

# DANIELLE WOODWARD APM OAM

## Candidate for ICF Treasurer



### SUMMARY

Sporting, operational finances, strategy, and business development executive with substantial experience in leading and implementing a broad range of corporate growth and realignment initiatives. I have prepared budgets for Boards, reviewed and oversights expenditures within set limits and managed financial records and reports for sporting bodies.

I am a triple Olympian and Silver Medallist in Slalom canoeing. My sporting career covers over 40 years at State, National and International levels. I have competed in all canoeing disciplines including Slalom National Champion (for 20 years), Canoe Polo and Dragon Boat (National Champion). Over the last 35 years, I have also pursued a career in policing and am currently a Detective Superintendent in the Australian Federal Police (AFP). During my policing career I have specialised in fraud, foreign bribery and financial crime.

### KEY SPORTING ACCOMPLISHMENTS

Order of Australia Medal (OAM) – For services to sport and slalom canoeing	2002
Olympic Team Athlete – Triple Olympian	1992 – 2000
Award AIS Award of Excellence – Administrator	2016
Life Member of AC	2014
Frank Pyke Achievement Award - Victorian Institute of Sport	2013
Sportsperson of the Year	1996
Canoe Slalom – World Cup Champion	1994
Sportswoman of the Year Award	1993 – 1994
Award of Excellence - Victorian Institute of Sport	1993
Sports Star of the Year	1992
Canoe Slalom – Olympic Silver Medallist	1992
Canoe Slalom – National Champion   Senior Australian Team Representative	1982 – 2001

### CANOEING VOLUNTEER CONTRIBUTIONS

International Canoe Federation	Board Member	2018 - Current
Oceania Canoe Association	Secretary General	2018 - Current
Commonwealth Games	Security Liaison	2018
Australian Winter Olympic Team	Athlete Services and Welfare Officer	2018
Oceania Canoe Association	Board Member	2016 - 2018
Australian Olympic Committee	Board Member	2013 - 2017
Australian Olympic Foundation	Company Director	2013 - 2017
Australian Olympic Team	Deputy Chef de Mission	2014 – 2016
AOC Advisory Group	Member The Crawford Report	2009
Australian Canoeing	President and Chair	2007 - 2016
Australian Winter Olympic Team	Athlete Welfare Officer	2013 – 2014
Australian Olympic Team	Director of Athletes Services	2010 – 2012
Australian Canoe Slalom	National Team Coach & Selector	2001 – 2009
Under 23's Canoe Slalom	National Team Coach	2005 – 2009
National Senior Team	Canoe Slalom Selector	2006 -20115
National Senior Coach		2001

## QUALIFICATIONS & DEVELOPMENT

- IOC Women's Leadership Program
- Company Director's Course
- Sexual Offences and Child Abuse
- Graduate Certificate in Applied Management
- Asia Region Law Enforcement Management Program (Drug Trafficking & Money Laundering)
- Mentor: Courageous Women
- Detective Training
- Certificate IV Workplace Assessment and Training

## FINANCIAL AND PROFESSIONAL EXPERIENCE

### ICF AND OCEANIA

2018-Current

- Formally qualified as an executive board member for both public and not for profit companies
- Financial and Human Resource Management in sporting organisations

I joined the Board of the ICF in 2018, as a Continental Representative. Since then, I have strongly represented the interests of Oceania. As a Board member, I have worked with the CEO and Treasurer to monitor ICF's financial performance and contribute to systems improvements, including future financial plans. As part of the ICF working group I contributed significantly to the ICF's new policy on *Physical Harassment and Abuse in Sport*.

As Secretary General of Oceania, I have developed budgets and managed income received from the ICF to ensure it is distributed fairly and in the best interests of the Association. I have also ensured expenditure is kept within set limits.

### AUSTRALIAN CANOEING (AC) (now PADDLE AUSTRALIA)

2007-2017

- Extensive experience in the development and oversight of multimillion dollar budgets in support of restructuring initiatives, including physical and human resources.
- Expertise in governance and constitutional change, leading Canoeing in Australia

As President and Chair of AC, I led the organisation from a negative net asset base (bankrupt), to a positive net asset base with an annual turnover of \$7.5 million. To manage the initial financial difficulties, I successfully managed a \$500,000 loan provided by the Australian Government and International Sport to keep the organisation solvent while I developed a future strategy with the Board. Within five years, AC was loan free and solvent. During this time I also championed change to improve culture by amalgamating the Australian Institute of Sport, High Performance function, to align with the wider sport and commenced the unification of AC and state based organisations under a single brand.

### ADMINISTRATIVE LEADERSHIP - OLYMPIC GAMES

2012-2018

- Respected as a proponent of empowerment and accountability, with a record of accomplishment for consistently delivering on objectives

For four Olympic Games (London, Sochi, Rio, Pyong-Chang), I held key administrative leadership roles for the Australia Olympic team including Director Athlete Services & Welfare and Deputy Chef de Mission (2016). As Deputy Chef de Mission, I was responsible for the logistical off-shore team management, budgeting, resourcing, welfare and safety of 450 Australian athletes and staff (located in three Australian subsites outside the secure protection of the Olympic Village).

## Victorian Institute of Sport (VIS)

1997-1998

- Policy writing and application of regulatory compliance and standards

Employed by VIS as the Slalom Coach, I helped to develop the Sport through the National Institute system. At VIS, I undertook a role in Athlete Career and Education for Tennis and Softball. I also held positions with the Athletes Advisory Commission for ASADA and working groups with the Australian Sports Commission and Australian Institute of Sport. While still competing at an elite level in slalom canoeing, I was the National Coach and managed the national teams overseas, including managing budgets and resource issues on a daily basis.

## Australian Federal Police (AFP)

1986-Current

- International experience in detecting and prosecuting financial crimes such as money laundering and fraud
- Finance and budgeting
- Undeniable integrity and honesty

I am a Detective Superintendent in the AFP, currently acting as a Commander. Over my policing career, I have undertaken complex investigations across Australia and overseas, including the investigation of criminal offences related to foreign bribery, corporate corruption, international money laundering and drug importations. In my current role as a Senior Executive, I manage multi-million dollar budgets ranging from general employee and supplier budgets, through to single program budgets requiring project oversight in relation to a four year rolling budget worth over \$40 million dollars.

During my policing career, I have led and developed:

- Training packages including "Look a Little Deeper" a Human Trafficking Awareness Package
- ABC 7.30 report interview on significant investigations
- SBS "Policing the Pacific" documentary and door stop style interviews
- International and domestic presentations to ARLEMP, Bali Process, ACWAP on significant investigations
- Numerous presentations, interviews and interactions on high performance, coaching, personal story to domestic and international organisations

## KEY POLICING AWARDS

- Australian Police Medal
- Order of Australia Medal
- Commissioner's Medal for Innovation
- Australian Sports Medal
- United Nations Medal
- Timor-Leste Solidarity Medal
- Victoria Police Medal for Merit
- Commissioner's Group Citation for Conspicuous Conduct: MH17 Disaster
- Police Overseas Service Medal and Clasp
- Operations Medal: For overseas service in East Timor and The Netherlands
- National Police Service Medal
- National Medal and Claps

