



Elected Director Nomination Form 2024

Name of Nominee Holger Philipp

Seconded Dean McCaughan - Cranbourne LAC (Vice President)
(Office holder of LAVic Affiliated Centre or Region)

* Note, the applicant has been deemed compliant by the Board

1. Please outline the reasons for nominating

My family and I joined Cranbourne Little Athletics Centre many years ago, looking for an outdoor sport for my eldest son who is on the autism spectrum and Little Athletics provided that opportunity. Since joining about 10 years ago, my passion, my understanding and my working knowledge of Little Athletics has grown enormously, getting involved around the club wherever and whenever I am needed. Some of the formal roles I have held at Cranbourne and in the Region over the years include;

- On-track Co-ordinator
- Vice President
- Centre President
- Vice President for the GCR Region
- Chief Official at Cranbourne and GCR events

I always try and use my roles to contribute, influence, steer and promote Little Athletics to the broader community and have done this through areas I am passionate about, such as 1) Diversity and Inclusion, 2) Growth and Sustainability, and 3) Innovation. I have increased my network enormously during this time, continuously learning how Little Aths runs in other Centres and as whole.

It's a real honour to lead and contribute in a volunteer sport such as ours, and my fulfilment has been seeing the areas I'm passionate about come to life and have a direct positive impact on the Centre. Some highlights include;

- continuous positive trending membership growth, including during the COVID years
- High level athlete/family retention
- increased membership by multicultural parts of the community,
- increased multiclass numbers,
- increased sponsorship and long-term partnerships with the Centre,
- Cultural and Multiclass Inclusion Projects and Sub-committee
- Reimagining and redesigning our Come and Try Day to a Community Day
- improved financial position to spend more on fun things for our members!

Put simply, I want to give back the best way I know how - sharing my knowledge, and the learnings along the way to make Little Athletics the best experience for anyone in the community no matter who they or where they come from, as I have seen first-hand the positive rewards and benefits on myself, my family and the hundreds of athletes and their families in the community.

2. Outline skills, qualifications and experience against the selection criteria, as set out in the Elected Director Duty Statement 2024

As President, one of my proudest achievements was the development and adoption of our Strategic Plan and Centre Values with our pillars of Inclusiveness, Fun Mindset, Participation, and Performance. I'm proud because both the Plan and the Values work together as one and formalise what we stand for as Centre and how we could use them to make a difference in people lives.

These are more than just words on a page, but have actions set beneath each pillar to ensure that we were creating amazing experiences for all our athletes and families, and by doing so, we held ourselves accountable to make sure stuff actually gets done!

We spent time understanding our community demographic, and getting a better sense of our strengths and limitations, and focused on building relationships and long-term partnerships with the below areas;

- Multicultural groups with our community
- Disability providers/careers to create awareness and potentially use Little Athletics as a sport for anyone where it may help
- Local and Federal MP's to actively support our Centre
- Local schools, Community Athletics Groups and Local Heroes to actively promote awareness of our Centre

This purposeful long-term thinking and planning created a shared understanding of what we are about and a vision for Little Athletics in the area. Along with our revamped policies and procedures and including the new Code of Conduct and Business Ethics it has become an anchor on how decisions are made. It represents how we want to be seen as a Centre and how Little Athletics can be a central part of the community for all.

Innovative and strong admin operations are only one side of the coin, and Saturday events is where it's all put on show and it's here where an innate ability to relate to people at all levels is crucial.

It's ensuring things run smoothly and dealing with them appropriately when they don't. It's the dealing with canteen matters, including catering food for our diverse membership base, our helpers, starters, gates, coaches, and anyone else involved in the running of the Centre is treated equally and equitable particularly when things don't quite go the way as planned. It includes having difficult conversations during times of stress and ambiguity and being agile enough to keep true to what we stand for but do it in an empathetic manner.

For example, discussing unacceptable behavioural issues, or investigating sensitive matters or liaising with other Centres and members when our track was being upgraded, all of which involve tricky conversations, which don't always go well, but always with the best intentions for our total membership base, and always with the clear goal of ensuring positive relationships were maintained after these types of discussions were had.

Externally, I have been able to influence and work collaboratively with a range of interest groups ensuring relationships with LAVic, other Centres, partners, sponsors, Council, Government MPs', community and sporting bodies, youth groups, and schools. These partnerships, sometimes financial, also provide a long-term connection with the local community.

For example, in the multiclass space, we partner with parents, local physios, and disability organisations, all promoting Little Athletics as an outlet for all, collaborating and understanding individual athletes' requirements to help engage a particular athlete, often purchasing equipment beforehand, to show our commitment and demonstrate what little athletics has to offer.

Sometimes these conversations can be difficult and even robust at times, but by anchoring back to what we stand for, our integrity is always maintained and keeps promoting the message that our sport is for the whole community, not just a select few.

I genuinely believe that in all my roles I have been able to demonstrate this and is evidenced by every interaction I make and together with my career as a senior HR leader, my strong business sense, and Little Athletics experience I believe hold me in good stead to translate these skills onto the Board.