



## FOUNDATION MANAGER - GOLF AUSTRALIA

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- Drive philanthropic investment in golf
- Oversee marketing, communications and governance

- Deliver fundraising events, programs and campaigns
- Melbourne based

### ABOUT GOLF AUSTRALIA

Golf Australia is the national governing body for golf in Australia with a goal to raise the level of interest and participation in the game from grassroots golfers through to the elite levels, spectators, volunteers and associated industry bodies.

Golf Australia manages national tournaments and championships including the Australian Opens as well as rules, the national handicap system, and developing programs and opportunities to engage as many people as possible into the game. Working in a commercial and inclusive manner with government, business, and community, Golf Australia ensures the value of golf is understood and supported in all policy and business decisions. Golf is a game for life where participation contributes to a healthy Australian community.

Golf Australia is currently going through a significant period of change as an organisation as a result of the incorporation of state golf member associations into the national governing body of golf through the One Golf process.

One Golf means better and more consistent delivery of services such as Club Support, Membership, Development and High Performance Programs. These national programs will continue to be developed and expanded using the best professional resources available across Golf Australia and all the States and delivered direct to Clubs and facilities as part of One Golf.

The Australian Golf Foundation Limited (AGF) is a newly established Company and charitable trust with the objective to encourage and promote the sport of golf in Australia. The AGF will carry out fundraising activities in order to provide financial and non-financial support to programs, activities or events that will sponsor, encourage and promote participation in golf. Examples of AGF support may include participation programs, high performance programs, volunteer development, improving facilities and capital works, international golfer exchange programs, providing scholarships, and conservation of Australian golfing history.

### FOUNDATION MANAGER

Reporting to the Special Projects Senior Manager, the Foundation Manager will develop and implement fundraising strategies and programs aligned with the strategic objectives of the Australian Golf Foundation (AGF) that lead to increased philanthropic investment in golf.

This is a greenfield opportunity responsible for finalising and implementing the AGF fundraising strategy, overseeing marketing and communications activities including fundraising events and campaigns, and supporting the governance of the AGF and its projects.

The role will suit candidates with a highly developed knowledge and proven experience in fundraising and philanthropic programs, ideally from within sport.

To be successful in this role you must be highly driven and resilient, thriving on the delivery of measurable outcomes. In addition, you must be a strategic and innovative thinker, with strong business acumen and outstanding relationship building, networking and stakeholder management capabilities.

A golfing background is not required; however you will need a genuine enthusiasm for and interest in the work of the AGF with the ability to credibly communicate about its projects to donors and stakeholders.

### KEY RESPONSIBILITIES

The Foundation Manager is responsible for the delivery of the following key areas:

#### Fundraising

- Lead and review the ongoing development and implementation of the AGF fundraising strategy
- Develop and maintain a data base of prospective high net worth donors
- Test the proposed 'Game for Life' projects with prospective donors
- Secure pledges of support for projects
- Maximise the deductible gift recipient (DGR) status for the existing registered Australian Sports Foundation (ASF) project - Golf Australia 'Game for Life' Project

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## FOUNDATION MANAGER - GOLF AUSTRALIA

### KEY RESPONSIBILITIES - Fundraising (Continued)

- Explore opportunities to foster relationships with charities, philanthropic trusts, private ancillary funds, schools and other organisations
- Ensure that the Golf Australia Board and General Management team are actively involved with the activities of the AGF
- Explore other opportunities beyond the ASF for obtaining deductible gift recipient endorsement by the ATO
- Develop a bequest program
- Pro-actively explore other fundraising and grant opportunities

### Marketing

- Develop and implement an annual program of fundraising events and campaigns
- Develop and implement initiatives for identification, cultivation and stewardship of donors
- Implement a robust marketing and communications plan and monitor its effectiveness
- Oversee the development of an AGF web site including functionality for on-line donations and CRM integration for data base management and prospecting
- Assist with the creative design for printed and digital collateral to “tell the story”
- Drive greater awareness and engagement by clubs and facilities of registering projects with the ASF

