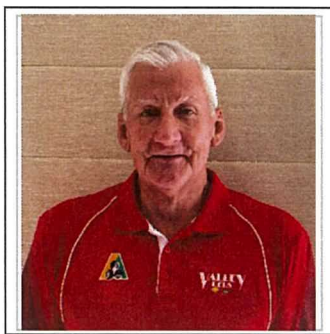


BOARD NOMINATION FORM 2021



Name: Ian James_____

Member Club: Happy Valley BC_____

**Please be advised that the information provided will be distributed to the Membership*

Sports administration and playing background:

I have been involved in the sport of lawn bowls for 16 years, initially in Vic and then Adelaide. I have been a member of the Happy Valley BC for the last 15 years, during that time I have been involved in the clubs Board in various roles, the last 4 years as the club Secretary. I have played the majority of those years in my clubs' top side on both Saturday and Wednesday. I have played in many State events over the years and am currently the Chair of the Bowls SA Seniors Committee. This involves the coordination of the "Seniors Supa Series" as well as promoting Seniors bowls to all over 60's players.

Prior to retiring I worked at both Bowls SA and Bowls Australia, those roles included;
Commercial Business Manager;

- Sourcing sponsor for Bowls SA
- Sponsor relationships
- Assisting clubs / associations to source sponsors.
- Participate as a member of the BSA Executive team.

Regional Bowls Manager;

- Whilst at Bowls Australia I acted as the Southern / Eastern areas Regional Bowls Manager.
 - Duties included;
 - Liaising with all clubs in my area to assist with;
 - Member recruitment and retention
 - Club Governance
 - Club Structure
 - Constitutions
 - Business Plans
 - Grants
 - Club Promotions
 - Sponsorship
 - Compiling club information which was collated by BA.

Reasons for seeking Board nomination and interest in the role generally (no more than 200 words):

Having spent 6 years working for both Bowls SA and Bowls Australia and having spent the majority of the last 15 years involved with my clubs' board of management, I believe has given me the necessary experience to add value to the Board of BSA. Also, prior to my involvement with Bowls SA and Bowls Australia I spent 28 years working for Cadbury Schweppes. During that time, I held various Sales and Business Management roles both in SA and at their head office in Melbourne.

The combination of the experience gained through my business roles together with the passion I have for the game of bowls and its clubs, I believe makes me a good candidate for the Board.

I believe I can bring a mix of skills, knowledge and experience to help provide strategic direction to the organisation and help to administer and achieve the organisation's strategies and objectives.

I am passionate about encouraging people of all ages to participate and enjoy our great game. Bowls is a sport for everyone regardless of age or ability.

Please insert your highest level of education and any other relevant qualifications:

Education and other training qualifications are available on the attached CV.

RESUMÉ - Ian James

15 Monterey Pine Drive, ABERFOYLE PK. S.A. 5159

Email: ij.james@bigpond.com

Mobile: 0421 020274

CAREER OVERVIEW

Bowls Australia	Regional Bowls Manager	April 2014 – Mar 2018
Bowls South Australia	Commercial Business Manager	Oct 2013 – April 2014
Yes Distribution	Account Executive	Nov 2011 – Oct 2013
Schweppes Australia Payneham	State Sales Manager – Retail	2006 – Sept 2011
	National Business Manager	2000 – 2006
	State Manager – SA/NT	1994 – 2000
Frito-Lay Australia Croydon Park	State Market/Sales Manager	1993 – 1994
Schweppes Drinks Payneham	State Grocery Sales Manager	1990 – 1993
	Sales Manager Payneham	1985 – 1990
Supermarket	Business Partner	1983 – 1985
Terminus Hotel	Proprietor	1980 – 1983
Australian Defence Force	Australian Army	Pre 1980

KEY SKILLS

- Very broad and incisive experience in FMCG across a raft of channels including Grocery, Retail, On-premise and Food Service.
- Proven excellence in personal sales skills knowledge and execution, and the ability to succeed in a dynamic and progressive marketing and sales environment
- Highly experienced and trained as a senior negotiator and team strategist / manager
- Proven record in selecting, training, motivating and managing a successful sales team
- Has excellent numeracy, analytical skills and a strong understanding of business finances

- Strong business acumen with the ability to read and respond positively to market forces
- An excellent leader and change manager
- Excellent communication skills at all levels and in a range of contexts, with the proven ability to create and sustain positive business relationships with staff and clients

KEY ATTRIBUTES

- A strong competitive spirit enabling the setting and achieving of aggressive business targets
- Has an exceptional, old fashioned work ethic and a “never say die” approach to challenges
- Understands people, can read them, utilise their strengths, understand their needs and support their growth whilst being sensitive to their work life balance
- Has a “hands on”, up-front leadership style being always prepared to do what is asked of others; promoting participative decision making but willing to make hard calls as required
- A strong, reliable and professional sales performer and manager

