

SAMANTHA CULBERT

Background in Athletics

My involvement in athletics spans more than 40 years, and is both personal and professional.

- I have worked at all levels in athletics from grass roots through to the elite end, including with:
 - **Athletics Victoria** – Sport Promotions Officer (1993 - 1994);
 - **Athletics Australia (AA)** and **Nitro Athletics** - as an AA employee including Competitions Manager (2001) and Media and Marketing Manager, Competitions Officer, National Development Officer (1994 - 1997), and more recently as a contractor through my company Jump Media & Marketing (2005 - 2009 and 2016 - 2017);
 - **Sydney Organising Committee for the Olympic Games** where I was Deputy Competition Manager for Athletics (1997 – 2000); and
 - internationally with the organising committee for the 2001 World Athletics Championships in Edmonton and via a number of other shorter term event secondments.
- My first volunteer role in athletics was as a 13-year-old. After finishing at Kew Little Athletics Centre in under 12, I went back the following year as the team manager of the under 8 boys. I have since undertaken many volunteer roles across coaching, officiating, team management, etc., especially over the past 10 years as my two sons have progressed through little athletics to the senior ranks.
- I competed with Box Hill Women's Athletic Club during the 1980's and early '90s, prior to working in the sport, and during that time contributed on the women's club committee. My two sons compete with BHAC, and I will be making a return to the track in the masters age groups in season 2018/19 after upgrading my registration from coach to athlete.
- I was previously a board member of Athletics New South Wales (1998 - 1999) when I lived there in the lead up to the Sydney Olympic Games.

Career Overview and Capabilities

With 25 years' experience in sport, entertainment and events, I am a skilled strategist, marketer and leader, with an aptitude for building commercial value in brands, events and properties via meaningful strategic partnerships, relationships and activations.

I am the general manager and co-owner of Victorian based sports strategy and marketing agency Jump Media & Marketing, a position I commenced in 2004 after previously working as Marketing Services Manager at Essendon Football Club.

Jump's operations are in sport business strategy, marketing, media and PR, media production, community engagement, digital and social, plus sponsorship service and leverage. Through this, and previous roles I have significant experience in delivering growth strategies across a broad range of sports at all levels – kids, mass participation, community, university, masters, elite, etc.

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 (current)
- 2018 Gold Coast Commonwealth Games and 2006 Melbourne Commonwealth Games
- Herald Sun | CityLink Run for the Kids (2007 - current)
- Sport Australia Hall of Fame (2013 - current)
- Australian Masters Games (2013 – current)
- Pacific School Games (2016 – 2017)
- Stawell Gift (2005 - 2013)
- Various world championship events including road and track cycling and gymnastics, plus AFC Asian Cup Football