

CPR Group

OUR PEOPLE



CPRGROUP
connelly project resources



MICHAEL CONNELLY

MANAGING DIRECTOR



- LEASING POLICY
- GOVERNANCE TRAINING
- BUSINESS CASES
- FEASIBILITY STUDIES
- SPORT AND RECREATION PLANNING
- CONSULTATION
- GUEST SPEAKER
- LAND MANAGEMENT PLANS

➤ VISIONARY LEADERSHIP IN COMMUNITY DEVELOPMENT

Michael Connelly is an inspirational community development specialist. For more than 20 years, Michael has managed change for national, state and regional not-for-profits, universities and student associations, corporations, state agencies and regional Councils across Australia.

➤ ADVANCING GOVERNANCE AND VOLUNTEER ENGAGEMENT

Through CPR Group's sport and community planning, funding and training projects, Michael is driving the innovation of not-for-profit governance to create happier volunteers and bring positive change to the university and not-for-profit sectors.

➤ DYNAMIC AND ENERGISING SPEAKER IN GOVERNANCE

As a professional speaker, Michael's workshops and motivational presentations inform, inspire and energise. His planning and governance seminars are high-energy, entertaining, and they effect change that is embraced by participants.

➤ EXPERTISE IN POLICY, PLANNING AND STAKEHOLDER RELATIONS

Michael is skilled in policy analysis and development, strategic planning, design of multi stakeholder management structures, public asset management, community leasing, land management plans, business cases and feasibility studies, and stakeholder and government relations.

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Music (Honours)
- » Certificate IV, Assessment and Workplace Training, Australian Institute of Industry and Training

RECENT EXPERIENCE

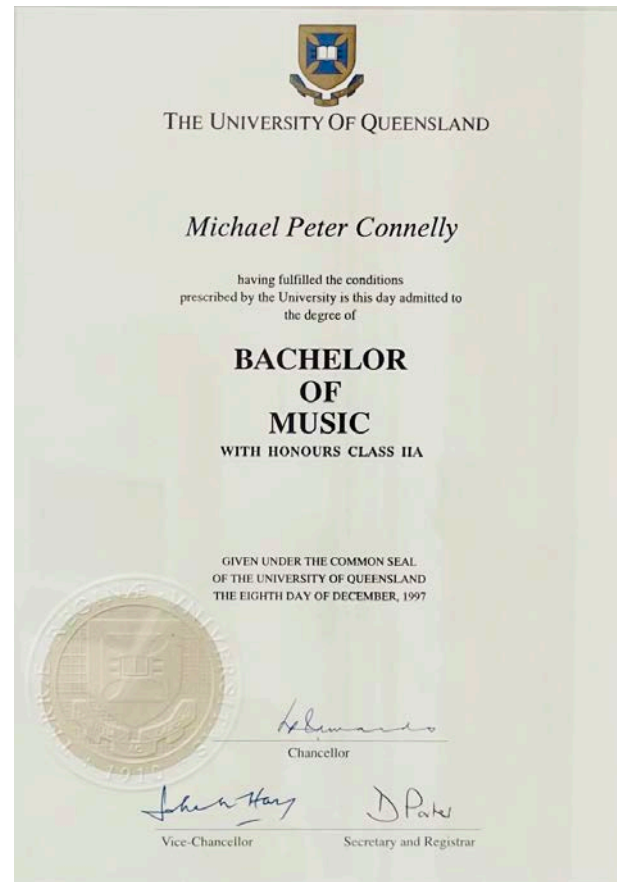
- » **Leasing policy reviews** for numerous Councils, including benchmarking of leased assets, in-depth internal stakeholder consultation and options analysis, policy development and implementation planning.
- » **Business model and governance reviews**, including development of a business case for a revised model for ANU Sport, involving benchmarking, consultation, options analysis and recommendations.
- » **Specialist governance services**, including implementation and training for Queensland state-level sport and recreation organisations in operational, strategic and business improvements.
- » **Regular presentation of inspirational training sessions** for national, state, regional and local community, sport and recreation organisations (Queensland Government Standing Offer Arrangement and panels of preferred suppliers for various Councils).
- » **Development and delivery of staff training** and mentoring programs for Council community, sport and recreation teams, to improve their delivery of leasing services and organisational support to volunteer lessees of hundreds of millions of dollars worth of community assets.
- » **Innovative restructures of netball associations** across Queensland, addressing constitutional updates to transition from pure volunteer-based organisations to becoming highly-effective, skills-based Boards, with integrated staff and volunteer workforces.
- » **Provided ongoing governance mentoring support** and advice to Griffith University Gold Coast Student Guild, including constitutional reform, managing student elections, clubs and societies training in the principles of good governance and a thorough overhaul of the affiliation program for clubs and societies.

MICHAEL CONNELLY

MANAGING DIRECTOR

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Music (Honours)
- » Certificate IV, Assessment and Workplace Training, Australian Institute of Industry and Training





STEVE CONNELLY

DIRECTOR OPERATIONS



SPORT AND RECREATION PLANNING

FEASIBILITY STUDIES MASTER PLANS

BUSINESS CASES CONSTITUTIONS

GOVERNANCE TRAINING

COMMUNITY CONSULTATION

➤ STRATEGIC LEADERSHIP IN DIVERSE PROJECTS

Steve leads CPR Group's operations, managing our multidisciplinary teams in a broad range of projects. His leadership spans from the development of comprehensive business cases to the formulation of master plans. He is equally dedicated to providing personalised governance support to clubs, ensuring foundational strength and sustainability from the ground up.

➤ ENGAGING COMMUNICATION AND RELATIONSHIP BUILDING

Steve's personable nature and engaging communication style is key to maximising the potential of not-for-profit organisations. His effective communication permeates his reporting, client relations and community engagement, fostering robust partnerships and keeping all parties well-informed and aligned.

➤ GOVERNANCE EXPERTISE AND VOLUNTEER EMPOWERMENT

With a deep knowledge of club governance, Steve specialises in enhancing club constitutions and supporting the success of organisations off the field. Steve's passion is in sparking transformative insights and seeing volunteers flourish in their roles, reflecting his dedication to the heart of community life.

➤ PRACTICAL KNOWLEDGE OF CLUBS AND ENVIRONMENTAL PLANNING

Steve brings a grounded understanding of club life and environmental planning to his strategic work. His insights into club needs, combined with his environmental planning background, inform his approach to creating strategies and plans that are realistic and beneficial for the community.

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Arts (Environmental Planning and Public Relations)
- » Certificate IV in Training and Assessment- Qualified Workplace Trainer and Assessor
- » Commissioner for Declarations

RECENT EXPERIENCE

- » **Golf Australia** Club and district constitutions, Good Governance Golf Workshops and Queensland Stronger Communities Program – a wide range of projects including the development of constitution templates and guides all states and territories in Australia, governance workshops and tailored, contemporary constitutions for clubs around Australia. CPR Group was awarded the Queensland Golf Industry Awards Supplier of the Year 2023.
- » **State-wide Facility Audits and Strategies** for bodies such as BMX Queensland and Football Queensland including facility audits, consultation and identified strategies for alleviating gaps in infrastructure provision.
- » **Major Grant Applications and Supporting Business Cases** for Councils around Australia, including Gladstone Regional Council, Logan City Council, City of Moreton Bay and Blue Mountains City Council.
- » **Cherbourg Sports Club** Facility Master Plan, Legal Structure Transition and ongoing capacity building (Cherbourg Wellbeing Ltd.)—Steve has worked closely with Cherbourg Wellbeing for more than five years to gain funding for their facilities, build their capacity, provide governance training, transition their legal structure, update their constitution and promote the organisation.
- » **ReGen Noosa Wellbeing and Community Hub** Feasibility Study (Noosa Council) – an in-depth feasibility study for an innovative multi-purpose space that integrates sport, recreation and allied health.
- » **Samford Parklands Community Hub** (City of Moreton Bay) – grant application to the Building Better Regions Fund to repurpose a former CSIRO site into a vibrant multi-purpose community facility leading to Council securing over \$2 million dollars' worth of funding.