### Governance

- Support the proper functioning of the AGF Board, including regular reporting on AGF’s activities and the measures adopted by the Board for monitoring AGF’s performance and implementation of its approved strategies and business plans
- Prepare agendas and minutes for AGF meetings
- Ensure that the AGF operates according to its constitutional and legal requirements
- Establish a strong relationship with the Australian Sports Foundation (ASF) and ensure appropriate acquittal of ASF projects
- Recommend the approval of the annual distribution of funds to projects
- Oversee the financial management of the AGF
- Keep abreast of any legal and government legislation changes that may impact the AGF

### KEY STRATEGIC OUTCOMES

- Finalise and commence the implementation of the AGF fundraising strategy
- Commence developing a database of prospective high net worth donors
- Confirm the range of ASF approved ‘Game for Life’ projects
- Implement a program of fundraising events and campaigns
- Establish and implement a bequest program

### KEY RELATIONSHIPS

**Reports to:** Special Projects Senior Manager

#### Internal

- General Management team
- Corporate Services team
- Marketing and Communications team
- Commercial team
- Golf Development team
- Golf Australia Board

#### External

- AGF Board
- Donors
- Australian Sports Foundation
- Australian Golf Industry Council (AGIC)
- Clubs and facilities
- Commercial partners

### SELECTION CRITERIA

In addition to demonstrating **relevant experiences across the core functional areas of responsibility identified in this Position Overview**, candidates applying for the Foundation Manager role will require a range of personal and professional skills, including:

- Highly developed knowledge and proven experience in fundraising and philanthropic programs
- Outstanding relationship building, networking and stakeholder management capabilities
- Strong business acumen
- Excellent verbal and written communication skills
- Strong planning and organisational skills
- Highly driven and resilient
- Ability to deliver measurable outcomes
- Strategic and innovative forward thinker
- Passion for golf or sport (desirable)

Golf Australia is an Equal Opportunity Employer committed to diversity and social inclusion. Candidates must be legally entitled to work in Australia.



## FOUNDATION MANAGER - GOLF AUSTRALIA

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### LOCATION AND TRAVEL

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This position will be based at the Golf Australia offices in Melbourne, VIC. Interstate and regional travel may be required from time to time to attend meetings and events.

### HOURS OF WORK

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This is a full time permanent position. Golf Australia offers a flexible working environment. Due to the nature of the position and the sport industry, some evening and weekend work may be required from time to time to attend meetings and events.

### REMUNERATION GUIDE

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A 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 discuss their salary expectations with Sportspeople Recruitment prior to applying.

### WEBSITE AND SOCIAL MEDIA

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Golf Australia has a comprehensive website which includes information and news items on all facets of its activities, services and programs.

The website address is: [www.golfaustralia.org.au](http://www.golfaustralia.org.au)

Facebook: [www.facebook.com/GolfAust](http://www.facebook.com/GolfAust)

Twitter: [www.twitter.com/GolfAust](http://www.twitter.com/GolfAust)

Instagram: [www.instagram.com/golfaust](http://www.instagram.com/golfaust)

YouTube: [www.youtube.com/user/GolfAust](http://www.youtube.com/user/GolfAust)

### TIMELINES

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Final interviews and the appointment of the Foundation Manager, Golf Australia are scheduled for May, 2019.

The successful candidate would be expected to commence duties as soon as possible.

### PLEASE APPLY NOW TO AVOID MISSING OUT!

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Please note Sportspeople Recruitment will commence screening and interviewing for this role immediately.

**If you are intending to apply, please do so now.**

**Applications close: Close of Business Friday 26 April, 2019**

Preferred Format: Candidates must complete and submit the **Sportspeople Recruitment Application Form** at the time of applying. The Form is available as a download at the Sportspeople Jobs Market listing for this role and contains questions against which we require your specific response prior to considering your application.

Sportspeople Recruitment prefers a 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

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Your application should be sent electronically to [jobs@peoplerecruitmentgroup.com](mailto:jobs@peoplerecruitmentgroup.com) with the subject identifier of the email to be formatted as follows:

**190325-01 Foundation Manager - Golf Australia <<Your Name>>**

### ENQUIRIES

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The Foundation Manager, Golf Australia recruitment assignment is being managed exclusively by **Sportspeople Recruitment** - a specialist division of *People Recruitment Group*.

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 [jobs@peoplerecruitmentgroup.com](mailto:jobs@peoplerecruitmentgroup.com).