

Peejade Cheng - Resume

CAREER SUMMARY

As a seasoned leader, I am dedicated to helping badminton reach its full potential within a competitive Australian sporting landscape.

With over 20 years experience working with badminton organisations at both community and state levels, I have a deep understanding of their evolving needs, challenges and requirements.

I have a strong background in financial services and business management, with proven ability to provide innovative solutions whilst minimising associated risks.

BADMINTON-RELATED EXPERIENCE

Badminton Victoria (BV) **(December 2009 – Present)**

Position / Title: Finance Director / President / Board Member

Key Accomplishments:

- Transformation of BV's affiliation model from a per player model to a fixed fee model, which resulted in a significant growth in the number of clubs, associations and individuals affiliating with the body.
- Ensured BV remained in a financially strong position despite the challenges posed by the COVID pandemic.
- Involvement with BV's past three strategic plans.
- Assisting in the implementation of BV's most recent governance review
- Adjusted BV's office structure to ensure it is 'fit-for-purpose' with respect to the evolving needs of members and stakeholders.

Melbourne University Badminton Club **(March 2003 – March 2009, December 2010 – March 2018)**

Position / Title: Treasurer / President / Tournament Secretary

Key Accomplishments:

- Stabilising the club's financial situation with the implementation of Voluntary Student Unionism (VSU) and the subsequent reduction in funding from the Melbourne University Sport (MUS).

- Establishment of a Foundation Fund for the club in conjunction with MUS.
- Revamp of the club's service delivery model, taking into consideration the different needs of social and competition players.
- Establishment a sustainable funding model to ensure the University of Melbourne is represented by the strongest possible teams at the Australian University Games.

CAREER HISTORY

Pitcher Partners

Start Date: December 2023
 End Date: n/a
 Position / Title: Client Director – Tax Advisory

Toll Holdings Limited

Start Date: July 2017
 End Date: December 2023
 Position / Title: Senior Manager - Employment Taxes

PricewaterhouseCoopers

Start Date: January 2015
 End Date: July 2017
 Position / Title: Senior Manager – Employment Services

PROFESSIONAL QUALIFICATIONS

Institution: University of Melbourne
Qualification: Master of Tax
Completion date: July 2012

Institution: Institute of Chartered Accountants
Qualification: Member
Member since: August 2007

REFEREES

Available upon request.

Peejade Cheng

Nomination for the Badminton Australia Board

An experienced Board Director currently with Badminton Victoria (BV), I am seeking to join the Board of Badminton Australia as an elected Director.

Since 2009, I have been an integral part of BV's leadership, serving in various capacities including President and Finance Director. During my term I have contributed to some of the most significant developments in BV's history, including:

- Being the original architect behind the transformation of its affiliation model, which saw a significant shift from a per-player model to a fixed-fee model;
- Involvement with the formulation of its past three strategic plans and most recent governance review;
- Provision of steadfast direction to ensure BV remained financially viable during the COVID pandemic.

My engagement with badminton extends beyond governance to the grassroots level, as demonstrated by my long-standing involvement with the Melbourne University Badminton Club committee. Serving from 2003 to 2009 and again from 2010 to 2018, I have a deep understanding of the needs and aspirations of community clubs and players, which I believe are crucial for informed decision-making at the national level.

Professionally I am a Chartered Accountant with a specialisation in tax. I also hold a Bachelor of Commerce and a Master of Taxation from the University of Melbourne. While my professional expertise has been developed through my appointments with Big 4 and mid-tier professional services firms, I have also gained valuable, on-the-ground commercial insights through my role with an iconic company in the transport industry. Currently, I hold the position of Director at a prominent mid-tier professional services firm.

As a self-confessed badminton tragic and general sports fan, I have a keen interest in the evolving best practices in sports.

I am eager to bring this enthusiasm, my experience and my professional acumen to help drive the continuing growth of badminton in Australia.

Thank you for considering my nomination.

RAYONI NELSON OLY- SUMMARY

I was appointed to the Badminton Australia board in September 2021, and am the current chair of the Governance and Integrity Committee. I am seeking to continue on the board of Badminton Australia as an elected Director.

As a badminton player, I represented Australia at the 2000 Sydney Olympics and the 1998 Commonwealth Games. I also represented South Australia at many national championships.

With over 20 years' experience working across government, sport, health and transport sectors, my career has included management roles in a broad range of areas including sport, physical activity, active transport, road safety and customer service and communications, including a focus on strategy development and implementation.

I am currently the Head of Program Strategy and Research at the Office for Women in Sport and Recreation, where I lead the design and delivery of *Change Our Game* program and research initiatives, to level the playing field for women and girls across all roles in sport and active recreation.

I was previously the Chief Executive Officer of School Sport Victoria, part of the Department of Education, where I led a team to provide an extensive school sport program to primary and secondary schools across Victoria. I led the development of a ten year strategy, *School Sport Victoria Strategic Directions 2020 to 2030*, to provide a clear future purpose, objectives and strategies for School Sport Victoria to engage more Victorian students in school sport, including through competitive and non-competitive sport.

I am an experienced Board member, currently holding Board positions with Vicsport, including as Chair of the Governance and Performance committee, and the Victorian Health Promotion Foundation (VicHealth). I was also a previous Board member of School Sport Australia.

I have a Bachelor of Management from the University of South Australia and Masters in Sport Management from Deakin University.

I have experience in working across the sport industry, including at the National, State and community club level, and can bring a wealth of knowledge from working with different sporting organisations.