STEVE CONNELLY

DIRECTOR OPERATIONS

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Arts (Environmental Planning and Public Relations)
- » Certificate IV in Training and Assessment- Qualified Workplace Trainer and Assessor
- » Commissioner for Declarations



Stephen Joshua Connelly

having fulfilled the conditions
prescribed by the University is this day admitted to
the degree of

Bachelor of Arts

given under the Seal of the
University of the Sunshine Coast
on the
eighteenth day of May 2007
by the authority of the Council

Air Chief Marshal
Sir Angus Houston AK, AFC (Ret'd)
Chancellor



Professor Helen Bartlett
Vice Chancellor and President

101983601



MELISSA DRISCOLL

MANAGER - PLANNING



BUSINESS CASES FEASIBILITY STUDIES

FACILITY NETWORK STRATEGIES

COMMUNITY CONSULTATION

GOVERNANCE TRAINING

STRATEGIC PLANS

➤ INNOVATIVE LEADERSHIP IN COMPLEX PROJECT EXECUTION

As the manager of CPR Group's major planning projects, Melissa adopts a barrier-free approach to significantly enhance the scope and effectiveness of projects in infrastructure, business development and community facilities. Specialising in equestrian, sports and community development, she has played a pivotal role in the success of multi-million dollar projects.

➤ DATA-DRIVEN STRATEGIES AND INCLUSIVE STAKEHOLDER ENGAGEMENT

Melissa's ability to source in-depth information, analyse data and deeply connect with community needs leads to solutions that are both effective and grounded in reality.

➤ INSIGHTFUL LOCAL GOVERNMENT EXPERIENCE

With over 20 years in local government and consultancy, Melissa's tenure at CPR Group since 2015 has been enriched by her insights into the workings of local government, ensuring her projects meet the Councils' needs.

➤ EQUESTRIAN SPECIALIST

Melissa offers a lifetime's equestrian experience, covering a range of disciplines and holding key roles in prominent equestrian committees. Her expansive network within the equestrian industry and hands-on knowledge guarantee that CPR Group's equestrian projects are practical, considerate of stakeholders and meet user expectations with precision.

QUALIFICATIONS AND AFFILIATIONS

- » Masters of Rangeland Management (includes Rural Community Development)
- » Bachelor of Applied Science, Rural Technology
- » Certificate IV Local Government
- » Certificate IV Frontline Management (Supervision)
- » Certificate IV Governance
- » Certificate IV Workplace Trainer and Assessment
- » Parks and Leisure Australia (PLA) member

RECENT EXPERIENCE

- » **Equestrian Centre of Excellence Development Plan** (Royal Agricultural Society of Queensland)—a facility plan and business case to transform the Toowoomba Showgrounds into a potential Olympic and Paralympic venue for 2032.
- » **Sunshine Coast Council Regional Football Plan** (Sunshine Coast Council)—a data-driven regional football plan, supported by consultation, to analyse the current football facility provision and determine future needs driven by population and participation growth.
- » **Harvey Road Sports and Events Precinct Business Case** (Gladstone Regional Council)—concept plans and a comprehensive business case, to transform the facility into a premier stadium and precinct capable of hosting national sporting games and carnivals and large outdoor events.
- » **Statewide Facilities Plan** (Equestrian Queensland)—a statewide facilities plan to support the identification and prioritisation of equestrian facility needs across Queensland.
- » **Townsville Sport and Recreation Facility Strategy** (Townsville City Council)—a data-driven, 10-year sport and recreation facility strategy, engaging extensively with local stakeholders.
- » **Towers Jockey Club Business Case** (Towers Jockey Club)—a business case and master plan for the development and improvements of the Towers Jockey Club facilities, leading the club successfully receiving \$944,960 of funding.
- » **Kilkivan Equestrian Centre Concept Plan** and subsequent business case that supported a successful Queensland Government funding application resulting in \$1.075M.

MELISSA DRISCOLL

MANAGER - PLANNING

QUALIFICATIONS AND AFFILIATIONS

- » Masters of Rangeland Management (includes Rural Community Development)
- » Bachelor of Applied Science, Rural Technology
- » Certificate IV Local Government
- » Certificate IV Frontline Management (Supervision)
- » Certificate IV Governance
- » Certificate IV Workplace Trainer and Assessment





CHRIS KENWARD

MANAGER - CLUBS



- GOVERNANCE TRAINING
- STRATEGIC PLANS
- CONSTITUTIONS
- FINANCIAL ANALYSIS
- COMMUNITY CONSULTATION
- BUSINESS DEVELOPMENT

➔ EXPERTISE IN CLUB GOVERNANCE AND LEADERSHIP

Chris heads our club consultancy team, leveraging his experience in leadership to guide governance practices. His range of experience, which spans private sector leadership and the not-for-profit arena, is supported by his hands-on involvement in volunteer roles across sporting clubs. This combination equips him with a practical perspective that he applies to each project, offering solutions rooted in real-world experience.

➔ DYNAMIC COMMUNITY ENGAGEMENT WITH IAP2 CERTIFICATION

As CPR Group's lead in community engagement, Chris excels in forging connections with diverse stakeholders to achieve mutually beneficial outcomes. He approaches challenging dialogues with the finesse and understanding necessary to facilitate consensus, managing complex emotions and interests with empathy and respect. His proficiency is enhanced by an IAP2 Australasia Certificate in Engagement, blending his innate interpersonal skills with formal engagement strategies.

➔ FINANCIAL ACUMEN AND STRATEGIC BUSINESS INSIGHT

With an MBA and a background in accounting, Chris brings a critical financial and business acumen to CPR Group. His skills are vital in navigating the pressing challenges faced by sports, community groups and universities. Chris's strategic approach integrates financial expertise with an in-depth understanding of organisational dynamics, driving sustainable growth and innovation.

