



Snow Sports NZ Board 2021 Candidate Biography

Laura Hedley

Endorsed by the Board Appointments Panel

What is your governance experience and interest in snow sports?

I have spent the last year as a member of the Snow Sports New Zealand Board. I have thoroughly enjoyed this time and have learnt a lot from my peers and the SSNZ team. During this time, we have set up a People and Culture subcommittee with the focus on providing knowledge to assist with the development of H&S, wellbeing, employment relations and to play a part in assisting with both staff and athlete voice to the board. I have also recently become a member of Appoint Better Boards Women in Sports Governance program that is supported through Sport New Zealand. Between this program and the Institute of directors, I have continued with my professional development in Governance.

Snow Sports is a huge part of my life and I have focused my career around this passion. I have worked with members of the snow sports community through my various roles in the industry, including involvement with grassroots programs through to high performance events and development. I have been proud to have been a part of Snow Sports NZ for the past year and would love to be able to continue to play a part in this team.

What skills / expertise would you bring to the Snow Sports NZ Board?

I have a strong knowledge of the snow sports industry, including commercial activity & strategy, high performance, local and regional events and snow sports development pathways.

With my background in People & Performance and my involvement with groups such as the Immigration NZ/ Business NZ operational reference group, I have a solid knowledge and understanding of workforce strategy, immigration, employment law, health & safety, wellbeing, finance and human resource practices.

I am undertaking professional development through the Institute of Directors and Appoint Better Boards - Women in sports governance program, including governance best practice (governance, finance, health & safety and strategy essentials).

I have a positive relationship with staff across Snow Sports NZ and within the wider Snow Sports community & Sport NZ network.

My passion for the sport is a driver for me to be part of helping the success of our industry, from community participation through to success on the high performance stage.

LAURA HEDLEY

RESUME

CONTACT



[REDACTED]



[REDACTED]



laura-hedley

PERSONAL

Ethnicity

NZ European, Maori

Iwi

Ngati Porou

EDUCATION

Bachelor of Commerce

Marketing Management

Otago University

2008

GOVERNANCE

Snow Sports New Zealand

Board Member

2020 - 2021

PROFESSIONAL MEMBERSHIPS

Appoint Better Boards Sport NZ

Women in Sports Governance

2021

Institute of Directors

Associate Member | 2020 - 2021

Human Resources Institute NZ

Member | 2017 - 2021

EXPERIENCE

GENERAL MANAGER

CARDRONA & TREBLE CONE EXPERIENCES

Cardrona Alpine Resort | Treble Cone | 2021

- Leadership and strategic direction of the overall delivery of the experiences at Cardrona Alpine Resort and Treble Cone

HEAD OF PEOPLE AND PERFORMANCE

Cardrona Alpine Resort | Treble Cone | 2016 - 2021

- Leadership in maintaining the culture & direction of the people experience on both resorts.
- Developing the workforce & guest experience strategy
- Providing leadership in the development of the health, safety & wellbeing strategy.
- Developing training initiatives & leading the workforce in line with the vision and values of the company

PEOPLE AND PERFORMANCE ADVISOR

Cardrona Alpine Resort | Treble Cone | 2014 - 2016

LAURA HEDLEY

RESUME

COMMITTEE REPRESENTATION

Immigration NZ/Business NZ Operational Reference Group
SAANZ/Tourism Industry
Aotearoa representative
2019 - 2021

Ski Areas Association NZ (SAANZ)
Workforce Committee
2018 - 2021

SKILLS

PROFESSIONAL

Strategy & Planning
Human Resources
Health & Safety
Compliance & Risk
Governance
Leadership
Operational Management

EXPERIENCE

RETAIL MANAGER/NZ AREA MANAGEMENT

Quiksilver NZ | 2011 - 2014

EVENTS COORDINATOR

Cardrona Alpine Resort | 2009 - 2013 (seasonal)

VENUE MANAGER

Burton NZ Open | 2013 - 2014 (seasonal)

SNOWBOARD EVENTS MANAGER

100% Pure New Zealand Winter Games | 2011

SKI INSTRUCTOR

Cardrona Alpine Resort, NZ | Heavenly Valley Ski Resort, Lake Tahoe | 2005 - 2008 (seasonal)

REFEREES

AVAILABLE ON REQUEST