

## Position Description: Appointed Board Member

### Organisation Overview:

Equestrian WA is the governing body for equestrian sports and activities in Western Australia. With a commitment to promoting and developing equestrian disciplines, fostering a safe and inclusive environment, and advancing the equestrian community, Equestrian WA plays a vital role in the growth and sustainability of the sport within the region.

### Position Overview:

Equestrian WA is seeking a highly skilled and motivated individual to join its Board of Directors as an Appointed Board Member. This individual will contribute their expertise in either Marketing, Public Relations, Business, and/or Sponsorship to help shape the strategic direction of the organisation, enhance its public image, and drive initiatives that support the growth of equestrian sports in Western Australia.

### Responsibilities (varied dependant on relevant skills):

- **Strategic Leadership:** Collaborate with fellow Board Members to establish and execute the organisation's strategic goals, ensuring alignment with the mission and values of Equestrian WA.
- **Community Engagement:** Act as a liaison between Equestrian WA and the broader equestrian community. Ensure that the interests and needs of riders, coaches, trainers, and enthusiasts are considered in the organisation's decisions.
- **Governance Excellence:** Uphold and promote the highest standards of governance, ethics, and accountability, actively participating in board meetings and discussions to facilitate informed decision-making.
- **Advocacy and Promotion:** Champion the importance of equestrian sports within the community, advocating for the benefits of participation, inclusivity, and physical well-being.
- **Marketing and Public Relations:** Provide valuable insights and guidance in developing impactful marketing and public relations strategies that enhance Equestrian WA's profile, engage the community, and showcase the significance of equestrian sports.
- **Business Acumen:** Utilise your business acumen to contribute to the financial health and stability of the organisation. Help assist identify potential revenue streams, partnerships, and growth opportunities that support Equestrian WA's long-term sustainability.
- **Sponsorship Enhancement:** Leverage your experience in sponsorship to cultivate and maintain meaningful relationships with sponsors, partners, and donors. Develop and implement innovative sponsorship initiatives that mutually benefit both the organisation and its supporters.

**Qualifications:**

- Demonstrated expertise in one of the following areas: Marketing, Public Relations, Business, and/or Sponsorship.
- Strong understanding of equestrian sports and the unique challenges and opportunities within the sector (preferred but not mandatory).
- Exceptional communication, negotiation, and interpersonal skills.
- Strategic thinking with the ability to contribute creative and innovative solutions.
- Commitment to the mission and values of Equestrian WA.
- Previous board or committee experience is advantageous.

**Term:**

The Appointed Board Member will serve a term of one (1) year with the possibility of reappointment.

**Application Process:**

Interested candidates are invited to submit a comprehensive resume/CV and a cover letter detailing their relevant experience and motivation for joining the Equestrian WA Board. Applications should be sent to [ceo@equestrianwa.org.au](mailto:ceo@equestrianwa.org.au)

Joining the Equestrian WA Board as an Appointed Board Member provides a unique opportunity to influence the direction of equestrian sports in Western Australia and make a lasting impact on the community. If you are passionate about leveraging your skills in Marketing, Public Relations, Business, and/or Sponsorship to drive positive change, we encourage you to apply.

Equestrian WA is an equal opportunity organisation and encourages applications from individuals of diverse backgrounds and experiences.

For inquiries or more information, please contact Zac Acott, CEO Equestrian WA.