QUALIFICATIONS AND AFFILIATIONS

- » Fellow of Certified Association of Chartered Accountants (FCCA)
- » Masters of Business Administration
- » International Association for Public Participation (IAP2)
Australasia Certificate in Engagement

RECENT EXPERIENCE

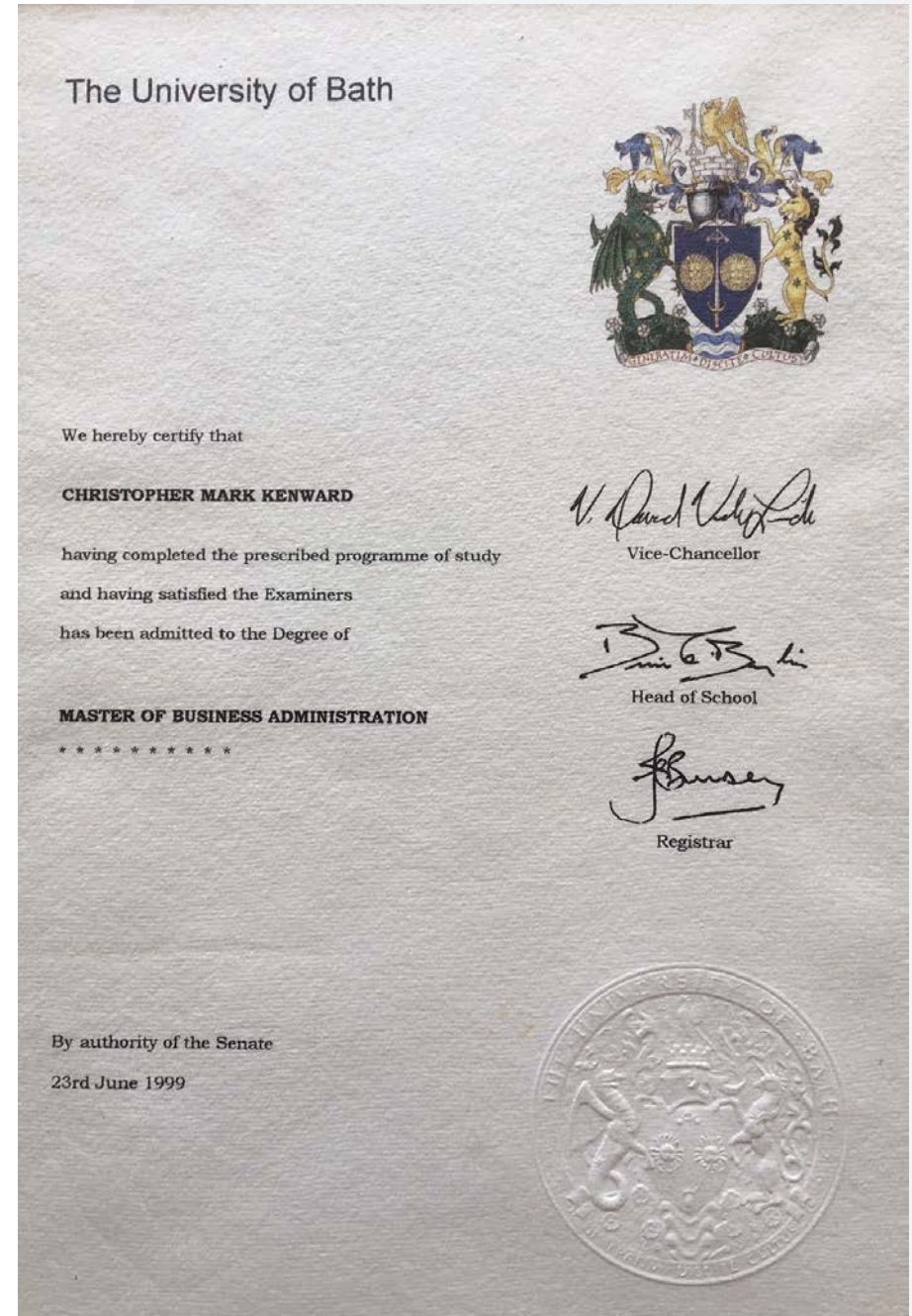
- » **Football Gold Coast Constitution Reviews** (Football Gold Coast)—comprehensive review of multiple football clubs' constitutions, Chris worked collaboratively with the clubs to develop new constitutions that are specially tailored to their organisation's requirements, and to those of Football Queensland.
- » **Organisation Development Support** (Brisbane City Council)—one-on-one support for multiple community organisations identified as in need of assistance to improve operations, viability and service delivery, and to ensure these organisations comply with their lease agreement obligations.
- » **Caboolture Sports Complex and Centenary Lakes Precinct Stakeholder Engagement Strategy** (City of Moreton Bay)—a coordinated and strategic approach for development of the precinct to guide Council in the successful engagement of the identified key stakeholder groups and to mitigate potential risks to Council associated with the consultation process.
- » **Sunshine Coast Council Regional Football Plan** (Sunshine Coast Council)—a data-driven regional football plan, supported by consultation, to analyse the current football facility provision and determine future needs driven by population and participation growth.
- » **National Sporting Strategic Plans**—development of strategic plans for National Sporting Organisations including Australian Clay Target Association and Pickleball Australia Association.
- » **UQ Sport Club Support**—development of a club training framework and package of resources to support their 37 affiliated clubs across all areas of their operations.
- » **Property Maintenance Services Feasibility Study and Options Analysis** (Gunida Gonyah Aboriginal Corporation)—investigation into the feasibility of Gunida Gonyah establishing a separate enterprise dedicated to the repair and maintenance requirements of Gunida Gonyah's managed property portfolio.

CHRIS KENWARD

MANAGER - CLUBS

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- » Fellow of Certified Association of Chartered Accountants (FCCA)
- » Masters of Business Administration
- » International Association for Public Participation (IAP2)
Australasia Certificate in Engagement





CASSANDRA FENAUGHTY

SENIOR LANDSCAPE ARCHITECT



MASTER PLANS CONCEPT DESIGNS
3D VISUALISATIONS SHOWGROUNDS
OPEN SPACE SPORT INFRASTRUCTURE
COMMUNITY ENGAGEMENT

➔ BUILT ENVIRONMENT EXPERTISE AND LANDSCAPE ARCHITECTURE

As an experienced Senior Consultant, Cassandra Fenaughty brings a robust educational foundation with a Bachelor of Built Environment and a Graduate Diploma in Landscape Architecture, further bolstered by qualifications in civil design.

➔ AWARD-WINNING DESIGN AND SUSTAINABLE SOLUTIONS

Cassandra's 20-year career spans both the public and private sectors, earning her state and national accolades in parkland design and sustainability. Her award-winning work stands as a testament to her dedication to creating environmentally responsible and aesthetically pleasing public spaces.

➔ INNOVATIVE DESIGN AND STAKEHOLDER ENGAGEMENT

With her adept skills in conceptual design, 3D visualisation and open space master planning, Cassandra brings proposed structures to life, enhancing projects with her artistic impressions. Her comprehensive approach includes stakeholder engagement ensuring every aspect of facility and open space planning is covered with precision.

➔ PROJECT LIFECYCLE MASTERY FROM VISION TO REALITY

Cassandra excels in guiding projects from their initial vision through to successful completion. Her keen ability to listen to our clients and engage with communities and stakeholders ensures that her projects are finely tuned to meet the real community needs. Coupled with her project management expertise, Cassandra delivers high-quality, well-executed projects that enrich and serve the community.

