

Sport SA welcomes new board members

Sport SA has appointed Mr David Basheer and Professor Magda Nenyecz-Thiel to the Sport SA Board. David and Magdalena join the board at a time of renewal, growth and increased investment in member supports and services.

The nominations committee unanimously agreed both David, Managing Director of the Basheer Hotel Group and Cassie Management Group, and Magda, an Industry Growth Professor and Senior Marketing Scientist at the Ehrenberg-Bass Institute at UniSA, bring exceptional skills and experience to the current serving board, adding to the diversity of expertise to drive the 2019-21 strategic vision.

Chief Executive Officer Leah Cassidy said she looks forward to working with the new board which now possesses skill sets spanning the full gamut of industry, business and tertiary know-how, enabling the organisation to drive change, strengthen partnerships and set a steady path for the future.

“When I took the helm of Sport SA in September last year, I was tasked with the job of rejuvenating the organisation, driving greater membership, advocating for our members and raising our profile,” said Leah.

“I’m so excited to be working with such talented people, both with the staff team and the new and existing board members.”

President Michael Wright, who led the recruitment of the new CEO and board members, said with the board’s broad ranging expertise and contacts across sports and other industries in South Australia and beyond, the Sport SA board and staff are now in a good position to flourish.

Over the coming months Sport SA will release its final Strategic Plan and discuss its plans in more detail. In the meantime you can find out more about Sport SA at www.sportsa.org.au

For further information please contact: Sport SA, 08 8353 7755, or email mediamanager@sportsa.org.au

ABOUT

DAVID BASHEER

David, well known in South Australia as a long time supporter of grassroots sport and sports management at board level, also has many years’ experience in the hospitality industry as the Managing Director of the Basheer Hotel Group and Cassie Management Group, President of the SA Branch of the Australian Hotels Association, and member of the National Branch. David has held positions as President and Director of SANFL side Port Adelaide Football Club, Director of Port Adelaide Football Club (AFL) and Chairman and Director of Port Adelaide Football and Community Club. He has also been a Board member on the Minister of Small Business Advisory Board.

MAGDA NENYECZ-THIEL

Magda is an Industry Growth Professor and a Senior Marketing Scientist at the Ehrenberg-Bass Institute at the University of South Australia. Magda has been a Funded Chair at UniSA since 2016 and is currently leading a global research project focused on Profitable Industry Growth. She regularly presents her and the Institute’s research to industry leaders all over the world. She has Masters in Economics from Poland, Masters in Marketing from Germany and PhD in Marketing Science from the University of South Australia. She publishes regularly in international journals and books. Magda has a love and passion for sport, particularly running.