



BOARD ELECTIONS

2021

BOARD DIRECTOR CRITERIA

As a skills-based Board, the ABCRA Board of Directors each require some knowledge in at least 1-2 key areas determined as important for the Board to help execute its responsibilities and enhance its function and performance for the benefit of the organisation.

Applicants are required to provide a self-assessment form weighted on a scale of 0-5 based on the below criteria. It is not necessary for Board Directors to have high-level knowledge or experience in all of the key areas. It would be expected that a typical submission would show a spread of categories (i.e., not all highly weighted). The size and diversity of the Board, using the assessment criteria as a guide, will ensure that all of the desired areas are adequately represented, where possible.

ESSENTIAL CRITERIA

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| ✓ Diverse equine sports knowledge, experience or connections including animal welfare considerations. |
| ✓ Strategic planning, development and implementation (previous Board level or own business); Leadership experience in a range of fields. |
| ✓ Financial literacy, knowledge and experience. Understanding of contemporary investment, risk and budgets. e.g. small business experience. |
| ✓ Media/Communications management, Social media management, promotion, advertising |
| ✓ Board governance knowledge and experience, Board diversity, tenure, and understanding of Director roles and responsibilities. |
| ✓ Business development, Marketing, Branding, Events Management |

DESIRABLE CRITERIA

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| ✓ Political/Policy/Advocacy understanding and experience |
| ✓ Attracting external funding/grants/sponsorship |
| ✓ Experience with membership-based organisations |
| ✓ Knowledge of Information Technology/Website/CRM |