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Built Environment majoring in Landscape Architecture
- » Graduate Diploma in Landscape Architecture (Distinction)
- » Certificate in Engineering

RECENT EXPERIENCE

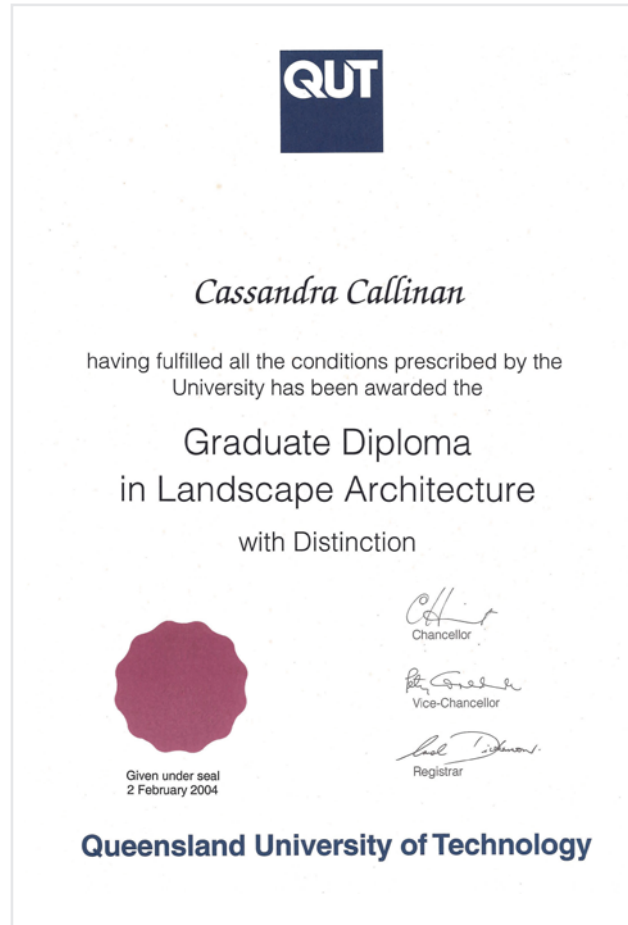
- » **Yuleba Beautification and Liveability Master Plan**— development of the town's strategic approach to facility improvement encompassing both structural and aesthetic enhancements to buildings, facilities and open spaces
- » **The Longreach Regional Council Park and Streetscape Infrastructure Manual**—a toolkit of furniture, finishes, planting species, street tree mapping and infrastructure guidelines to efficiently and consistently reinforce the identity of each of the region's townships
- » **Camira Bora Ring Concept Plan**—leading to successful funding and a rejuvenated cultural heritage site. Features include viewing access points, interpretive signage, and gated access for the Jagera, Yuggera and Ugarapul People.
- » **Facility Master Plans** including Redlands United, Gracemere Junior Rugby League, Port Douglas Sports Complex and Coronation Park, Brewers Park, Western Suburbs Rugby League Football Club, Longreach Skate Park, Toombul District Cricket Club and Burdekin Netball
- » **Equestrian and Showgrounds Master Plans** including Toowoomba Equestrian Centre of Excellence, Longreach Jockey Club, Ayr Showgrounds, Isisford Racecourse and Showgrounds, Redcliffe Showgrounds, Warwick Show and Rodeo Society Site Layout Plan, Kilkivan Showgrounds, Longreach Showgrounds and Gatton Showgrounds, Aquatic Centre and Indoor Equestrian Centre.
- » **Community Infrastructure Plans** including Deception Bay Community Hall Development Plan, Kingston Butter Factory Community Arts Centre Development Plan, Longreach Cemetery Master Plan.

CASSANDRA FENAUGHTY

SENIOR LANDSCAPE ARCHITECT

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Built Environment majoring in Landscape Architecture
- » Graduate Diploma in Landscape Architecture (Distinction)
- » Certificate in Engineering





COURTNEY FREDERIKSEN

STRATEGIC DESIGNER AND ANALYST



- DATA ANALYST
- VISUALISATION AND DESIGN
- REPORT WRITING
- TRAINING RESOURCES
- WORKFLOW AUTOMATIONS
- STRATEGIC PLANS

➤ **INSIGHTFUL DATA VISUALISATION** AND COMMUNICATION EXPERTISE

Courtney merges creativity with analytical precision as a strategic designer and communications expert. Her education in creative writing and interactive design, complemented by her current studies in data science, empowers her to compile, model and distill complex information into accessible, user-friendly reports and recommendations.

➤ **PROJECT INNOVATION** THROUGH STRATEGIC PROBLEM-SOLVING

In her role as a project leader, Courtney harnesses her skills in problem-solving, research and technology to convert abstract concepts into tangible, workable solutions. Her talent shines in creating interactive data visualisations, streamlining workflows, developing educational platforms and preparing strategic and feasibility plans.

➤ **PUBLISHING AND DESIGN** PRECISION

Courtney's publishing background guarantees that every output meets the highest standards of quality and adheres precisely to client specifications. As the designer behind CPR Group's reports and deliverables, she ensures consistency and professionalism in all materials. With an eye on design principles and the user experience, she crafts clear and informative visual and written communications.

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Creative Industries (Creative Writing with minor in Interactive Design)
- » Certificate IV Accounting
- » Certificate IV Bookkeeping
- » In progress- Graduate Certificate of Applied Data Science

RECENT EXPERIENCE

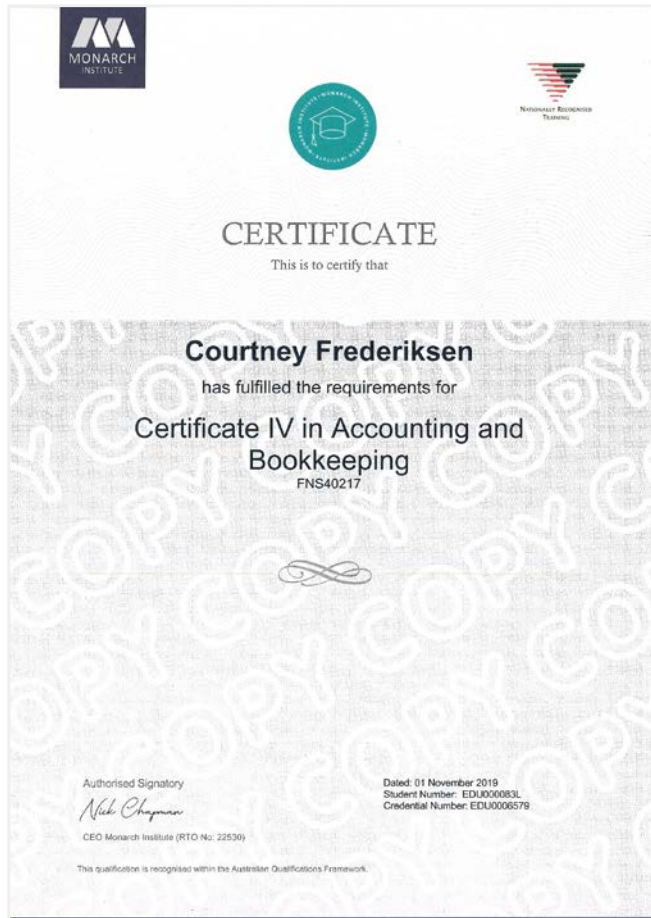
- » **Sunshine Coast Community Venues Audit Report** (Sunshine Coast Council)—analysis of the community venues in the region, resulting in a detailed understanding of community halls and other venues for hire, as well as an interactive planning dashboard to provide direction to future decision-making.
- » **Longreach Housing Strategy** (Longreach Regional Council)—development a strategy to provide a comprehensive understanding of the local housing situation by documenting the specific issues and any unique challenges that Longreach faces, including data collection, demographic and economic assessments, completed with recommended actions.
- » **Equine Network Mapping Report and Action Plan** (City of Moreton Bay)—development of an interactive dashboard to provide an understanding of the equestrian network, enabling strategic and prioritised investments in facility improvements across the Moreton Bay region.
- » **Pallara District Sports Park Needs Analysis** (Brisbane City Council)—data analysis of the sporting facilities, gaps and service requirements within the area to inform the Pallara District Sports Park's future development.
- » **clubCOACH** (Central Highlands Regional Council)—a purpose-built system that utilises automated workflows to track and collect club information into a comprehensive database, while also providing governance support to clubs in an online education hub (Central Highlands Regional Council).
- » **Centre Connect** (Little Athletics Queensland)—a learning management system for Centres around Queensland to access useful governance resources and templates, and provide important updates and workflows to the Centres.

