

MARK WORWOOD

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PROFILE

A tertiary-educated, postgraduate-qualified communication, marketing and media thoroughbred with a 30-year track record of local, national and international successes in Australia, Hong Kong and the United Kingdom. A skilled storyteller, accomplished adviser and experienced executive with verifiable victories while leading and collaborating with individuals and groups that perform in high-pressure work settings, developing and executing plans that align with high-level organisational goals and crafting and disseminating messages that resonate with high-value target audiences.

- Produced the South China Morning Post's racing pages, wrote its Friday features and broke its top story of the 2022-2023 season – Zac Purton slams chief steward's 'new standard': It isn't going to be sustainable – which engaged online readers 25 per cent longer than other items.
- Executed the WA Police Union's Switch Off Duty strategy, which formed the centrepiece of its successful industrial relations campaign for better working conditions, organised its highest-rated annual conference and protected the reputation of its member acquitted of an on-duty murder.
- Devised the Western Australian Turf Club's Equine All Stars Incentive Scheme, which lured record numbers of visitors to its spring carnivals for four straight years, increased its TABtouch affiliate wagering income by more than 1,400 per cent and hosted Sky Racing telecasts of its meetings.
- Created the Sydney 2009 World Masters Games' "local news juggernaut", negotiated its media partnerships – ABC Radio, Channel Nine and News Limited – and recruited its ambassadors, including seven Olympic champions, to attract its event-best 28,676 competitors.
- Defused Sydney FC's public relations crises – executives sacking coaches, players seeking transfers and fans assaulting referees – handled its media operations and composed its marketing communications to grow its average A-League attendance by 9.2 per cent annually.
- Developed Centrebet's media master plan, replaced its inefficient contractors with efficient employees and surmounted its regulatory obstacles to position it as the top corporate online bookmaker in six countries – Australia, Denmark, Finland, New Zealand, Norway and Sweden.
- Headed the Racing Post's comprehensive coverage of marquee tournaments – 1998 FIFA World Cup, Rugby World Cup 1999 and Sydney 2000 Olympic Games – deputised for its sports editor regularly and represented its interests as a resident pundit on BBC and LIVE TV programs.
- Managed a couple of Western Australian Turf Club divisions – two teams, 80 workers and \$50 million budgets – three Anne Wild & Associates accounts and five Centrebet marketers.
- Launched tomwaterhouse.com to the planet's punters, Digisec Media to Australia's singles and Informatics technology products to Macquarie University's students, faculty and staff.
- Introduced a Peter FitzSimons-written oath to the World Masters Games, a Good Friday fixture to the Australian racing calendar and a novelty betting offering to the Australian gambling menu.
- Crafted keynote speeches for princes, premiers and presidents, talking points for mouthpieces, ministers and managers and dynamic websites for public, private and philanthropic parties.
- Attained a degree in media/psychology and a postgraduate diploma in broadcast journalism.

SKILLS

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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 |

EMPLOYMENT

Media Communications Officer, WorkSafe, May 2025 to present

WorkSafe, part of Western Australia's multi-agency Department of Local Government, Industry Regulation and Safety, is the state's regulator and promoter of workplace health and safety.

- Advance its profile and objectives – especially those of its Mines Safety, Petroleum Safety and Dangerous Goods directorates – by liaising with media organisations and ministerial offices, creating online and offline communications and crafting speeches for public servants.

Consultant, markworwood.com, Feb 2024 to Apr 2025; Oct 2020 to Jun 2021; Feb 2012 to Mar 2013
markworwood.com was a communication, marketing and media consultancy that specialised in servicing companies operating in the editorial, entertainment and sports spaces.

- Conducted online and in-person content strategy sessions and media training workshops, including brainstorming high-quality coverage opportunities, teaching basic journalism techniques and coaching designated spokespeople through mock interviews with constructive feedback.
- Coordinated the Australian launch of Norway-based dating agency Digisec Media, including hiring, briefing and overseeing a niche advertising firm, generating mainstream publicity from the newsworthy results of commissioned surveys and representing the company as a spokesperson.

