

Adrian Wilson

Personal summary

Adrian Wilson is a dedicated sport and leisure industry professional with more than seven years experience working within Local Government and the community sport and leisure sectors.

Adrian's position prior to joining *insideEDGE* in 2013 was Acting Coordinator Sport and Recreation at Moonee Valley City Council (located in inner city Melbourne). In this role he was responsible for leading a team to deliver sport, recreation, club and facility development services for more than 70 sporting clubs and over 120 sporting reserves and open spaces.

Adrian's particular interests lie in the development of grassroots sport and providing local sporting clubs, associations and community organisations with the support required to ensure their sustainable operation and to reach their individual objectives. Adrian has also held community roles sitting on the Aberfeldie Park Reference Group and the Moonee Valley Athletics Centre Reference Group.

Within the local government context, Adrian has experience in sports club development, event/program management, policy development, facility and reserve master planning, capital works and project management, strategy development, stakeholder management and community consultation and facilitation. He has also seen the delivery of key master plan projects for the City of Moonee Valley and high level strategic plans including the Moonee Valley Leisure Strategy, Sport Field Lighting Implementation Plan, Future Directions Soccer Plan and Sports Development Plan.

Adrian's work history has included project works at the YMCA Victoria State Office and customer service, sales and event management experience at various organisations including the Ascot Vale Leisure Centre, Hawthorn Football Club and Cricket Victoria.

As *insideEDGE's* Sport and Recreation Consultant, Adrian is focused on utilising his experience in community sport and local government to build knowledge throughout the grassroots sporting sector and provide a significant contribution to enhancing Australian sport. Adrian has identified a range of community trends in recent years and through his work at *insideEDGE* will seek to assist sporting clubs to enhance their professionalism, grow participation and better connect with peak sporting bodies, local government and their local communities.

Qualifications/Education

- La Trobe University – Bachelor of Business, Sport and Leisure Management (2006)
- Performance Development Pty Ltd - Management and Leadership (2010)

Core Skills

- Project management
- Community and stakeholder consultation
- Consumer and market research
- Strategy development
- Business and sports planning
- Facility and capital works planning
- Contractor management
- Government service planning
- Policy development