

# MARK WORWOOD

Communications, Marketing and Media Thoroughbred | Corporate Affairs Manager | Innovator

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## SUMMARY

A tertiary-educated, postgraduate-qualified communication, marketing and media thoroughbred, with a demonstrable track record of local, national and international successes in Australia, Hong Kong and the United Kingdom across a wide range of industry sectors. A skilled storyteller, accomplished adviser and experienced executive, with verifiable victories 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. A wordsmith who is a sure-fire winner.

## HIGHLIGHTS

### WorkSafe

Manage its Mines Safety- and Petroleum Safety and Dangerous Goods-specific media enquiries, provide its spokespeople—the industrial relations minister, the director general and the commissioner—with strategic advice and produce its internal and external communications, including news alerts, press releases and public addresses.

### South China Morning Post

Produced its racing editorial, including up to 16-page pull-out form guides for Hong Kong Jockey Club-staged meetings at Happy Valley and Sha Tin, wrote its Friday features and broke its top story of the 2022-2023 season—Zac Purton slams chief steward's 'new standard'—which engaged its online readers 25 per cent longer than any other item.

### WA Police Union

Executed its Switch Off Duty strategy, which formed the centrepiece of its successful industrial relations campaign for better working conditions, 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.

### Western Australian Turf Club

Invented its Equine All Stars Incentive Scheme, which lured record numbers of visitors to its spring carnivals for four consecutive years, increased its TABtouch affiliate wagering income by 1,400 per cent and devised its Perth Racing at Home service, which streamed preliminaries, races and replays to its locked-out members during COVID-19 lockdowns.

### Digisec Media

Coordinated its introduction to the Australian market—researched, hired and briefed a niche advertising firm, Sydney-based media planning and buying agency MediaSmith—elevated its profile by publicising the newsworthy results of commissioned surveys that made national headlines and enhanced its reputation as an authorised spokesperson.

### Tom Waterhouse

Orchestrated its launch as Australia's most-talked-about bookmaker, established its communication channels and framed its novelty markets because Tom was not born to be a footballer, win a major or wear the baggy green—with four generations of betting knowledge in his blood, Tom was born to bet because he was born a Waterhouse.

### Sydney 2009 World Masters Games

Created its "local news juggernaut"—New South Wales minister Jodi McKay's metaphor—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 from 95 countries and deliver its economic benefit of \$60.2 million.

### Sydney FC

Defused its public relations crises—executives sacking coaches, players seeking transfers and fans assaulting referees—handled its media operations at matches and composed its marketing communications to grow its average A-League attendance by 9.2 per cent despite on-field performances that did not meet pre-season expectations.

### Centabet

Developed its media master plan in what was an unprecedented role for an Australian corporate bookmaker, replaced its inefficient contractors with efficient employees and surmounted its regulatory obstacles to be the premier non-government betting agency in six countries—Australia, Denmark, Finland, New Zealand, Norway and Sweden.

### Racing Post

Headed its comprehensive coverage of marquee tournaments, including FIFA World Cups, Rugby World Cups and Olympic Games, deputised for its sports editor once a week on average and represented its interests as a resident pundit on radio and television shows on the British Broadcasting Corporation and LIVE TV networks.

## SKILLS

Board reporting

Content creating

Corporate budgeting

Event planning

Media managing

News reporting

Product marketing

Public speaking

Speech writing

Staff mentoring

Team leading

Web developing

## STRENGTHS

### Communications

Directed the communication functions of a diverse mix of organisations, including Centabet, Sydney FC and Tom Waterhouse; penned keynote speeches for Prince Frederik of Denmark, New South Wales premier Nathan Rees and International Masters Games Association president Kai Holm; and created dynamic websites for, among others, Last Minute Mail, the Manly Warringah Football Referees Association and the Western Australian Turf Club.

### Marketing

Revolutionised the marketing of the world's largest multi-sport event, the World Masters Games, by targeting community media with human-interest stories about ordinary people doing extraordinary things; developed the Western Australian Turf Club horseplay campaign, which promoted several racing carnivals; and conceptualised television commercial spots such as In The Blood, which leveraged the Waterhouse family's bookmaking dynasty.

### Media

Edited prominent racing, wagering and sports sections of two national daily newspapers—the South China Morning Post in Hong Kong and the Racing Post in the United Kingdom; anchored live Sky Racing television coverage of Western Australian Turf Club-hosted meetings at Ascot Racecourse and Belmont Park; and presented WATC multimedia previews, reviews and podcasts—The Box Seat, The Run of the Race and Tongue Tie Off, respectively.

### Manager

Steered the Western Australian Turf Club racing, wagering and marketing divisions, which comprised three teams, 80 workers and \$50 million budgets; operated a freelance consultancy that delivered bespoke communication, marketing and media services to clients all around the world, particularly Norwegian dating agency Digisec Media; and mentored Europe-based Centabet employees facing stringent legislation to achieve exponential growth.

### Innovator

Introduced novelty betting to Australia by convincing the Northern Territory Government to sanction Centabet markets on the likes of Australian Idol, Big Brother and the Nobel Peace Prize; persuaded best-selling author Peter FitzSimons to write a World Masters Games oath as Sydney's legacy item to the global sports movement; and collaborated with Racing and Wagering Western Australia to pioneer Good Friday racing in this country.



