

West Adelaide Football Club and Footballers Club

Board Director Candidates - Member Elected Positions

CANDIDATE PROFILE: BERNIE CONLEN

Hi, I'm Bernie Conlen. The West Adelaide Football Club has been a massive part of my life for over 40 years. From playing in a premierships team to being a Westonian Committee member and now serving as the President of the Past Players and Officials group, I've been involved in just about every corner of this great club.

In 2022, I was honoured to receive Life Membership with WAFC, which means the world to me. I'm also part of the Community Engagement Committee, working to keep the club connected to our amazing supporters. Last year, I was lucky enough to be named the WAFC Volunteer of the Year and I was shortlisted for the SA Volunteer of the Year Award. These awards are nice, but for me, it's all about pitching in and doing my bit for the club.

If I'm elected to the board, I'll continue to be the hands-on, hardworking person you've seen around the club for years. Whether it's helping with events like the Presidents' Lunch, organising game days, cleaning the grandstand or fixing things that need a bit of TLC, I'm never afraid to roll up my sleeves and get stuck in. That's how I've always worked and that's how I'll approach this role.

I know this club inside and out and I care deeply about its future. My priority is making decisions that are best for the club—whether that's about community involvement to member support. I'll always focus on what will help the club grow and succeed, now and in the years to come.

This club has given me so much over the years, and I'm committed to giving back in every way I can. I'd love the chance to bring my experience, passion and work ethic to the board to help WAFC grow and thrive for years to come.

Thank you for considering me for this role.

Bernie Conlen

CANDIDATE PROFILE: RICHARD SYKES

My Name is Richard Sykes, I am 60 years of age married to Joanne for 42 years with two beautiful daughters and 5 grandchildren, proud life member of the club, and I am asking for your support so I can join the board of the West Adelaide FC.

The time is right in my life again to be able to help the West Adelaide Football Club become successful again, I know what it takes to win a premierships as I was part of the 2015 premierships of the club, it is so important to have a united club with all areas of the club firing on all cylinders, Being semi-retired gives me the time to dedicate to the club and being a past board member and president of the club I feel that I have a lot to offer the club by re-joining the board.

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I have acquired more than 40 years' experience in the Australian business, I built my career on the strong foundations of transport industry, before applying my vision and innovation to managing various transport and furniture removal companies, with great success.

I co-founded the SCF Group in April 1992, with the company growing to become one of Australia's leading suppliers of specialised container equipment and setting new industry standards in container innovation. My main interests were in new product development and have championed the design of numerous new transport related product types over the past 35, with many of these innovative products becoming industry standards.

During my tenure as CEO of the SCF Group, I led teams through major M&A activities, Due Diligence processes and consulted closely with some of the largest transport operators in Australia to deliver outstanding logistics and performance outcomes, being on many company boards gave me the training to navigate the many issues to get things done.

I have also been involved with the West Adelaide Football Club for many years starting with my uncle Bruce Richard Charles Sykes playing for the club in the late forties and fifties, while I never saw him play, he installed a great passion for the West Adelaide Football Club.

- 2002 Donated a container for the Groundman equipment.
- 2004 Westonians Player Day Sponsor and volunteer.
- 2009 to 2016 – Major Sponsor of Centre of Excellence – 8 years
- 2012 to 2016 – WAFC Golf Day
- 2009 to 2015 – WAFC Business Lunch Organizer
- Player Auction prizes 2009 to 2016
- 2011 Instigated Deloitte Review funded by Sykes Family – to structure 5-year plan.
- 2011 completed 5-year plan for the club.
- 100 club membership fundraiser
- 2012 donation of for player recruitment
- 2012 – Purchased Lifetime Car Park
- Board Member 2009 to 2016
- Board Member 2018 – resigned due to vote of no confidence in president.
- Voted to have new committee to review club.
- Board Member 2019 – resigned due to incorrect use of club name on race day.
- Club President 2012 to 2016
- President Centre of Excellence premiership 2014
- President Foxtel Cup Champions 2013
- Player Sponsor 2009 to 2020
- Gold Sponsorship 2018 to 2022 - RJKM
- 2015 Created Wolfpac.
- Wolf Pac investor 2015 to 2020
- Wolf Pac Director 2015 to 2019
- Westonians Committee 2017,2018,2019,2020,2021,2022
- Westonian Wine Sales 2012,2013,2017,2018,2019,2020,2021,2022
- Westonian Race day organizer 2018,2019,2020,2021
- Westonian Treasurer 3 years 2019, 2020,2021,2022
- Westonian Race sponsor 2009 , 10,11,12,13,14,15,16,18,19,20,21,22