COURTNEY FREDERIKSEN

STRATEGIC DESIGNER AND ANALYST

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Creative Industries (Creative Writing with minor in Interactive Design)
- » Certificate IV Accounting
- » Certificate IV Bookkeeping
- » In progress- Graduate Certificate of Applied Data Science



Courtney Frederiksen

having fulfilled all the conditions prescribed by the University has been admitted to the degree of

**Bachelor of Creative Industries
(Creative Writing)**

Chancellor

Vice-Chancellor and President

Vice-President (Administration) and University Registrar



Given under seal

21 June 2022

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Queensland University of Technology
Brisbane Australia

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This parchment is a replacement for a parchment issued under the QUT seal on 19/02/2008



MATTHEW MCEWAN

CONSULTANT - CLUB SUPPORT



CONSTITUTIONS BYLAWS

STRATEGIC PLANS GRANTS

COMMUNITY CONSULTATION

GOVERNANCE TRAINING

➤ DEDICATED SPORTS ADMINISTRATION AND COMMUNITY ENGAGEMENT

Matthew brings a wealth of dedication and organisation to his role as a sports administrator. His eight-year tenure with Queensland Cricket's Community Cricket department has been marked by significant contributions to enhancing club participation, governance and volunteer retention. His passion for sports is matched by his commitment to collaboration and community, a drive that led him to join CPR Group in 2021, coinciding with his move to the Sunshine Coast with his young family.

➤ EDUCATIONAL EXPERTISE IN GOVERNANCE TRAINING

With a Bachelor of Education and a Graduate Diploma of Business, Matthew excels in educational roles, focusing his efforts on empowering clubs to excel within their communities. His training and support are designed to bolster the capabilities of clubs, ensuring their sustained positive impact on community sports.

➤ STRATEGIC DEVELOPMENT AND GOVERNANCE ENHANCEMENT

Matthew's support for clubs is comprehensive, extending beyond mere guidance. He specialises in tailoring constitutions and bylaws to meet the distinctive needs of each club, crafting strategic plans that propel clubs forward and providing governance advice and mentorship to fortify their foundational structures.

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Education
- » Graduate Diploma of Business (Sport Management)

RECENT EXPERIENCE

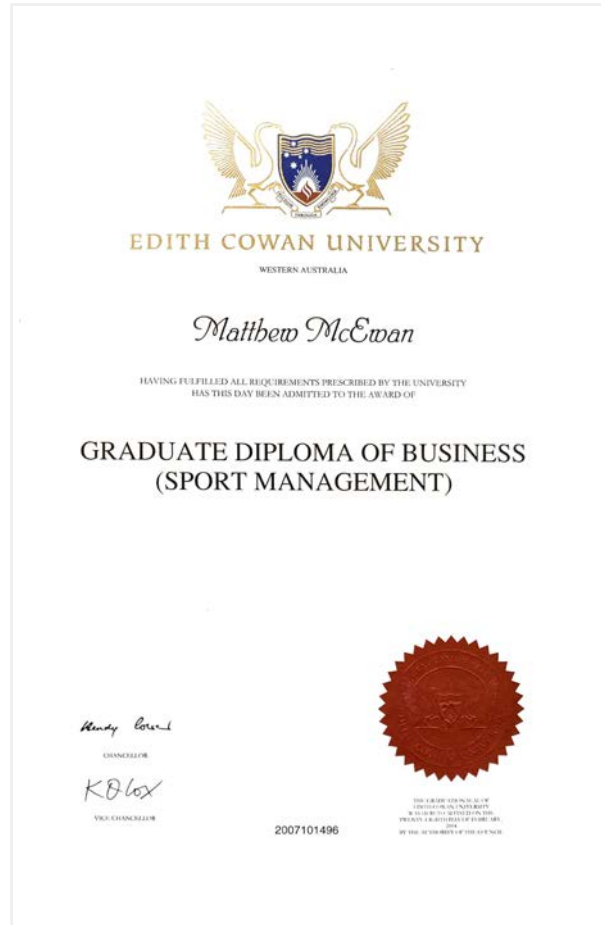
- » **Business Plan Development for Business Growth**—has collaborated with various community organisations to formulate detailed Business Plans aimed at expanding the organisation's reach and enhancing its operational growth.
- » **Constitution Review and Development**—expert in conducting comprehensive reviews and drafting new constitutions for a diverse array of not-for-profit organisations, providing crucial governance support throughout the process.
- » **Strategic Planning for Sports Clubs**—experienced in crafting strategic plans for community sports clubs, regional associations, and state sporting bodies, tailored to realize an organisation's ambitions and ensure actionable outcomes.
- » **Governance Workshop Facilitation**—designs and conducts governance workshops for local community organisations, laying the groundwork for robust governance and effective decision-making.
- » **clubMENTOR Guidance**—offers continuous support to clubMENTOR clients, advising on everyday governance queries and addressing operational challenges faced by clubs.
- » **Leadership in Cricket Administration**—held significant roles within Queensland Cricket as Area Manager, Field Force Manager and Regional Cricket Manager.
- » **Sports Club Management**—served as the General Manager for a local Australian Football Club, showcasing comprehensive management skills in a competitive sporting environment.

MATTHEW MCEWAN

CONSULTANT - CLUB SUPPORT

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Education
- » Graduate Diploma of Business (Sport Management)



Matthew McEwan

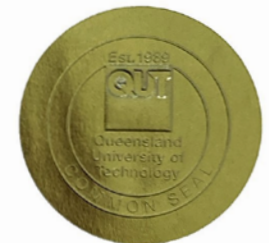
having fulfilled all the conditions prescribed by the
University has been admitted to the degree of

**Bachelor of Education
(Secondary)**

Peter Amunini
Chancellor

Peter Amunini
Vice-Chancellor

Paul Tindley
Registrar



Given under seal
15 December 2008

5360315

Queensland University of Technology
Brisbane Australia



MICHAEL FISHER

STRATEGIC WRITER AND RESEARCHER
SPORT INTEGRITY PRESENTER



FEASIBILITY STUDIES GRANTS

BUSINESS CASES RESEARCH

GOVERNANCE TRAINING

MEMBER PROTECTION

➤ **MULTIFACETED STRATEGIC EXPERTISE** IN COMMUNITY DEVELOPMENT

Michael Fisher is a strategic thinker and conscientious worker with over 15 years' experience helping community clubs and associations. This background and his business and governance expertise enable him to view problems from multiple perspectives and design solutions accordingly.

➤ **BUSINESS ANALYSIS** AND POLICY LEADERSHIP

Michael ('Fish') is skilled in business analysis, report writing, policy development, process improvement, sport integrity and club/member dispute resolution. He has over 7 years' experience as a Member Protection Information Officer (MPIO) in sport and has recently commenced training other MPIOs. He is also a certified Emotional Culture Deck practitioner.

