

14th August 2019

Dear Members,

**Re: Candidacy for President Equestrian Sports New Zealand**

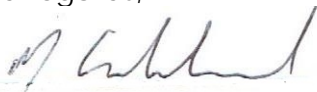
I am seeking your support in my bid for re-election for President.

My full CV is attached and I would appreciate you taking the time to read it, but in short:

- I have been President of ESNZ since 2015 and have been very conscious of making the business sustainable and sound.
- I see an opportunity to bring industry into our sport to ensure our development and security for the future.
- In 2018 I became a Director of Horse of the Year Hawkes Bay Ltd with the passion to continue to see Horse of the Year as one of the poignant successful shows on our calendar.
- I have the International experience and credibility to represent New Zealand at FEI level – and get things done – I know how it works!
- I have done many years at Area level in volunteer roles.
- My business acrimony along with my depth in equestrian sport enables me to continue to contribute to ensure both International and National sport is played with fair play and honesty.
- I have very well established networks within Sport New Zealand, the New Zealand Olympic Committee and central and local government.
- I have hands on commercial business experience so understand our sponsor's needs.
- I understand the commitment and effort that modern athletes (both horses and riders) and all their support crew must have in both a financial and time sense. I am committed to making our sport as affordable as possible, whilst ensuring we can continue to grow, develop and maximize all opportunities.
- I have the National background to bring past ESNZ knowledge into present day decision making.
- I have a passion for horses, Kiwis and winning.
- I want to ensure all our 5 disciplines, Jumping, Eventing, Dressage, Endurance and Para continue to drive consistently towards world class performance.
- Most importantly, I want all members, officials, volunteers and competitors to feel empowered, to be part of a great, positive community and to know they are valued.
- I'll be at competitions around New Zealand, open and ready to engage.

I hope I can count on your support.

Kind regards,



Richard Sunderland

# RICHARD SUNDERLAND



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## CORE CAPABILITIES

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- Results oriented business leader
- National and International Equestrian Management experience
- Proven successful track record in multi-stakeholder engagement
- Extensive history of not-for-profit community involvement
- Successful ongoing leadership, inspiring and developing teams and organizations through significant change
- Commercial acumen and strategic vision

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## PERSONAL CHARACTERISTICS

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- Energized by tough challenges, able to stay the course through positive and challenging times
  - Non-nonsense fact based self-starter
  - Open, collaborative approach to problem solving
  - Competitive and passionate equestrian leader
  - Approachable, loyal and friendly
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## EQUESTRIAN BACKGROUND

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<b>Date</b>	<b>Position</b>
2018 – present	Director, Horse of the Year Hawke’s Bay Ltd
2015 - present	President of Equestrian Sports New Zealand
2015 – 2018	Chair of Jumping New Zealand

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<b>Date</b>	<b>Position</b>
2009 – 2013	Jumping High Performance Leader
2011-2013	Chef d’Equipe Trans-Tasman Jumping Tests
2010	Chef d’Equipe World Equestrian Games – Kentucky

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<b>Date</b>	<b>Position</b>
1999 – 2004	FEI Official COC, Sydney Olympics  Athens Olympic Squad High Performance Leader (best NZ result to date)  Planned and managed Olympic campaign with SPARC / ESNZ

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<b>Date</b>	<b>Position</b>
1976 – 2000	Show Jumping Judge  Candidate International Course Designer – NZ, / Australia / South Africa

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<b>Date</b>	<b>Position</b>
1975 – 2000	Various Chairman, Selector and Manager roles for local areas and jumping national body

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## COMMERCIAL BACKGROUND

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<b>Date</b>	<b>Position</b>
1997 – 2012	Owner and Managing Director of freight and logistics business  Employed team of up to 9 staff  Grew business from start-up to million dollar turnover

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<b>Date</b>	<b>Position</b>
1989 – 1995	Owner, Director and Driver of Tauranga trucking business

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<b>Date</b>	<b>Position</b>
Pre-1989	Sheep Farmer

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