

# ANGELA BELLE McSWEENEY



## CONTACT DETAILS

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## MEMBER TENURE

- » Member of ATC since 7 February 2011
- » Member since 1990

## NOMINATORS

- » Laurie Macri
- » Max Whitby

## EMPLOYMENT

International Communications & Marketing Advisor

## QUALIFICATIONS AND EXPERIENCE

- » Graduate Australian Institute of Company Directors
- » 30 years consulting as marketing, events, promotions, publicity expert: AJC (13 years), VRC (5 years), STC (5 years), QTC (3 years)
- » Worldwide media commentator on Royal Ascot (BBC)
- » Marketing Director for Magic Millions for 3 years from 1998
- » Third generation prominent racing family
- » Manager and Part Owner of over 50 thoroughbreds including: Our Horizon [Winner 1990 Golden Nugget], and My Marilyn [1992 Magic Millions Classic]
- » Current owner and manager
- » Racehorse Owners "Racing Personality of the Year" 1991
- » Introduced major sponsors Emirates, David Jones and the MLC Centre
- » Inaugurated Fashions on the Field 1983

## CURRENT DIRECTORSHIPS

- » Director Australian Turf Club
- » Vice-President The B&W Vision Australia

## MEMBERSHIPS/AFFILIATIONS

Australian Turf Club, Victoria Racing Club, City Tattersalls Club (Life Member), AICD, Women on Boards

## STATEMENT OF POLICY

Thoroughbred racing is my passion and so is this Club. In the 2016 election I was honoured to poll second behind the remarkable Bill Evans. I believe that my

commitment to talking to members across every area of the racetrack was a major contributor to my success in 2016. One of the joys of my Directorship has been continuing to speak with members and as such I have a broad understanding of the issues that are important to them now.

### General Achievements:

The current Board has improved racetrack infrastructure by investing in all our track surfaces and providing temporary day stalls. For members, we have completed the car park at Royal Randwick, introduced world class facilities at Rosehill, and upgraded amenities at all racetracks. Racing has been re-invigorated with the Canterbury night racing series, prizemoney increases, Rosehill's Golden Eagle and the world-stopping Everest at Royal Randwick, which have both boosted attendance.

### My particular skills set

- » I have forged relationships of the highest calibre in business, the media and in politics- they enable me to promote the interests of the members and showcase the ATC
- » I ensure that our loyal members feel special as they have built this great club
- » I work to maintain the sophisticated standards of our premier Race Club

### Commercial Committee:

We have improved communication with members, introduced a member's loyalty programme, including reserved seating and racetrack spending bonuses. We have improved facilities for owners and added value to their raceday experience.

I have a proven track record bringing innovation to racing clubs. I launched the highly successful ATC Everest Fashion Luncheon last year - it is a sell out again this year. I negotiated sponsor associations with Cerrone Jewellery, Vogue Magazine

and The Caché Group. I have also brought two charities, the Glen McGrath Foundation and Prince of Wales Hospital into our events. These events attract media attention, new sponsors and high net worth guests, which help bring new members, owners and sponsors to the ATC. In this regard, I have appeared on television and in other media to promote the Everest Carnival and the ATC.

I also re-ignited the close association with City Tattersalls Club, highlighting the historic City Tattersalls Raceday. This resulted in City Tatts making further substantial investments in our Club.

### Safety & Risk Committee:

We refined our emergency response protocol and reduced risk to members in every area of the course. We re-established a positive image of thoroughbred racing through the racehorse welfare program. Our thorough Covid 19 protocols have enabled racing to continue and have set a global standard.

I would love to speak with you at the racetrack, or via my contact details. Tell me what is important to you. I would value your ongoing support and your vote, so I can continue to work with members and for members.