifelong members.

Fighting for to strengthen the connections with members is not unique to Westies, I do this in my day job also with Westfield, where we have experienced the disruptive challenges of online trading over the last 5-10 years. Thinking about this and strategising about this is one of the biggest contributions I hope that I can make for the Club.

So what can I bring?

- A very strong strategic background, with consideration to how Westies can attract and engage new fans to the Club and creating an environment to engage members right throughout their life.
- Expertise in customer experience, which I hope can translate into a fresh approach to match day experiences in catering for families, youth and females; in appealing to new audiences.
- A new outlook that can constructively challenge and help make improvements to the Club. I love working as a team, achieving, setting outrageously scary goals and striving for on/off field success.

I've enjoyed my very short tenure thus far in serving the Board and Club and hope this has been an introductory period that allows me to make a positive long term contribution for all Westies supporters.

Yours sincerely,

Marteine Edwards