With a passion for building strong and sustainable organisations, including with a clear vision and strategy, I am keen to contribute to the sport of badminton's growth and development into the future. I believe I can contribute to Badminton Australia's future, particularly in the areas of governance, strategy and inclusion.

RAYONI NELSON OLY - RESUME

Career Summary

A strategic thinker, leader and manager, experienced in sport and community health outcomes, innovation and evaluation, complimented by post graduate qualifications in sport management.

Key strengths:

- Strategy, program and project design, implementation and evaluation.
- Stakeholder engagement and management across Federal, State and local government, industry peaks, academics, consultants, sport, community, schools and not-for-profit organisations.
- Design, management and translation of research and project evaluation outcomes.
- Scoping and management of funding, consultancy and contractual agreements.
- Interpersonal, oral, presentation, media and written skills.
- Government, sport, health, education and transport sector experience.
- Self-motivated, strategic thinker, team player, people manager.

Board and Committee Roles

Board Roles:

- Vicsport (inc. Chair of the Governance and Performance Committee) 2020 – current
- Badminton Australia (inc. Chair of the Governance and Integrity Committee) 2021 - current
- Victorian Health Promotion Foundation (VicHealth) (inc. member of the Reconciliation Action Plan (RAP) Advisory Committee) 2023 - current
- School Sport Australia (inc. Treasurer) 2019 – 2022

Committee Roles:

- Victorian School Sport Network (previously Victorian School Sport Council) 2017 – 2022
- Victorian Olympic Council – Education Commission 2018 – 2019
- Macedon Ranges Shire Council - Health and Wellbeing Advisory Committee 2014 – 2018

Career History

OFFICE FOR WOMEN IN SPORT AND RECREATION

DEC 2022 - CURRENT

Head of Program Strategy and Research

Dec 2022 to Current

The Office for Women in Sport and Recreation, as part of the Department of Jobs, Skills, Industry and Regions, is working to increase participation, leadership and visibility of women and girls in sport and active recreation.

- Led the design and delivery of *Change Our Game* program investments to increase the number of women and girls participating in sport and active recreation, from grassroots through to senior leadership roles.
- Led the *Change Our Game* Research and Insights Initiative to invest into world-leading research to advance gender equality in sport and active recreation.

DEPARTMENT OF EDUCATION AND TRAINING

JAN 2019 – DEC 2022

Chief Executive Officer, School Sport Victoria

Jan 2019 to Dec 2022

School Sport Victoria (SSV), as part of the Department of Education and Training, delivers an extensive school sport program to primary and secondary students across Victoria.

- Led the development of a ten year strategy, SSV Strategic Directions 2020 to 2030, to provide a clear future purpose, objectives and strategies for SSV to increase student participation in school sport.

- Managed a team to deliver school sport programs including, a statewide interschool sport program for primary and secondary schools, state representative program for students to compete at national School Sport Australia Championships, SSV Play program providing non-traditional sport and physical activities and an annual multi-sport Victorian Teachers' Games.

VICTORIAN HEALTH PROMOTION FOUNDATION

OCT 2012 – DEC 2018

The Victorian Health Promotion Foundation, best known as VicHealth, works in partnership with organisations, communities and individuals to make health a central part of our daily lives. The focus of VicHealth's work is on promoting good health and preventing ill-health.

Manager, Physical Activity, Sport and Healthy Eating **Aug 2016 to Dec 2018**

- Responsible for managing the strategic direction and delivery of initiatives of the physical activity and health eating imperatives in the VicHealth Action Agenda for Health Promotion 2013-2023.
- Led the development of VicHealth's Physical Activity Strategy 2018 to 2023 which aimed to get more Victorians engaging in physical activity, with a focus on children, young people and women/girls.

Principal Program Officer, Physical Activity, Sport and Healthy Communities **Dec 2013 to July 2016**

- Led the development of VicHealth's Physical Activity, Sport and Walking Investment Strategy - 2014 to 2018, to engage more Victorians to be physically active, including participation in sport and walking.

Senior Project Officer, Physical Activity **Oct 2012 to Dec 2013**

- Managed the *Be Active* initiative delivered by five Victorian councils to strengthen physical activity participation, improve civic engagement and compliment the Victorian Government's *Healthy Together Victoria* initiative.

SPORT AND RECREATION VICTORIA

DEC 2007 – MAY 2012

Sport and Recreation Victoria maximises economic and social benefits provided to all Victorians by the sport and recreation sector and was then part of the Department of Planning and Community Development.

Senior Project Officer, Community Access **Apr 2011 to May 2012**

Manager Physical Activity **Jul 2008 to Oct 2008, Jan 2010 to Jun 2010**

Senior Project Officer, Physical Activity **Dec 2007 to Jul 2008, Nov 2009 to Jan 2010**

VICROADS

MAY 1997 – DEC 2007

VicRoads purpose was to deliver social, economic and environmental benefits to communities throughout Victoria by managing the Victorian arterial road network and its use as an integral part of the overall transport system.

Manager Customer and Community Strategies **Sep 2006 to Sep 2007**

Manager Commercial Services Support **Apr 2006 to Sep 2006**

Communications Manager, Commonwealth Games Planning **Jun 2005 to Apr 2006**

Education and Training

Tertiary Qualifications:

- Master of Business (Sport Management), Deakin University 2003 – 2007
- Bachelor of Management (Major in Marketing), University of South Australia 1993 – 1996

Further Training:

- Foundations of Directorship (Sport) – Australian Institute of Company Directors 2023

Interests

- Badminton: 2000 Australian Olympic team, 1998 Commonwealth Games (Bronze Medal)
 - Travel: Travelled to 26 countries, worked in two countries
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