Senior Production Editor, South China Morning Post, Sep 2022 to Jan 2024

The South China 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 website during 2023.

- Produced – wrote, subbed and laid out – its racing pages, including daily news stories, semi-weekly form guides and weekly feature articles, as one member of its two-person desk covering Hong Kong's most popular sport and the city's largest taxpayer, the Jockey Club.
- Authored its top 2022-2023 racing story – Zac Purton slams chief steward's 'new standard': 'It isn't going to be sustainable' – which engaged online readers 25 per cent longer than other items, and penned its Friday interviews with Hong Kong personalities.

External Media Communications Manager, WA Police Union, Jul 2021 to Aug 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 in Western Australia.

- Executed its Switch Off Duty strategy, which formed the centrepiece of its successful industrial relations campaign for better working conditions, including supervising its commercial productions, building its educational websites and telling its emotional stories.
- Organised its highest-rated annual conference – the theme of which was the mental health challenges facing police officers – and protected the reputation of its member acquitted of an on-duty murder – First Class Constable Brent Wyndham – through prudent communications.

Racing and Wagering Manager, [Western Australian Turf Club \(Perth Racing\)](http://Western Australian Turf Club (Perth Racing)), Feb 2016 to Sep 2020

The Western Australian Turf Club is WA's metropolitan home of thoroughbred racing, operates two Perth venues – Ascot Racecourse and Belmont Park – and hosts more than 90 meetings a season.

- Reimagined its spring and autumn carnivals, notably creating the world's original thoroughbred racing festival that featured a Group One race worth at least \$1 million on three consecutive Saturdays – Railway Stakes, Winterbottom Stakes and Kingston Town Classic.
- Devised its game-changing Equine All Stars Incentive Scheme, which alleviated the substantial expenses associated with interstate- and overseas-based horses competing in The Masters and resulted in four straight years of record-breaking nominations, visitors, runners and profits.

- Increased its TABtouch affiliate wagering income by more than 1,400 per cent, proposing, negotiating and executing a landmark agreement between Racing and Wagering Western Australia and all the state's clubs, which benefitted the latter by seven figures annually.
- Presented its in-house multimedia previews, reviews and podcasts – The Box Seat, The Run of the Race and Tongue Tie Off, respectively – administered its social media presences – Facebook, Instagram, Twitter and YouTube – and hosted Sky Racing telecasts of its meetings.
- Designed its Perth Racing at Home streaming service, which enabled its locked-out members and, subsequently, via a commercial contract with Racing and Wagering Western Australia, registered owners to watch preliminaries, races and replays during the COVID-19 coronavirus pandemic.
- Managed its most heavily regulated operational divisions – racing and wagering's two teams, 80 workers and \$50 million budgets – introduced its Australia-first Good Friday fixture and steered its special projects, the biggest of which was its \$2.4 million Ascot SuperScreen.

Chief Intelligence Officer, *Last Minute Mail (closed)*, Jun 2013 to Jan 2016

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

- Assessed its selected Australian races – performance ratings, speed maps and intelligence reports – and used an extensive network of global contacts developed over three decades to identify the world's optimal sports wagers, irrespective of tournament, time or location.

Product Evangelist, *Macquarie University*, Jun 2011 to Jan 2012

Informatics is a computer science department that creates an information technology edge for Macquarie University by designing, deploying and delivering great products and services.

- Promoted its proprietary applications – BoardPad, DataSwitch, iLab, iLearn, iTeach, OneForge, OneVision, Tracker and Units – and moderated its monthly events – Federation Forums, Tech Talks and Town Halls – which evangelised its new initiatives to its students, faculty and staff.

Head of Communications, *tomwaterhouse.com*, Jun 2010 to May 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.

