

SAMANTHA CULBERT

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Overview and Capabilities

Experienced strategist, marketer, communicator and leader with an aptitude for building commercial value in brands, events and properties.

Extensive work in sport and recreation, entertainment and events, as well as across the not-for-profit, education and tourism sectors.

From earlier management roles at the Sydney Olympic Games and Essendon Football Club, to current roles with Aussie Aths and Jump, I have extensive experience in leading, motivating and empowering teams to achieve success – via strategic alliances, commercial returns (entries, memberships, tickets, sponsorship, fundraising, etc.) and ROI, economic impact for the host city, brand equity, media coverage, stakeholder and community engagement and customer loyalty.

Career History

**Jan 2018 -
Present**

**Aussie Aths
Co-owner & CEO**

Aussie Aths is a health and fitness program for Aussie kids aged 5 – 13 years based on athletics. It develops the ABCs – agility, balance, coordination and speed of every child in a fun, game-based program.

With operations across multiple venues in Victoria and Queensland we are growing the Aussie Aths delivery team around Australia to help make Aussie kids healthier, fitter and faster.

**Jan 2020 -
Present**

Sports Business Consultant

Select consultancy projects across sports business strategy and marketing.

**May 2003 -
Dec 2019**

**Jump Media & Marketing
General Manager**

Jump's operations are in sport business strategy, marketing, media and PR, media production, community engagement, digital and social, plus sponsorship service and leverage.

Examples of major events and clients that I have worked on with Jump include:

- PGA TOUR – 2018 World Cup of Golf and 2019 Presidents Cup
- 2018 Gold Coast Commonwealth Games and 2006 Melbourne Commonwealth Games
- Herald Sun | CityLink Run for the Kids (2007 - 2019)
- Sport Australia Hall of Fame (2013 - 2019)
- Australian Masters Games (2013 – 2019)
- Stawell Gift (2005 - 2013)
- Various world championship events including road and track cycling and gymnastics, plus AFC Asian Cup Football

Aug 2001 – Jan 2003	Essendon Football Club - Marketing Services Manager
Jan 2001 – Aug 2001	Athletics Australia Competitions Manager
Nov 2000 - Jan 2001	Australian Olympic Committee Event Management Consultant
Sep 1997 – Nov 2000	Sydney Organising Committee for the Olympic Games Deputy Competition Manager, Athletics
Nov 1994 - Mar 1997	Athletics Australia Media & Marketing Manager, Events Officer, Development Officer
May 1993 - Nov 1994	Athletics Victoria Sports Promotions Officer
Oct 1992 - May 1993	Marketing and Communications Manager Aquarena Fitness & Leisure Centre (part-time position)

Tertiary Education

Victoria University of Technology
 Bachelor of Applied Science

- Major in Physical Education
- Sub majors in Marketing and Sports Management

Additional Information

2020 -	Board Director, Women Sport Australia
2018-2019	Board Director - Athletics Victoria
1997-1999	Board Director - Athletics New South Wales
Interests:	Health and fitness, all sports and in particular athletics and football, Olympic movement, entertainment industry