

# MARK WORWOOD

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## PROFILE

Tertiary-educated, postgraduate-qualified communications, marketing and media thoroughbred with a 25-year track record of domestic and international success stories in Australia, Hong Kong and the United Kingdom. Newspaper reporter, columnist and editor. Broadcast host, commentator and producer. Major events administrator. Corporate affairs advisor. Public relations manager.

## POSITIONS

- **Senior Production Editor**, *South China Morning Post*, 2022-2024
- **External Media Communications Manager**, *WA Police Union*, 2021-2022
- **Racing and Wagering Manager**, *Western Australian Turf Club (Perth Racing)*, 2016-2020
- **Chief Intelligence Officer**, *Last Minute Mail*, 2013-2016
- **Communications, Marketing and Media Consultant**, *markworwood.com*, 2012-2013
- **Product Evangelist**, *Macquarie University*, 2011-2012
- **Head of Communications**, *tomwaterhouse.com*, 2010-2011
- **Account Manager**, *Anne Wild & Associates*, 2009-2010
- **Media Manager**, *Sydney 2009 World Masters Games*, 2008-2009
- **Media Manager**, *Sydney FC*, 2007-2008
- **Media Manager**, *Centrebet*, 2002-2007
- **Chief Sports Betting Writer**, *Racing Post*, 1996-2001

## HIGHLIGHTS

**Senior Production Editor**, *South China Morning Post*, 2022-2024

- Produced – wrote, subbed and laid out – racing editorial, including daily news stories, semi-weekly form guides and weekly feature articles/opinion pieces, as one member of its two-person team reporting on Hong Kong's most popular sport and the city's largest taxpayer, the Jockey Club.
- Broke its top 2022-23 racing story – Purton slams chief steward's 'new standard': 'It isn't going to be sustainable' – which engaged online readers for not only more minutes than any unsponsored sports article during that period but also 25 per cent more time than any other racing item.

**Racing and Wagering Manager**, *Western Australian Turf Club (Perth Racing)*, 2016-2020

- Reimagined its spring and autumn carnivals, including the world's original thoroughbred racing festival that featured a Group One race worth at least \$1 million on three consecutive Saturdays – the Railway Stakes, the Winterbottom Stakes and the Kingston Town Classic.
- Conceived its unique Equine All Stars Incentive Scheme, which subsidised the travel costs associated with interstate- and overseas-based gallopers competing in The Masters in the spring and resulted in four consecutive years of record-breaking nominations, visitors and runners.

**Media Manager**, *Sydney 2009 World Masters Games*, 2008-2009

- Formulated and executed a bold communications plan that ensured it exceeded its target of 25,000 competitors, satisfied state and federal government stakeholders despite almost zero traditional marketing expenditure and delivered an economic benefit of \$60.2 million.
- Negotiated its media partnerships with ABC Local Radio, Channel Nine and Nationwide News (News Limited), sourced most of its ambassadors, including seven Olympic Games champions, and conceived the idea of a Games oath – Peter FitzSimons penned it – as its legacy item.

## QUALIFICATIONS

**PGDip Broadcast Journalism**, *University of Central Lancashire*, 1995-1996

**Graduate Development Program**, *British Horseracing Board (British Horseracing Authority)*, 1995

**BA (Hons) Psychology with Public Media**, *Trinity and All Saints College (Leeds Trinity)*, 1992-1995

## PROFICIENCIES

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|-----------------------|---------------------|-------------------|
| • Board reporting     | • Media managing    | • Speech writing  |
| • Content creating    | • News reporting    | • Staff mentoring |
| • Corporate budgeting | • Product marketing | • Team leading    |
| • Event planning      | • Public speaking   | • Web developing  |

## POSITIONS

### **Senior Production Editor, *South China Morning Post*, 2022-2024**

Founded in 1903, the English-language broadsheet *South China Morning Post* – its Sunday edition is the *Sunday Morning Post* – is Hong Kong's unofficial newspaper of record and most trusted mass media organisation, with more than 130 million unique visitors to its news website during 2023.

- Produced – wrote, subbed and laid out – racing editorial, including daily news stories, semi-weekly form guides and weekly feature articles/opinion pieces, as one member of its two-person team reporting on Hong Kong's most popular sport and the city's largest taxpayer, the Jockey Club.
- Broke its top 2022-23 racing story – Purton slams chief steward's 'new standard': 'It isn't going to be sustainable' – which engaged online readers for not only more minutes than any unsponsored sports article during that period but also 25 per cent more time than any other racing item.

