

## **Christie Freeman**

Proposed by: **Julie Campbell**

Seconded by: **Laura Darvall**



### **Response to criteria:**

In standing for the Equestrian Victoria Board I want to be someone who is judged on my actions not my words. Here are the things I will focus on:

- Driving organisational excellence, with a particular focus on best practice governance, consultative strategic planning, operational performance and transparency for members
- Working co-operatively with Equestrian Australia, other equestrian sporting bodies and all levels of government to foster successful reform of the sport from national to local level
- Listening to the membership (clubs and individuals) to understand what innovation and improvements are needed in our sport and then work collaboratively to deliver those innovations/improvements, including establishing ongoing membership engagement mechanisms to ensure the Board is always informed by the 'Voice of the members'.
- Ensure the effective delivery of value for money services to members
- Developing strategies to grow the membership by attracting riders progression from PCAV, HRCav and other equestrian organisations.

### **Skills and experience:**

Extensive senior management experience in sales and marketing, communications, process improvement, HR & learning and development

Governance expertise through operating in highly regulated environments and sitting on internal superannuation and governance boards of multinational pharmaceutical and medical device corporations as well as running my own business.

Sporting association and demonstrated teamwork shown through involvement with Pony Club (President of Ohariu Valley PC in New Zealand) and hockey club committees (Head of Womens section TEM Hockey club current) as well as event management and volunteering.

Fundraising and sponsorship - instigated ANZ sponsorship of HOY show in New Zealand, and instrumental in gaining government grants up to \$500k for TEM Hockey club.

Detailed knowledge of equestrian sports through 40+ years of active involvement through pony club, eventing, show jumping, and hunting in Australia, New Zealand and Japan.

Member Australian Marketing Institute Graduate Certificate in Business

Six Sigma Black Belt (Statistical process control and operational excellence methodology)

Excellent skills in communications, governance and operations