

Chris has been actively engaged in an Athletics since 2016, first In Australia, and on his return to New Zealand in 2019.

Chris has two children who are actively involved in athletics across both the summer and winter seasons. He is actively involved in the running and administration of athletics at Pakuranga Athletic Club, the Auckland Junior delegates for Track and Field, and now with the AAI Board. He is also C Grade official for Track, Jumps, Throws and Race walk.

On his return from Australia in 2019, and having been exposed to the Australian system with Little Athletics New South Wales, Chris's observation was that the athletics offering for children and teenagers in Australia was a far more engaging proposition. Because of this, he wanted to get actively involved to help drive positive change to create a more compelling sport for children.

Examples of the changes he has brought to the Auckland Athletics is the trial of a software package, Club Manager, that is used in Australia to improve the efficiency in running the club night programme and increasing athlete engagement. He was a strong advocate for the inclusion of the 800m as a championship event for the 7-9 year old age group to ensure that distance runners were catered for during the track and field season.

He is a firm believer that the future of any sport is attracting, engaging and retaining children to the sport.

Chris brings over 30 years of business acumen across New Zealand and Australia Corporate environment across Strategy and Marketing across a diverse range of industries. His work experience will allow him to bring a strong commercial and organisational governance to the AAI Board, as well as a strong customer driven approach.

Chris has negotiated and managed significant sporting sponsorship contracts including Australian Football (including the national Men's and Women's teams, and created a grass roots football programme to grow the sport at local club level) and Supercars Racing with the Triple Eight Racing team.