### **External Media Communications Manager, *WA Police Union*, 2021-2022**

The WA Police Union provides industrial, legal and welfare services to nearly 7,000 police officers, police recruits, police auxiliary officers, Aboriginal liaison officers and cadets. Established in 1912, it acts as a passionate advocate, lobbying for better conditions and protections for its members.

- Managed all of its communications, including producing timely media releases, fortnightly electronic newsletters and quarterly printed magazines, writing briefing notes, talking points and formal speeches, and administering content systems, information portals and campaign websites.
- Liaised with state and federal politicians, civil servants across various government agencies, journalists reporting for print, radio, television and online media organisations and members of the police family, particularly commissioners, assistant commissioners and other senior officers.

### **Racing and Wagering Manager, *Western Australian Turf Club (Perth Racing)*, 2016-2020**

The Western Australian Turf Club, trading as Perth Racing, is Western Australia's metropolitan home of thoroughbred racing. Formed in 1852, it runs two venues, Ascot Racecourse and Belmont Park, hosts more than 90 meetings a season and provides year-round action in Perth's city area.

- Reimagined its spring and autumn carnivals, including the world's original thoroughbred racing festival that featured a Group One race worth at least \$1 million on three consecutive Saturdays – the Railway Stakes, the Winterbottom Stakes and the Kingston Town Classic.
- Conceived its unique Equine All Stars Incentive Scheme, which subsidised the travel costs associated with interstate- and overseas-based gallopers competing in The Masters in the spring and resulted in four consecutive years of record-breaking nominations, visitors and runners.
- Supersized its TABtouch affiliate income by more than 1,400 per cent over four years, proposing, negotiating and executing a landmark agreement between Racing and Wagering Western Australia and clubs that benefitted affiliates by a seven-figure sum annually.
- Brokered its TABtouch mobile wagering deal – and, by association, the arrangement for every other Western Australia-based racing industry entity – that meant the rapidly rising revenue stream, which TABtouch did not attribute to clubs previously, flowed to them.
- Anchored Sky International, Sky Racing, Sky Racing Active, Sky Racing World and Sky Thoroughbred Central live broadcasts of its meetings, previewing and reviewing races and interviewing jockeys, trainers and owners, in addition to producing its on-course audio-visual mix.
- Presented its preview program, *The Box Seat*, teamed up with Brittany Taylor to create its review show, *The Run of the Race*, and administered its various social media pages, growing its combined audience to more than 45,000 people, which was 20 times its membership number.
- Devised, designed and delivered Perth Racing at Home, a password-protected streaming service that enabled its members and, subsequently, via a commercial contract, registered owners to watch preliminaries, races and replays during the COVID-19 coronavirus pandemic.
- Managed special projects, including introducing Good Friday racing to Australia in 2017, building the \$2.4 million, 28.5m wide and 11m high Ascot SuperScreen in 2019 and booking Ascot Racecourse's first female caller, Dawn Lupul, for International Women's Day in 2020.

**Chief Intelligence Officer, *Last Minute Mail*, 2013-2016**

Last Minute Mail was Australia's premier subscription-based racing and sports betting advisory service, covering domestic racing events weekly and international sports competitions daily.

- Assessed 16-20 Australian races weekly through the creation of performance ratings, speed maps and other tools and used an extensive global network of contacts developed over more than 20 years to identify the world's best sports wagers, irrespective of competition or location.
- Generated independently verified outstanding profits across three years of running its offering – a \$1 unit stake on all of its racing top picks, quinella picks, exacta picks, quadrella picks and sports top picks would have returned \$51,279 for \$15,742.

**Communications, Marketing and Media Consultant, *markworwood.com*, 2012-2013**

markworwood.com was a communications, marketing and media consultancy that specialised in servicing companies operating in the editorial, entertainment and sports spaces.

- Managed the Australian launch of Norway-based social media and online dating business Digisec Media, collaborating with agencies on campaigns, generating mass coverage through public relations surveys (including news.com.au top stories) and acting as a spokesperson.
- Produced racing and sports betting editorial for niche online publishers based in Australia, Ireland, the United Kingdom and the United States of America, with an emphasis on driving traffic from their websites to bookmakers with which they had lucrative affiliate agreements.

**Product Evangelist, *Macquarie University*, 2011-2012**

Informatics is a business unit that creates an information technology leading edge for Macquarie University, designing, deploying and delivering great products and services.

- Launched numerous Informatics products, including BoardPad, DataSwitch, iLab, iLearn, iTeach, OneForge, OneVision, Tracker and Units, generating all the communications, marketing and media materials required to educate and inform internal and external audiences.
- Conceptualised, organised and moderated three monthly events – Federation Forum (senior executives), Tech Talk (technology enthusiasts) and Informatics Town Hall (department colleagues) – that evangelised Informatics initiatives to Macquarie University personnel.