➤ **EMPATHETIC COMMUNICATION** AND INFORMATION SYNTHESIS

His strengths lay in his ability to synthesise and distill key information and communicate compassionately with stakeholders. This enables him to first understand key data and stakeholder perspectives, then apply his own knowledge and experience to problem-solving.

QUALIFICATIONS AND AFFILIATIONS

- » Master of Business Administration
- » Bachelor of Business (Sport Management and Human Resources)
- » Certificate in Governance (Not-for-Profits)
- » Member Protection Information Officer (MPIO)
- » Emotional Culture Deck Practitioner

RECENT EXPERIENCE

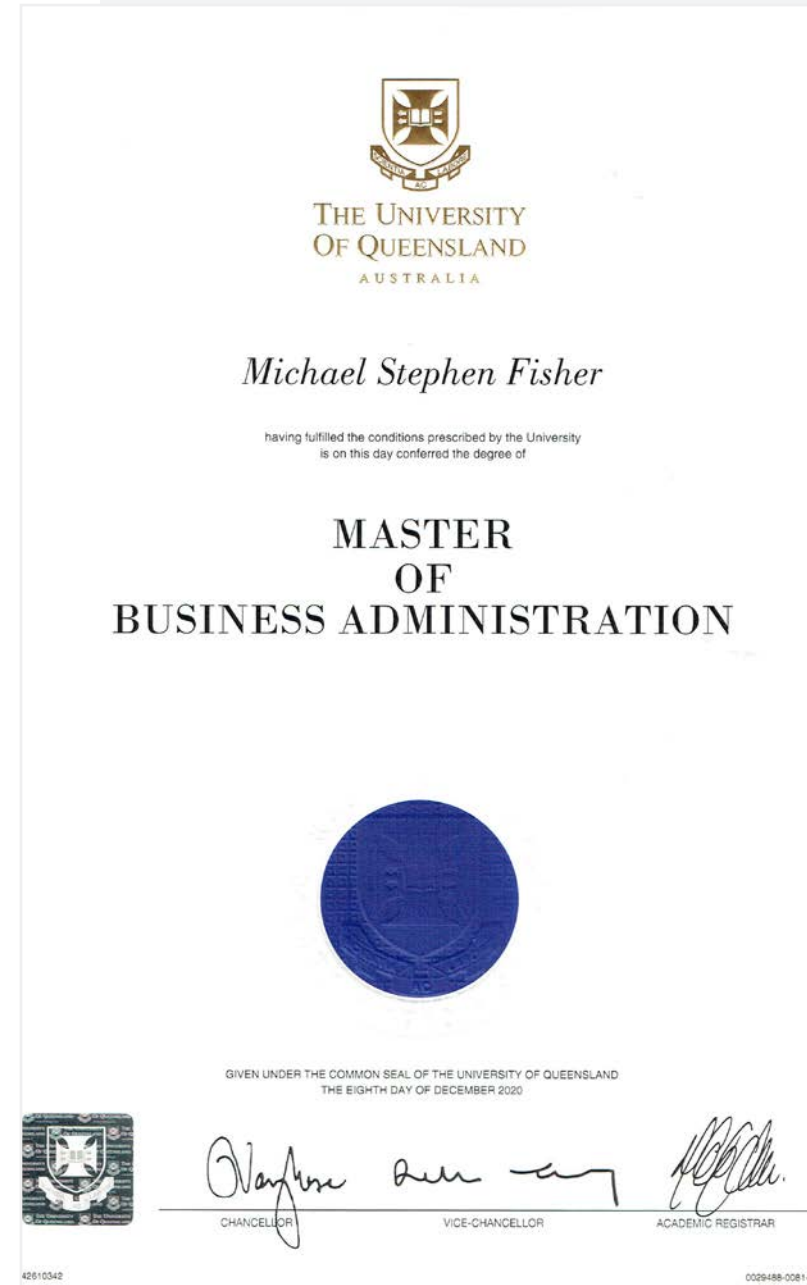
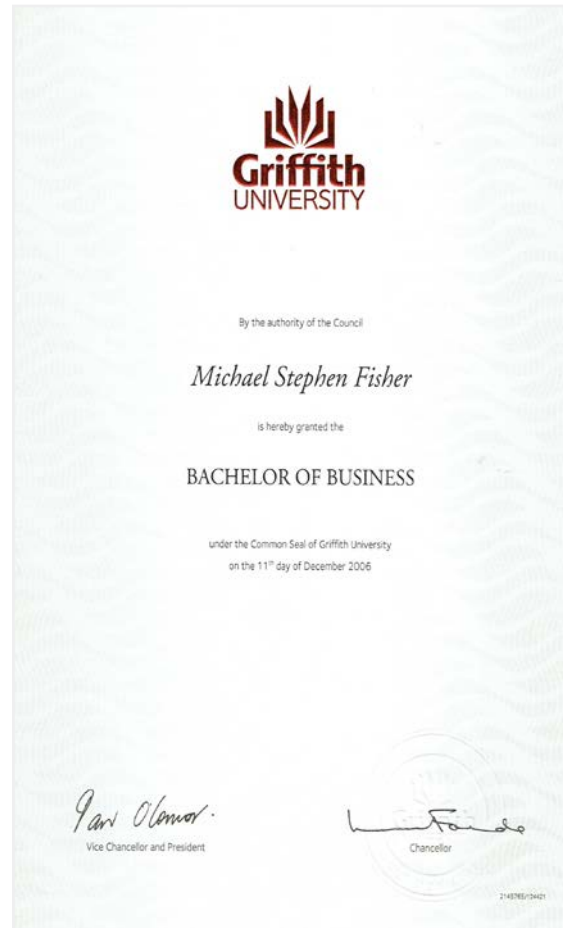
- » **Major Grant Applications for Councils around Australia**, including Gladstone Regional Council, Logan City Council, City of Moreton Bay, Longreach Regional Council and Blue Mountains City Council. Examples:
 - District Park Upgrade- Buttenshaw Park (Blue Mountains City Council)
 - Lawson Swim Centre Upgrade (Blue Mountains City Council)
 - Summerhayes Park Sporting Complex Upgrade (Blue Mountains City Council)
 - Aquatic Centre for Boyne Island and Tannum Sands (Gladstone Regional Council)
 - Grant writing services for the DTIS Minor Infrastructure and Inclusive Facilities Fund for four inclusive facility projects and eight sports lighting projects (Logan City Council)
- » **Local Recovery and Resilience** (City of Moreton Bay)—development of easy access resources and templates to provide organisations information and support to better prepare for, respond to and recover from natural disasters.
- » **High Performance Centre and Mackay ARC 50m Pool Shade Business Case** (Mackay Regional Council)—a business case for the development of a sports High Performance Centre, including identification of the most appropriate location, concept designs and feasibility.
- » **Member Protection Information Officer Training** (Surf Life Saving Queensland)—Delivery of a MPIO workshop to volunteers within Surf Life Saving Queensland to become recognised MPIO officers.
- » **Thomson River Weir Raising Investment Prospectus** (Longreach Regional Council) – an informative document into

MICHAEL FISHER

STRATEGIC WRITER AND RESEARCHER SPORT INTEGRITY PRESENTER

QUALIFICATIONS AND AFFILIATIONS

- » Master of Business Administration
- » Bachelor of Business (Sport Management and Human Resources)
- » Certificate in Governance (Not-for-Profits)
- » Member Protection Information Officer (MPIO)
- » Emotional Culture Deck Practitioner





PETE GRIFFITHS

STRATEGIC WRITER AND RESEARCHER



OUTDOOR RECREATION GRANTS

BUSINESS CASES RESEARCH

RISK MANAGEMENT

EDUCATION DELIVERY

➤ **INTERDISCIPLINARY COLLABORATION** FOR COMMUNITY IMPACT

Pete comes to CPR Group with a 35-year professional career in the nature-based tourism, outdoor recreation and education sectors, including extensive experience in working closely with Education, Health and Recreation/Tourism government portfolios. This breadth of experience allows him to identify opportunities for interdisciplinary collaboration that helps strengthen community outcomes.