## EXPERIENCE



### Chief Intelligence Officer

#### Last Minute Mail

06/2013 - 01/2016 Sydney

Last Minute Mail was Australia's leading racing and sports betting advisory service, covering domestic racing weekly and international sports daily.

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



### Communications, Marketing and Media Consultant

#### Mark Worwood

02/2012 - 05/2013 Sydney

Mark Worwood was a communication, marketing and media consultancy that specialised in servicing editorial, entertainment and sports companies.

- Coordinated Digisec Media's introduction to the Australian market—researched, hired and briefed a niche advertising firm—elevated its profile by publicising the newsworthy results of commissioned surveys and enhanced its reputation as an authorised spokesperson.



### Product Evangelist

#### Macquarie University

06/2011 - 01/2012 Sydney

Informatics is a computer science department that creates an information technology edge for Macquarie University.

- 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

#### Tom Waterhouse

06/2010 - 05/2011 Sydney

Tom Waterhouse was not born to be a footballer, win a major or wear the baggy green. Tom was born to bet because he was born a Waterhouse.

- Orchestrated its launch as Australia's most-talked-about online bookmaker—A-list parties, media familiarisations and publicity tours—established its communication channels—blogs, newsletters and videos—and conceptualised its first television commercial, In The Blood.



### Account Manager

#### Anne Wild & Associates

12/2009 - 05/2010 Sydney

Anne Wild & Associates is a 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

02/2008 - 11/2009 Sydney

The Sydney 2009 World Masters Games was the seventh edition of the world's largest multi-sport event and its motto was fit, fun and forever young.

- Created its "local news juggernaut"—New South Wales minister Jodi McKay's metaphor—which attracted its event-best 28,676 competitors from 95 countries, delivered its economic benefit of \$60.2 million and satisfied its state government, federal government and other stakeholders.
- 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 to the global sports movement.
- Penned its keynote speeches, including ceremonial addresses for Prince Frederik of Denmark—who sailed a boat with his longtime friend, Australian yachtsman Chris Meehan—New South Wales premier Nathan Rees and International Masters Games Association president Kai Holm.



### Media Manager

#### Sydney FC

02/2007 - 01/2008 Sydney

Sydney FC is Australia's highest-profile men's domestic soccer side, with its honours including 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 at matches and composed its marketing communications to grow its average A-League attendance by 9.2 per cent despite adversity.

## PORTFOLIO



Perth Racing At Home  
WA Turf Club



Sky Racing  
WA Turf Club



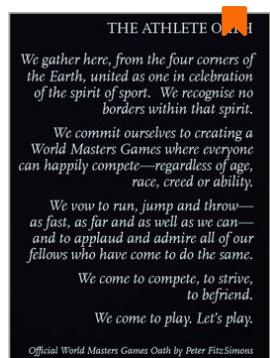
Jockeys' Sprint  
WA Turf Club



Queen's Baton Relay  
WA Turf Club



In The Blood  
Tom Waterhouse



Athletes' Oath  
World Masters Games



Prince Frederik  
World Masters Games



Ruth Frith  
World Masters Games

## EXPERIENCE



### Media Manager

Centrebet

02/2002 - 01/2007 Alice Springs

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

- Developed its media master plan, replaced its inefficient contractors with efficient employees and surmounted its regulatory obstacles to be the premier non-government betting agency in six countries—Australia, Denmark, Finland, New Zealand, Norway and Sweden.
- Lobbied its Northern Territory Government regulator to approve wagering markets on the outcomes of television shows, political elections and similar events, which introduced novelty betting to Australia and contributed to its 2006 public float with a market capitalisation of \$174 million.



### Traveller

Not applicable

01/2001 - 01/2002 Australia



### Chief Sports Betting Writer

Racing Post

07/1996 - 12/2000 London

The Racing Post is the world's premier wagering publication, with Dubai ruler Sheikh Mohammed bin Rashid Al Maktoum founding it in 1986.

- Headed its comprehensive coverage of marquee tournaments, including FIFA World Cups, Rugby World Cups and Olympic Games, deputised for its sports editor once a week on average and represented its interests as a resident pundit on radio and television shows.

## EDUCATION



### Postgraduate Diploma Broadcast Journalism

University of Central Lancashire

Preston



### Bachelor of Arts (Honours) Psychology with Public Media

Trinity and All Saints College, University of Leeds

Leeds

## TRAINING



### Graduate Development Program

British Horseracing Board

Newmarket

## VOLUNTEERING



### Swim Buddy

Swim for Refugees

01/2026 - Present Perth



### Webmaster

Waylen Bay Sea Scout Group

10/2020 - 09/2023 Perth



### Secretary and Webmaster

Manly Warringah Football Referees

01/2011 - 05/2013 Sydney

## SOCIALS



### Facebook

facebook.com/mworwood



### Instagram

instagram.com/markworwood



### LinkedIn

linkedin.com/in/markworwood



### X

x.com/markworwood

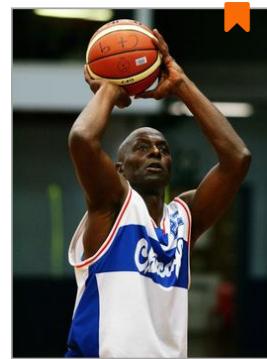
## PORTFOLIO



Shayne Hayne  
World Masters Games



Dorothy De Low  
World Masters Games



Mitchell Wiggins  
World Masters Games



Richard Fox  
World Masters Games



David Beckham  
Sydney FC



Nobel Peace Prize  
Centrebet