- Orchestrated its introductions to punters, including organising launch parties, establishing communication channels – blogs, newsletters and videos – and conceptualising commercial spots such as In The Blood, which leveraged the Waterhouse dynasty of Charles, Bill, Robbie and Tom.

Account Manager, *Anne Wild & Associates*, Dec 2009 to May 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.

- Advised its clients, particularly Australia's biggest provider of industry-specific research, IBISWorld, Lion City statutory body, the Singapore Tourism Board, and international energy firm focused on catalysing clean, safe and affordable heat with zero emissions, Star Scientific.

Media Manager, *Sydney 2009 World Masters Games (IMGA)*, Feb 2008 to Nov 2009

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

- Created its "local news juggernaut" – New South Wales minister Jodi McKay's metaphor – that ensured the project exceeded its public target of 25,000 competitors, satisfied its government stakeholders and boosted its state's coffers with an estimated economic benefit of \$60.2 million.

- Negotiated its media partnerships – ABC Radio, Channel Nine and News Limited – recruited its ambassadors, including seven Olympic champions, and persuaded best-selling author Peter FitzSimons to write a Games oath – Let's Play – as its legacy item.
- Crafted its keynote speeches, including ceremonial addresses for Crown Prince Frederik of Denmark – who sailed a boat with Australian yachtsman Chris Meehan – New South Wales premier Nathan Rees and International Masters Games Association president Kai Holm.

Media Manager, [Sydney FC](#), Feb 2007 to Jan 2008

Sydney FC is Australia's highest-profile men's domestic soccer side, with its honours including one OFC Champions League, two Australia Cups and five A-League Championships.

- Defused its public relations crises – executives sacking coaches, players seeking transfers and fans assaulting referees – handled its media operations and composed its marketing communications to grow its average A-League attendance by 9.2 per cent annually.

Media Manager, [Centrebet \(closed\)](#), Feb 2002 to Jan 2007

Centrebet was the first Southern Hemisphere organisation to accept a sports wager online and the first non-TAB betting agency in Australia to employ a media manager.

- Developed its media master plan, replaced its inefficient contractors with efficient employees and surmounted its regulatory obstacles to position it as the top corporate online bookmaker in six countries – Australia, Denmark, Finland, New Zealand, Norway and Sweden.
- Lobbied its regulator – the Northern Territory Government – to approve wagering markets on the outcomes of television shows, political elections and the like, which introduced novelty betting to Australia and contributed to its public floating with a market capitalisation of \$174 million.

Traveller, *Not Applicable*, Jan 2001 to Jan 2002

Chief Sports Writer, [Racing Post](#), Jul 1996 to Dec 2000

The Racing Post is the world's premier wagering publication, with Dubai ruler Sheikh Mohammed bin Rashid Al Maktoum founding the United Kingdom-based media company.

- Headed its comprehensive coverage of marquee tournaments – 1998 FIFA World Cup, Rugby World Cup 1999 and Sydney 2000 Olympic Games – deputised for its sports editor regularly and represented its interests as a resident pundit on BBC and LIVE TV programs.

EDUCATION

PGDip Broadcast Journalism, [University of Central Lancashire](#), Sep 1995 to Jun 1996

A Broadcast Journalism Training Council-accredited postgraduate diploma that featured one industry placement. Modules included radio journalism, television journalism and media law.

BA (Hons) Psychology with Public Media, *Trinity and All Saints* ([Leeds Trinity](#)), Sep 1992 to Jun 1995

A University of Leeds-awarded bachelor's degree with honours that featured two placements. Qualified with AAC A-Level grades: Economics (A), General Studies (A) and Maths (C).

TRAINING

Graduate Development Program, *British Horseracing Board* ([BHA](#)), Jul 1995 to Aug 1995

An 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.

VOLUNTEERING

Webmaster, [Waylen Bay Sea Scout Group](#), Oct 2020 to Sep 2023

Secretary and Webmaster, [Manly Warringah Football Referees Association](#), Jan 2011 to May 2013