

Who is Baseball Australia?

Baseball Australia (BA) is the governing body for all levels of baseball throughout the country. Primarily responsible for the development of the sport; administration, conduct, participation, high performance and promotion, BA works with seven State and Territory associations and 600+ clubs across the country.

BA also acts as the international liaison and represents Australian Baseball at all International forums and are the owner of the Australian Baseball League (ABL) (the National League);

The Southern Thunder and the Emeralds are the men's and women's National senior representative teams and Baseball has recently been added as one of the sports for the 2020 Tokyo Olympics.

Baseball Australia overview;

- ✓ Over 56,000 full active baseball memberships across Australia
- ✓ Australian baseball memberships have increased 58% since the relaunch of the ABL in 2010
- ✓ 'Full Active Baseball Playing Members' increased by 10% in Australia in 2014
- ✓ Australia is the fastest growing *Little League* program in the world
- ✓ 133,500 kids in Aussie T Ball in 2014

For more information on the organisation, please go to the Baseball Australia website - <http://baseball.com.au/Home>

The Board is seeking a commercially orientated and people focussed Chief Executive Officer to further develop and lead the strategic and operational activities of Baseball Australia.

What does Baseball Australia need in their Chief Executive Officer?

This position plays a pivotal role in leading the sport of baseball in Australia. The Chief Executive Officer is responsible for the leadership of the sport of baseball in Australia. Reporting into the Baseball Australia Chairman, the CEO will, in conjunction with the sport's key stakeholders, develop and implement strategies to drive the growth of the sport in terms of financial performance, participation and high performance.

The CEO will ensure that Baseball Australia (BA) is a professional, progressive, and innovative organisation which represents its member's best interests at all times in a responsible and ethical manner.

This position is accountable for ensuring the successful future of the BA owned, Australian Baseball League (ABL), ensuring the ongoing financial viability of the ABL while effectively managing the ABL's key stakeholders.

The office of Baseball Australia is currently located on the Gold Coast, although consideration will be given to the CEO being in another capital city.

What does the Chief Executive Officer do?

The Chief Executive Officer is responsible for providing leadership, direction and overall management of the activities and services of BA. In fulfilling these duties, the Chief Executive Officer will be expected to achieve positive outcomes for the following duties, including:

Strategic Planning and Policy

- Initiate, develop and implement strategy, appropriate policies and practices.

Financial

- In conjunction with the Board, manage BA operations efficiently and profitably, ensuring revenue sources are diverse and stable to underpin the delivery of BA services.
- Ensure BA is aware of sources of grants and makes timely applications, administers the programs in a professional manner and completes all grants funding reporting.

Participation

- Grow the grassroots base of the sport and facilitate the introduction and establishment of the Australian T-Ball program through both schools and Clubs.

Leadership

- Provide strong, effective leadership and direction to BA's stakeholders including staff, State and Territory bodies, committees and members, ensuring all are working towards an agreed strategic vision and direction.

Commercial Sponsorship

- Manage sponsorship procurement, delivery and service.
- Implement sales strategies to maximise commercial revenue streams, including renewals and new business acquisition on both the domestic and international fronts.
- Develop and implement a strategy to globally monetise the sports assets and BA's suite of brands, with a focus on the Asian market.

Promotion and Marketing

- Ensure the optimal promotion of all BA activities, services and programs while building the profile of Baseball through strong brand and communications programs.

Event and Competition Management

- Contribute to and develop BA's event competition portfolio. Contribute to the successful delivery of events and competitions as required.

High Performance

- Work with and support the National High Performance team to ensure the long-term sustainability of all national teams' success, in particular the Southern Thunder and Emeralds.
- Develop and implement a plan to provide the Southern Thunder with every opportunity to qualify for the 2020 Olympics and perform at the highest level in Premier 12 and World Baseball Classic events.

Softball

- Explore and further potential synergies with the sport of Softball.

International

- Pursue future Opening Series and Major League Baseball (MLB) events for Australia.
- Develop and implement an Asian strategy to expand the sport overall reach across the Asia Pacific.

Facilities

- Work with the relevant stakeholders to implement BA's National Facilities Plan.

What does success look like?

To achieve success in this role you will need to:

- Develop and implement an updated strategic plan for BA and devise and implement strategies to achieve the stated goals and aims
- Drive and manage the business operations and commercial activities of BA with a focus on sourcing new commercial partners
- Co-ordinate and manage the activities and services of BA to ensure the professional, timely and efficient service delivery to stakeholders and members
- Deliver the ABL in line with budgetary, operational and strategic expectations
- Attract and build an effective management team



CHIEF EXECUTIVE OFFICER

Who are you?

Baseball Australia is seeking to appoint an experienced senior leader that is a strategic thinker with strong commercial acumen, underpinned by extensive experience in operational delivery.

Skills and experience:

- Outstanding leadership skills with demonstrated ability to manage an extensive range of stakeholders;
- Exceptional communication skills (verbal and written) and ability to engage with the media;
- Minimum 3 years' experience in CEO or GM role;
- Demonstrated experience working in a multi-disciplined service environment;
- Demonstrated experience in developing and implementing a strategic vision and costed operational plans that deliver outcomes within agreed timeframes;
- Demonstrated understanding of the Australian sporting landscape;
- Relevant tertiary qualifications, advantageous;
- Sporting background, advantageous

Personal Attributes:

- A leader
- Highly organised, energetic and passionate
- An outstanding leader
- Highly ethical
- Ability to communicate and nurture a strong team culture
- Ability to express ideas and concepts clearly, effectively and with meaning, and to a variety of audiences
- Proven ability to use excellent judgment and analytical ability to make rational and sound decisions

If you are currently a Chief Executive Officer, or have relevant experience in senior management, and you have the aspiration to play a lead role in a national sport, this role may be your next career challenge.

How to apply – APPLY NOW

Applications should be submitted directly to Paul Bruce – paul@leftfieldsportssolutions.com.au

Applications should ideally have a covering letter with supporting resume, maximum of (5) pages. At the time of applying, applicants are requested to provide an indication of the level of remuneration being sought.

Applications close at 5:00pm AEDT on Tuesday 10 January, 2017

To have a confidential discussion and find out more about this exciting opportunity, contact Paul Bruce from Left Field Sports Solutions on +61 (0)407 426 592.