

Tim Whealing

Professional Summary (Board CV):

I have been involved in the basketball community for approximately 25 years.

Recruitment Consultant - Macquarie University – 2019 - Current

I have responsibility for creation and implementation of the Pathways and NSA recruitment strategy. A key component of this role is to research and build relationships with key stakeholders within TAFE and other VET institutions to find opportunities for articulation agreements and other program alignment opportunities.

General Manager Commercial - Basketball NSW - 2014 -2019

As part of the executive leadership team, I lead the commercial arm of BNSW. Sponsorship, corporate partnerships, marketing, management of the BNSW entities and joint ventures (SSM, HSE, BNSW Campus, IFMG) all fell under my responsibility. Some key highlights:

- Grew the sponsorship portfolio by over 400% through relationships with commercial business partners, including Spalding, CSM and V Insurance
- Secured a significant increase in local, state and federal government for funding for indoor sporting facilities and programs for both BNSW and its member associations
- Partnered with key stakeholders such as local state members on new facility planning, funding, existing facility upgrades and stadium management
- Was responsible for the operations and P&L responsibility for Sports Stadium Management (SSM) and ensured stadium operations met and exceeded financial budgets. SSM managed three indoor sporting stadiums in Coffs Harbour, Minto and Bathurst. Ensured all venues under SSM's management met council and government compliance and standards whilst aiming for 100% occupancy and utilization of the venue.
- Grew BNSW social media following significantly while also launching on key platforms such as Instagram, Snapchat and others.
- I was responsible for and launched live streaming (with commentating) for the Waratah League finals weekend.

Prior to these roles, I have held various leadership and operational roles in sales, account management and business development across the technology and communications sector.

Work Experience (Board or exec experience or committee)

In the 5 years at BNSW and the 25 years in the sport, I have built a strong network of key contacts within BNSW, BA, other state basketball bodies, FIBA, many metro and country associations, state government, local councils, corporate partners and many other organisations who work with or support basketball.

Over the 25 plus years I have been involved with basketball I have held numerous paid and volunteer positions, some of those are listed below.

- Current Waratah League Referee and referee instructor
- WNBL referee Instructor
- Basketball Australia National Referee Development Manager
- FIBA Qualified Referee Instructor - 2017
- BNSW Metro Junior League Referee Program Manager 2011-2014
- BNSW Senior League Referee Program Manager 2012-2014
- HKBA Board Director 2019 – Present
- HKBA Board Director 2012 – 2014
- SSM Board 2015-2019

Hobbies and Interests (basketball/sport background): I am a sports fanatic who loves basketball, golf, soccer, NRL, and rugby etc.