



SRI CANDIDATE BRIEF

Australian Turf Club  
EGM -Events & Operations

PREPARED BY  
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# Australian Turf Club

The Australian Turf Club prides itself on being a driving force behind the sustainability and growth of racing in Sydney. The ATC offers some of the world's most desirable and exciting destinations for thoroughbred racing.

With over 110 race days and host of hundreds of Business and Social events every year, each of the ATC's four destinations are uniquely exciting and the epicentre of a thriving community.

The ATC are committed to providing uniquely thrilling experiences, sustaining our sport and bringing together Sydneysiders from all walks of life.

Following the development of the Grandstand in 2013 and the Theatre of the Horse, the ATC now has a new world-class event centre, the sleek, \$47million WINX Stand (opened in December 2021). Winx, was a once in a lifetime equine athlete, who attracted thousands through the gates of Royal Randwick. Winx will continue to give back to the people of NSW as this eponymous stand generates over \$150 million annually for the NSW economy.

The WINX Stand is a stunning showplace for any conference, exhibitions launches or grand dinners. This impressive building with its soaring lines has a remarkable capacity to cater to around of 1,144 for a cabaret style event or 5,000 concert goers. The opportunity is endless and the new facility will deliver unrivalled levels of customer experience on race-day, but also provide increased non-race day revenue and opportunity via world class Conferences and Events facility for the NSW's post-COVID recovery.



# EGM – Events & Operations

The Winx stand further repositions Royal Randwick as the destination for Thoroughbred Racing in Australia.

The Board and Executive of the ATC are seeking an ambitious and commercial lead for Events and Operations and to cement the ATC as the most profitable and contemporary race club in the region. This is a newly created role in the ATC Executive will lead the strategy and delivery to ensure events and service delivery reflects the quality of the venue.

The role will lead the development and implementation of strategy to continuously improve the quality and delivery of services and experiences the ATC provides to all customer segments.

With exceptional leadership skills, this role will manage an experienced team to create a high performance culture that focusses on customer expectations but also to provide innovation in the development of new revenue opportunities for the club. .

The role will play a key part in the ATC Executive (8) and lead a team of 40+ to and will have 4 direct reports:

- GM– Events & Operations (Randwick)
- GM– Events & Operations (Rosehill)
- GM - Food & Beverage
- GM – Rosehill Bowling Club





# Responsibilities

## People Leader

- Engage and motivate staff to develop capability and potential to meet the requirements of their role
- Inspire direction and purpose; manage resources effectively and apply sound workforce planning principles to stage events safely and effectively
- Support, promote and champion career growth within the events and operation team
- Drive performance through motivation, delegation and effective leadership to Events staff
- Work with People & Culture to identify and implement training needs in the area of food & beverage, hospitality and customer service.

## Strategy

- Contribute to ATC initiatives for future growth and diversity
- Develop strategies and initiatives that will assist ATC in achieving its goals and objectives
- Develop systems and strategies that deliver professionally organised carnivals and events.
- Succinct and strategic Board reporting on key issues.

## Operational Excellence

- Ensure that all race day and non-race day planning, implementation and evaluation elements are delivered professionally and effectively within budgeted costs.
- Oversee the procurement and scheduling of events and ensuring the execution of events and operations are in accordance with relevant hiring agreements.
- Lead the delivery of food & beverage services that cater for a diverse clientele and are responsive to the varying requirements of event types and the changing patterns of the client, members, corporate and public patrons' needs.
- Identify and secure appropriate opportunities for new one-off events such as concerts, festivals etc.

## Stakeholder Relationship Management

- Build strong relationships with major event clients, local government, regulatory bodies, industry stakeholders and community groups to drive business and support for the ATC's products;
- Be ethical and act in a professional and respectful manner to gain consensus and commitment from others to resolving issues
- Lead or support (as appropriate) in event contract negotiations and renewal of existing contracts



# Responsibilities

## Customer Experience

- Understanding first class Customer Experience and how the modern consumer wants to experience live Sport, Entertainment and Events.
- Dedication to meeting the expectations of customers. Seeks customer feedback, listens effectively, provides, and follows through on solutions.
- Accessible to members, stakeholder partners and leads organisational culture through actions
- Provide customer centric services to enhance the safety and enjoyment of all patrons and members
- Develop and establish impressive points of difference regarding the venue's product and service experience at the ATC whilst maximising sales.
- Implement, assess and measure programs to ensure all patrons experience an outstanding level of customer service at all events and functions
- Collaborate with partners and service providers – monitor and achieve agreed outcomes for maximising attendance and enhancing the patron experience.
- Champion and instil a culture and mindset of customer centricity across all sites
- Lead the analysis of customer intelligence from multiple sources to develop insights to develop the customer strategy and experience design
- Establish strong relationships with partners and stakeholders to champion the importance of a seamless experience and collaborate to drive a culture of customer-centricity.

## Finance & Legal

- Manage the departmental budget by preparing annual budgets to deliver cost efficiencies and revenue growth, monitor expenditure, report on variances and comply with the Club's policies on financial management generally.
- Develop and manage systems to continually monitor expenditure and implement measures to reduce costs across operations.
- Develop concepts and make recommendations for improvements, including the annual Capex budget.
- Act as licensee for any of the ATC portfolio of venues as negotiated.
- Ensure all department systems, procedures and policies meet legal requirements in accordance with Liquor Licensing Laws, and WHS Legislation

## Health & Safety

- Implement Safety, Health & Environment strategies and programs, and actively promote and contribute to a safe, healthy, and ethical workplace.

# Knowledge & Experience

The EGM Events & Operations will be an exceptional leader able to foster a culture of continuous improvement to delivering customer focussed, world class events.

- Proven record of operating at a senior executive level for a diverse, complex organisation, and managing a multi-disciplinary team and wide set of stakeholders to achieve aims
- In-depth experience leading and managing events, operations and hospitality
- Proven record at a senior level of building and enhancing stakeholder relations and strategic partnerships in the context of competing needs and priorities across government and non-government sectors
- Superior communication, negotiation and networking skills
- Experience in managing people and performance including experience in change management
- Demonstrated ability to think strategically and deliver outcomes
- Tertiary qualifications or extensive equivalent experience in business, or public administration



# About SRI

SRI is a boutique global executive search and consulting firm, servicing the rapidly converging industries of sport, media, entertainment, and content.

We work as one partner-led team with staff based in key global markets across 11 offices on four continents. We offer dedicated and specific sector, function and region expertise. Our services include executive search, board assessment, succession planning, salary benchmarking, advising clients on their internal and external hiring strategy, new market entry and multi-vacancy projects.

## How to Apply

Please send your CV along with a detailed cover letter to SRI that briefly details why you feel you would be suitable for this role and includes details of your current remuneration.

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*Diversity, equity & inclusion (DEI) is a fundamental priority for SRI. Our philosophy focusses on embedding inclusive behaviours and processes across every element of our business practices, internally and in our work with clients and candidates.*

*Applicants must have the right to work permanently in Australia. In accordance with Child Protection legislation candidates will be required to provide a Working with Children Check (WWCC) clearance number for verification by Swimming Australia prior to employment. Selection of the successful candidate will be based upon the results of child protection screening and relevant reference checks.*

