

Australian Turf Club[®]

ROYAL
RANDWICK

ROSEHILL
GARDENS

CANTERBURY
PARK

WARWICK
FARM

CHIEF EXECUTIVE OFFICER

Australian Turf Club (ATC)

As part of the Australian Turf Club's quest to reinvigorate racing, the organisation, and the ATC brand in the leisure marketplace, the Board of the ATC are seeking to appoint a key individual into the role of CEO.

The Australian Turf Club (ATC) is the Principal Club for Thoroughbred Horse Racing in the Sydney metropolitan area, and is a key player in the industry in Australia.

With a storied history and a rich pedigree, ATC takes pride in being one of the world's most desirable destinations for thoroughbred racing and hospitality with the Autumn and Spring Carnivals being the pinnacle showcases for fashion, social and racing in Sydney.

ATC, formed through the merger of the Australian Jockey Club (founded 1840) and the Sydney Turf Club (founded 1943), operates across Sydney's four racecourses; Royal Randwick, Warwick Farm, Rosehill Gardens and Canterbury Park with these assets valued at approximately \$500M. ATC runs upwards of 100 race days across the four tracks every year with revenues generated exceeding \$230M.

This is an exceptional opportunity for a seasoned professional to advance ATC's brand in the competitive leisure, entertainment and sports marketplace, enhance the customer experience and ultimately increase crowd attendance and revenues and asset yield on race days as well as non-race days.

This is a high profile position that requires a creative and strategic thinker with very strong leadership and stakeholder management.

The CEO will be responsible and accountable for:

- **Brand** – Build and promote ATC brand in the marketplace.
- **Attendance & Revenue** – Generate strategies to boost crowd numbers as well as 'yield' from those who attend ATC meetings.
- **Functions & Events** – The generation of revenue on non-race days. The CEO must develop and execute strategies that grow the events and functions.
- **Culture** – The creation of one ATC Culture.
- **Performance** – Driving a customer centric, high performance team culture that increases staff engagement and productivity and balances the needs of the business and its employees.

We are keen to hear from senior professionals with experience in leading large and complex organisations with a background in sports administration, the services or consumer sector, and leaders of organisations that have led a customer transformation with great commercial success.

Enquiries

For confidential enquiries and to obtain a copy of the Candidate Brief please send your expression of interest including contact details and a current CV to ceo@atcexecutive.com

CLOSING DATE: FRIDAY 30 MARCH 2018