RECENT CAREER DETAILS

BOWLS AUSTRALIA –

April 2014 – Current

Position: Regional Bowls Manager

Responsibilities

- Work with Bowls Clubs within my Region to assist with;
 - Achieving an increase in participation in the sport of Lawn Bowls.
 - Provide support to Clubs;
 - Member recruitment and retention
 - Governance and strategic business planning
 - Funding and Grant Submissions including creating a network of Government contacts (Federal / State / Local)
 - Volunteer Strategies
 - IT Support
 - Increase the quality and quantity of Club Coaches

Achievements

- Participation has increased 10% year on year
- 61% of my clubs now have an accurate and current Business Plan
- Helped secure in excess of \$280K in grants for my clubs in the last financial year.
- Created a network of Federal, State and Local Government contacts especially in Southern Adelaide, Fleurieu, South East and KI.
- Instructed all clubs in Volunteer Strategies.

BOWLS SOUTH AUSTRALIA –

Oct 2013 – April 2014

Position: Commercial Business Manager

Responsibilities

- Review of current sponsorship arrangements and put an effective plan in place to renew and increase revenue from new and existing sponsors.
- Manage all communications to and from BSA
- Manage all sponsors for the “Bowler Magazine”.
- Contribute to the BSA Executive team

Achievements

- Revised and renewed Sponsorship terms with all major BSA Sponsor.
- Signed new agreements with;
 - ANZ Bank
 - Clubs SA
 - Schweppes
- Created new communications links with Social Media
 - Website
 - Facebook

YES DISTRIBUTION – Adelaide SA

Nov 2011 – Oct 2013

Position: Account Executive

SCHWEPPE AUSTRALIA Payneham SA

2006 – Sept 11

Position: State Sales Manager - Retail

Responsibilities:

- Maintaining and growing sales profitability in sales channels including wholesalers, convenience stores, food courts, delis, small supermarkets and other small retailers
- Reports: 2 account managers, 2 field managers, field sales force of 8
- Oversight of a finance and sales support team
- Recruitment, training and motivating the sales team and running state meetings
- Organising and conducting in-field training
- Budget setting and analysis of financial results
- Analysing sales results, trends and market share data
- Preparing monthly reports and further plans and strategies

Achievements:

- Significantly improved service standards, reduced costs and strengthened key relationships' thru hands on leadership of 15 Team members.
- Identified and captured a great growth potential in undercover food courts and grew the segment by 15%.
- Maintained and developed a stable sales force.

SCHWEPPES AUSTRALIA Melbourne, Vic

2000 - 2006

Position: **National Business Manager**

Responsibilities:

- Strategic development of National Distributor / Wholesaler network.
- Formulation and implementation of growth plans for the network.
- Direct management of the Campbell's Cash and Carry business.
- Direct management of the Tasmanian Retail business.
- Accountability for the volume and profit result for National Distributors and Wholesalers and the National Campbell's beverage business.

Achievements:

- Successful restructure of the Distributor network from a State based structure to a Nationally aligned Sales Channel.
- Implementation of national trading terms.
- Reorganisation of the national Campbell's business which achieved Sales growth of 15% vs targets.
- Restructure and execution of the Tasmanian Impulse business from a direct to an indirect structure which resulted in savings and cost efficiencies of \$100k annually.

Position **State Manager SA/NT**

1994 - 2000

Achievements:

- Undertook full State Channel profit and loss responsibility in SA/NT.
- Replacing the direct sales force with Wholesale agents in Regional SA, this resulted in both sales increase and cost savings.
- A profit increase > 40% and increased market share by 1% during a very tough Retail trading period.
- Reduced Distribution costs by 6% through implementing a new field call structure and order patterns.
- Minimised staff turnovers and mentored 5 staff to leadership.

SUMMARY OF SKILLS

Business Functions:	Sales	Supervision
	Marketing	Training/Induction of Staff
	Presentations	Staff Appraisal
	Promotion	Recruitment
	Customer Service	Work Scheduling
	Merchandising	Target Setting
	Cold Calling	Occupational Health & Safety
	Supply Chain Management	Distribution Management
Clerical/Admin:	Profit and Loss	Business Planning
	Reconciliations	Working Capital Assessment
	Basic Accounting	Managing a Budget
	Quotations	Legal
	Stock Control	Tender Preparation
	Data Entry	Contract Preparation
	Conducting/Chairing Meetings	Report Writing
Computer	Word, Excel, PowerPoint and Internet and Email	

TRAINING & DEVELOPMENT

Senior Leadership Development Programme
 MS Office Essentials
 Business Systems and Procedures
 Value Based Management

COMMUNITY

Member of Happy Valley Bowls Club for 15 years.

Member of "The Vines" Golf Club

REFEREES

Referees will be supplied if required.