➤ **LEADERSHIP EXCELLENCE** IN NON-PROFIT SECTOR ADVANCEMENT

As a former CEO of a NFP national peak body, he is well placed to assist clubs and membership associations to thrive, advocate, operate under best-practice governance and deliver the highest quality services to their members and the wider community.

➤ **CHAMPIONING INCLUSIVITY** AND COMMUNITY ACCESS FOR ALL

Pete is a firm advocate of access for all, believing that all people have the right to participate in the community to the best of their ability, no matter their background or personal circumstances.

RECENT EXPERIENCE

- » **UQ Sport Club Support** (University of Queensland Sport)— development of club training resources for UQ Sport to support their 37 affiliated clubs across all areas of their operations.
- » **Five years developing and delivering NDIS** funded services including recruiting and training an extensive volunteer team.
- » **Extensive experience in schools**, including Head of Department roles and presenting at conferences around the world.
- » **10 years working with tertiary institutions** as a research collaborator and sponsor.
- » **Business development with Indigenous organisations**, including assisting to respectfully integrate Aboriginal content into program delivery.
- » **Business planning**, especially relating to Universal Design principles and integration of Indigenous perspectives into outdoor recreation/nature-based tourism program delivery
- » **Community grant writing**, with a focus on projects that improve the lives of older Australians.
- » **Providing consultancy services** to the Victorian government on the \$84M Positive Start program, which delivered 110,000 free camps for students as a way of rebuilding social and learning skills post-pandemic.



KIRSTIE HENNING

MANAGER - OPERATIONS AND MARKETING



ADMINISTRATION PROJECT MANAGEMENT

MARKETING BUSINESS DEVELOPMENT

LOCAL GOVERNMENT

ENTERPRISE

▶ **ADAPTIVE ADMINISTRATION** AND DYNAMIC SUPPORT COORDINATION

Kirstie Henning is the administrative backbone of CPR Group, providing essential support and operational oversight to all consultants. Her expertise in business, honed across diverse roles in Australia and New Zealand, empowers her to enhance organisational processes continuously. Kirstie is adept at monitoring project progression with a keen eye, ensuring that all initiatives advance according to plan and on schedule.

▶ **DIVERSE PROFESSIONAL EXPERTISE** AND MARKETING INSIGHT

Kirstie's multifaceted background encompasses roles within local government, a major New Zealand financial institution, and various privately owned businesses, enriching her with a broad perspective on organisational dynamics. This, coupled with the valuable insights gained from running her own home-based business, allows her to administer CPR Group's marketing efforts with creativity and strategic innovation, crafting engaging initiatives and compelling content that resonate with diverse audiences.

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Business (Marketing and Management)
- » Graduate Diploma of Travel and Tourism

RECENT EXPERIENCE

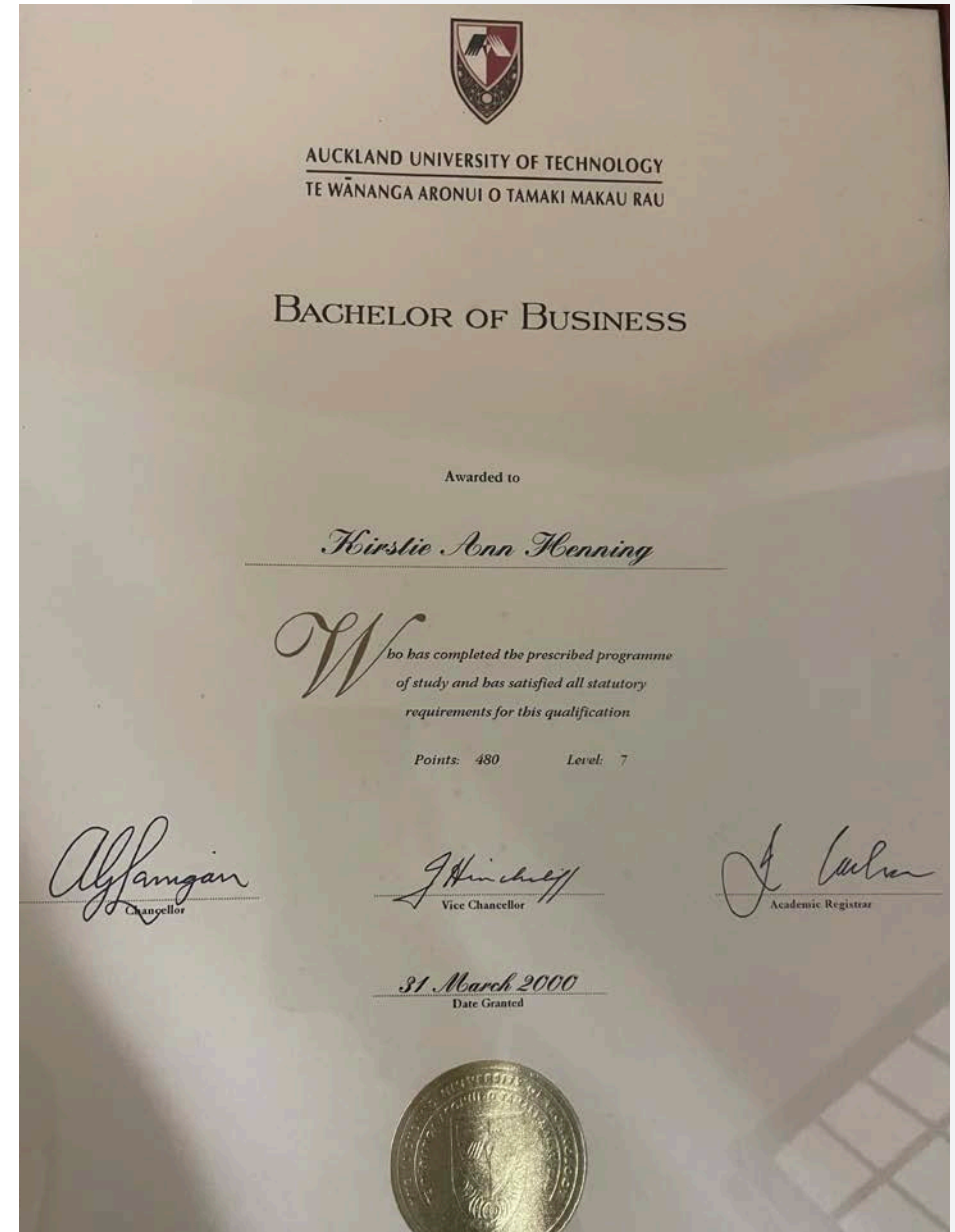
- » **Strategic Marketing Plans**—strategic marketing and communications plans for organisations, serving as a practical workbook designed to enhance the organisations marketing efforts. The custom plans are crafted for ease of use and focused on achieving practical, measurable change to elevate the organisations' visibility and engagement.
- » **Interactive Webinar Series**—executed a series of webinars aimed at equipping clubs with the knowledge and skills to effectively leverage marketing and social media tools, thereby boosting their online presence and member engagement.
- » **Business Strategy Enhancement**—continuous refinement of CPR Group's business strategies and operational processes, ensuring the company remains at the forefront of industry standards and client satisfaction.
- » **Project Management Excellence**—oversees the quality assurance of project management, ensuring all initiatives adhered to CPR Group's rigorous standards and were delivered within the established timeframes through the use of sophisticated internal project management systems.
- » **Innovative Marketing Leadership**—directed the development and execution of CPR Group's marketing strategies, crafting content and initiatives that enhance the company's market presence and align with its strategic growth objectives.

