

**SAIL CANADA
BOARD OF DIRECTORS
CANDIDATE NOMINATION INFORMATION**

Michael Fong

Toronto, Ontario

Lake Shore Yacht Club- 2024 to current

Aquatic Park Sailing Club- 2018-2023

**INTEREST IN ADVANCING THE MISSION AND GOALS AND BUSINESS
MODEL/PRIORITIES OF SAIL CANADA:**

- As a past Sailing Club board member, I understand the journey and challenges for new participants we need to address to grow water sports. My interests are to break down the barriers of entry to jump start the growth of water sports and memberships for Sail Canada, the national ambassador.
- Lead as a national sports organization. I have a strong understanding of the support all clubs seek, and the role Sail Canada plays in providing value to the provincial associations. Safe Sport, continuity governance and best practices deliver tangible value to all members, clubs and PSA's. Professionally I have depth in experience.
- Strategic & Annual Planning. My profession passion is helping organizations to develop long term vision and 3 year and annual goals with measurable results. I have the ability to align vision into tactics to deliver desire results.

GOVERNANCE EXPERIENCE:

- Chairperson / Commodore 2022, implemented club code of conduct and long term financial capital and operation plan
- Treasurer 2020 grew new membership leading to 35% revenue growth
- Over 10 years of professional experience in program management and governance nationally and globally for financial planning and reporting.

PROFESSIONAL AND/OR VOLUNTEER EXPERIENCE AND SPECIFIC SKILLS

- **Club board member experience helping lead Ontario Sailing / Sail Canada initiatives**
 - Passed the club's code of conduct prior to Safe Sport implementation.
 - Help to implement Safe Sport policies.
 - As Treasurer, developed new revenue sources, increasing club revenue by 35% while maintaining flat annual member fees.
 - Gained intimate knowledge of Sail Canada membership fee collection and opportunities to align it with the Strategic Plan.

- **Professional experience**
 - Certified Customer Experience expert in building organization awareness, member acquisition journeys and renewals leading to revenue growth to fund programs
 - Global Governance leader. Developed guidelines and activation of \$30m program to manage regional marketing spend to deliver global branding objectives
 - Branding/Master Branding development cascading down to vision, mission, strategic plan & goals down to values and delivery of customer brand experience
 - Six Sigma Green Belt problem solver. Data and analytics experts able to help make fact-based team decisions

EXPERIENCE DEVELOPING AND OVERSEEING THE IMPLEMENTATION OF STRATEGIC PLANS

- Lead Integrated Commercial Planning for Nestle Canada inc. >\$1B plan which was the articulation of the annual goals of the 3-year strategic plan with consecutive years of on target growth
- Lead multiple Strategic Plans for Customer Experience function and enterprise level for global companies including Aviva PLC, Manulife and People Corporation.

INTEREST IN/CAPACITY TO FUNDRAISE AND CONTRIBUTE TO SUPPORTING SAIL CANADA ATHLETES AND PROGRAMS OF PERFORMANCE EXCELLENCE

- My interest to properly fund Sail Canada athletes and programs is to develop renewable, stable annual and new major streams of revenues in collaboration with PSA's and sponsors. I have knowledge of how current membership structure works and opportunities to optimize.

OTHER RELEVANT INFORMATION

- Leadership: I am a people person and leader who champion initiative through inspired collaboration. I ensure all voices are heard to develop the best solutions to deliver results

WHAT KEY SKILL OR ATTRIBUTE WILL YOU BRING TO THE SAIL CANADA BOARD

- Strong team member with leadership skills as a Director at Large
- Professional experience and track record of customer / member acquisition development leading to revenue growth to enable Strategic Plan
- Extensive experience with multi-national enterprises leading, developing and activating Strategic Plans
- Diversity, relatively new sailor with Commodore and Treasurer board experience. Visible minority with a deeper understanding of Safe Sport and DE&I initiatives.

REFERENCE

- **Upon Request**