**Head of Communications, *tomwaterhouse.com*, 2010-2011**

Tom was not born to be a footballer, win a major or wear the baggy green. But with four generations of betting knowledge in his blood, Tom was born to bet because he was born a Waterhouse.

- Developed its communications roadmap and implemented strategies as a member of its launch-time executive management team, including mentoring staff, liaising with agencies and ghost-writing the article that led to its first television commercial, *In The Blood*.
- Directed all of its communications, marketing and media activities, with areas of responsibility including advertising, customer relationship management, events, newsletters, social media, videos, websites and, of course, attention-seeking press releases.

**Account Manager, *Anne Wild & Associates*, 2009-2010**

Anne Wild & Associates is a well-established and highly successful Sydney-based boutique full-service public relations agency that specialises in two streams – lifestyle/travel and business/innovation.

- Handled several of its accounts, including Australia's largest provider of industry-based research, IBISWorld, the Singapore Tourism Board and Star Scientific, a company focused on using muon-catalysed fusion to deliver clean, safe and affordable energy.
- Provided services to its full portfolio of clients, including community relations, copywriting, crisis communications, digital communications, event management, internal communications, media relations, social media, speech writing and strategic planning.

**Media Manager, Sydney 2009 World Masters Games, 2008-2009**

The Sydney 2009 World Masters Games was the seventh edition of the world's largest multi-sport event, with a record 28,676 people from 95 countries competing across 28 sports at 72 venues.

- Formulated and executed a bold communications plan that ensured it exceeded its target of 25,000 competitors, satisfied state and federal government stakeholders despite almost zero traditional marketing expenditure and delivered an economic benefit of \$60.2 million.
- Negotiated its media partnerships with ABC Local Radio, Channel Nine and Nationwide News (News Limited), sourced most of its ambassadors, including seven Olympic champions, and conceived the idea of a Games oath – Peter FitzSimons penned it – as its legacy item.

**Media Manager, Sydney FC, 2007-2008**

Sydney FC is Australia's highest-profile soccer side. Set up in 2004, Sydney FC was the first A-League team to win the OFC Champions League and the inaugural A-League Grand Final winner.

- Managed media operations at all of its events, including home games – all of which were broadcast live on television domestically and internationally – multilingual press conferences, photo opportunities, player appearances and sponsorship announcements.
- Boosted its positive media coverage by developing strong working relationships with internal and external parties, which resulted in its average home attendance for A-League matches rising 9.2 per cent from the previous campaign despite several on- and off-the-field crises.

**Media Manager, Centrebet, 2002-2007**

In 1996, Centrebet became the first Southern Hemisphere organisation to offer online betting. In 2002, Centrebet became the first non-TAB bookmaker in Australia to employ a media manager.

- Circumvented draconian legislation to position it as the then-biggest and best corporate online bookmaker in six countries – Australia, Denmark, Finland, New Zealand, Norway and Sweden – using a mix of bookmaking, communications, marketing and media strategies.
- Introduced novelty betting to Australia – initially, the Northern Territory Government would sanction markets on television shows, political elections and the like on a case-by-case basis – and played a key role in its 2006 floating with a capitalisation of \$174 million.

**Chief Sports Betting Writer, Racing Post, 1996-2001**

The London-based Racing Post is the world's premier wagering publication. Sheikh Mohammed bin Rashid Al Maktoum, the ruler of Dubai, founded the Racing Post in 1986 before selling it in 1998.

- Covered countless major events, including the 1998 FIFA World Cup in France, the Rugby World Cup 1999 in the United Kingdom, France and Ireland, and the Sydney 2000 Olympic Games in Australia, and represented it on a variety of radio and television programs.
- Edited its sports section, on average, once a week, attending editorial conferences, liaising with other departments – particularly advertising – and coordinating the output of up to a dozen staff members and freelancers to produce as many as 30 pages in one day.

**QUALIFICATIONS**

**PGDip Broadcast Journalism, University of Central Lancashire, 1995-1996**

Broadcast Journalism Training Council-accredited course at one of the United Kingdom's top communications schools. Modules included radio journalism, television journalism and media law.

**Graduate Development Program, British Horseracing Board (British Horseracing Authority), 1995**

Exclusive course – more than 1,700 applicants for 17 scholarships – that began with two weeks of learning from the best at the British Racing School and ended with two months of work experience.

**BA (Hons) Psychology with Public Media, Trinity and All Saints College (Leeds Trinity), 1992-1995**

Honours undergraduate course at a media-centric college of the University of Leeds. Earned place through AAC grades at A-Level: Economics (A), General Studies (A) and Mathematics (C).