# Jim StrachanDirector Skills Matrix Questionnaire

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| **Skill Area** | **Description** | **Director Skill***Yes/No* | **Comments***Describe qualifications, provide evidence of skill application and any professional development undertaken (or proposed professional development that would benefit the Board in this area that you are interested in undertaking)* |
| Strategy | Brand strategy and marketing expert | Yes | I’ve been working as a strategist and creative for more than 20 years and have broad experience developing and evolving both internal business strategies and brand strategies for companies and organisations of all sizes and focuses.  |
| Finance  | As Futures League and BQ U13s coordinator, I’ve done budgets and worked with BQ to create programs.  | No |  |
| Risk Management  |  | No |  |
| Legal |  | No |  |
| Executive management  | Creative Director at various marketing agencies | Yes | For more than ten years, I’ve been managing creative departments in advertising and branding agencies across Australia and North America. As a Creative Director, I’ve managed teams from five to 15 people and been involved with the interviewing and hiring process, performance management and other HR areas. I have extensive experience in establishing internal processes for QA/QC and project workflow. I also served on the executive committee for several agencies, helping guide business strategy and company policies, etc. |
| Media/Communications  | I have been an advertising copywriter, designer and strategist for more than 20 years and have worked across Australia, NZ and North America. You can view my full advertising and marketing CV and portfolio at wundernaut.com.au(my personal consultancy company) | Yes | I am an internationally awarded advertising creative with more than two decades of experience working on brands of every size and category. I’ve done extensive work in social media, television commercials, website content writing, print, outdoor and collateral for Brisbane sports brands like the Brisbane Bandits, the Bandits Academy, Junior and Senior Futures League, Pine Hills Baseball Club and the Gold Coast Blue Tongues ice hockey team. Nationally, I’ve worked on the Wallabies, the ARU and the Australian Ice Hockey League. I’m very experienced in creating marketing strategies, social media strategies and managing multiple projects and accounts at the same time. I often execute projects from beginning to end and am equally comfortable creating ideas and working with production companies and suppliers. |
| Participation/ Grassroots Sports | Futures League Junior Coordinator, BQ U13s Program Coordinator, Bandits Academy Assistant Coordinator | Yes | One of my passions is creating new opportunities for more baseball games for both Juniors and Seniors. I’ve created and run start up programs at Pine Hills (Positive Coaching Academy) and Futures League, where I created a new JL level and ran both JL/SL in 2021 and 22. In 2023, I ran the U16 and the new U18s Futures League programs. This included working with venues, organizing umpires, organizing and running a draft, coordinating all communications and gameday operations and general administration of the the two competitions. In 2019, I also created a new U13 term three program for BQ which was run at Hendra. This program was very successful, but was rolled into the ADP programs in 2020. I also helped with the creation and running of the first three years of the Bandits Academy, working closely with the program’s director, Donald Lutz.  |
| High Performance  | I’m being mentored as a statistician and potential EO by Brendan Vassallo and Shayne Watson  | Yes | As part of my coaching development, I’ve asked BQ if I can learn how to use Rapsodo, Pitch AI and other technology. I started learning these in this year’s Futures League. I’ve also asked BVass if I can shadow him to learn more about both the statistical side as well as the Executive Officer role. I’ve been assisting the on-field trainings for the Development Program and will likely help with the U16 AYC team as needed.  |
| Sport Administration  | Junior Futures League Coordinator and BQ U13 CoordinatorClub Committee Member | Yes | I’ve worked with BQ in creating and administering these programs across the last 3-4 years. These roles entailed everything from budgeting, organizing communications, designing and producing uniforms, negotiating venue hire, working with external suppliers and creating collateral like Sponsorship Packs. As a member of the North Sydney Bears Bears Baseball Club, I created a Club weekly newsletter called The Bear Pause and served on the committee for two years.  |
| Corporate Governance |  | No |  |
| Medical/Health | First-Aid Certified | Yes | As part of being the Junior Futures League coordinator and the Pine Hills gameday coordinator, I got attained my first-aid certification.  |
| Information Technology |  | No |  |
| Commercial Fundraising/Sponsorship | Futures League Working Group, Pine Hills Lightning Baseball Club, Brisbane Metro Baseball | Yes | I created sponsorship packs for Futures League and Pine Hills Lightning Baseball Club. These were created as PDFs, but the Pine Hills piece will also be printed. I was the Fundraising Coordinator for the Metro SL Team that went to nationals in Perth in 2023. I worked with the Region’s treasurer to organize and run Bunnings Sausage Sizzles, Bunnings “spirit booths”, online fundraising pages through GoFundMe and the Australia Sports Foundation. I also solicited and created two raffles which included donations from local MPs, local Leagues Clubs and other sponsors. I also organized all the necessary information for available grants through Queensland, the Federal Government and local councils.  |
| Policy |  | No |  |