KIRSTIE HENNING

MANAGER - OPERATIONS AND MARKETING

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Business (Marketing and Management)
- » Graduate Diploma of Travel and Tourism





JESSICA CONNELLY

PROJECT ASSISTANT



DESKTOP PUBLISHING

VIDEO PRODUCTION RESEARCH

EDUCATIONAL RESOURCES

REPORT WRITING ADMINISTRATION

➤ STRATEGIC PROJECT SUPPORT AND ANALYTICAL EXPERTISE

Jessica Connelly provides project assistance across a wide range of projects throughout CPR Group. With a Diploma in Business and a keen interest in the field, she brings critical thinking and problem-solving abilities to the table for every undertaking.

➤ MULTIMEDIA PROFICIENCY IN PROJECT EXECUTION AND DELIVERY

Jessica specialises in desktop publishing and video production, enabling her to assist in successfully getting projects from inception to conclusion. Joining CPR Group in 2021, she possesses a keen interest in the company's work and actively contributes to projects, ensuring efficient coordination and workflow throughout the project lifecycle.

QUALIFICATIONS AND AFFILIATIONS

- » Diploma in Business

RECENT EXPERIENCE

- » **Desktop publishing**—adept at importing text and crafting visuals for CPR Group's various documents including reports, strategic plans and master plans. Expert at creating aesthetically pleasing layouts and meticulous proofreading for accuracy and quality.
- » **Resource development**—specialises in resource development tailored for governance training platforms, including Centre Connect for Little Athletics Queensland and the club support hub for UQ Sport, aligning with precise client branding specifications.
- » **Video production**—proficient in video production for a variety of projects and client needs, encompassing the editing of webinars and interviews to produce educational videos for Councils, as well as creating engaging animated content for CPR Group's learning initiatives.
- » **Research and reporting**—to bolster CPR Group's consultancy services, providing comprehensive support in data gathering and insightful report generation.



JOCELI COELHO

TECHNICAL PROJECT COORDINATOR



- TECHNOLOGY
- WEB DEVELOPMENT
- MARKETING
- BUSINESS DEVELOPMENT
- FINANCIAL ANALYSIS
- DATA MANAGEMENT

▶ **TECH-DRIVEN EFFICIENCY** IN TECHNICAL PROJECT COORDINATION

Joceli Coelho is a detail-oriented and tech-driven professional serving as the Technical Project Coordinator at CPR Group. With extensive experience in IT, web development and data management, Joceli excels at creating and managing web applications and developing efficient workflows. His prior experience ranges from managing client projects and creating custom websites to planning and executing localisation processes for diverse platforms.

▶ **INTEGRATING TECHNOLOGY** AND BUSINESS STRATEGY

With a strong background in financial analysis and international business, Joceli brings a unique perspective to his role at CPR Group, leveraging technology to meet business goals. His combination of technical experience, effective communication skills and the ability to meet stringent deadlines make him an integral part of the team, driving the company's tech initiatives forward.

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Business (International Relations)
- » Master of in Business Administration (International Relations)
- » Certificate in Scrum, HTML, CSS and IT Management

RECENT EXPERIENCE

- » **Website Development Proficiency**—Spearheads website creation for CPR Group's clientele, notably the clubCOACH platform for Central Highlands Regional Council, with a sharp focus on maintaining brand integrity and enhancing user interface and experience.
- » **Learning Management System Deployment**—Skilled in employing Learning Management Systems (LMS) to facilitate CPR Group's educational platforms, ensuring interactive and effective learning experiences.
- » **Technological Systems Optimisation**—Committed to capitalising on cutting-edge technology to advance business objectives and streamline operational efficiency through innovative system solutions.
- » **Desktop Publishing**—Proficient in integrating content and designing visual elements for CPR Group's diverse documents, including reports, strategic plans and master plans.



ALEX KELLY

ADMINISTRATION ASSISTANT



PROJECT MANAGEMENT

ADMINISTRATION TOURISM

MARKETING BUSINESS DEVELOPMENT

SPORTS EVENT MANAGEMENT

➤ DYNAMIC ADMINISTRATION SUPPORT AND PROJECT COORDINATION

Alex Kelly is the Administration Assistant at CPR Group. Having graduated with a business degree and gaining valuable work experience from several years at Ironman Australia, Alex provides our consulting team with much needed administration support for our large range of projects on the go.

➤ EXPERTISE IN SPORTS EVENT MANAGEMENT AND ADMINISTRATIVE

Having excelled in sports event management, Alex has a sound understanding of administration requirements, time management and attention to detail.

➤ BUSINESS ACUMEN AND COMMITMENT TO COMMUNITY INITIATIVES

Alex is motivated by her interest in business intricacies and a genuine enthusiasm for CPR Group's impactful community work in governance, strategic and facility planning.

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Business (Tourism, Leisure and Event Management)

RECENT EXPERIENCE

- » **Business Degree Foundation**—acquired a comprehensive understanding of business principles through academic study and applied this knowledge in various administrative roles.
- » **Ironman Australia Experience**—gained significant administrative experience by contributing to the operations of Ironman Australia, enhancing project support capabilities.
- » **Project Support Specialist**—offers crucial administrative assistance to CPR Group's consulting team, ensuring the smooth operation of a wide array of projects.
- » **Sports Event Management Skills**—brings a proven track record of success in sports event management, with a keen understanding of the necessary administrative demands.
- » **Time Management and Detail Orientation**—known for exceptional time management abilities and a meticulous approach to details within fast-paced environments.
- » **Business Intricacies and Community Passion**—driven by a deep interest in the nuances of business operations and a dedication to CPR Group's community-oriented governance and planning projects.

ALEX KELLY

ADMINISTRATION ASSISTANT

QUALIFICATIONS AND AFFILIATIONS

- » Bachelor of Business (Tourism, Leisure and Event Management)



Alexandra Grace Kelly

having fulfilled the conditions
prescribed by the University is this day admitted to
the degree of

Bachelor of Business
(Tourism, Leisure and
Event Management)

with a Major in Tourism, Leisure and Event Management

given under the Seal of the
University of the Sunshine Coast
on the
thirteenth day of April 2022
by the authority of the Council

A handwritten signature in black ink that reads "Angus Houston".

Air Chief Marshal
Sir Angus Houston AK, AFC (Ret'd)
Chancellor



A handwritten signature in black ink that reads "Helen Bartlett".

Professor Helen Bartlett
Vice Chancellor and President

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