

Daniel Crago

Adelaide, South Australia ·

Board Director Candidate | Communications, Governance & Sport

BOARD PROFILE

A prospective director offering board-level communications, governance and stakeholder expertise alongside a lifelong grounding in sport. Co-founder of an Adelaide strategic communications consultancy working predominantly at executive and board level on strategy, brand messaging, issues and crisis management, reputation and government engagement. Brings advisory-board experience across the not-for-profit and member-owned sectors, a decade inside member-owned organisations balancing diverse member interests, and a direct working history with Sport SA. Combines the professional judgement a board depends on with genuine, hands-on knowledge of sport from the grassroots up.

GOVERNANCE STRENGTHS

Strategy & advocacy · Communications, reputation & issues management · Not-for-profit & member-owned sectors · Member & stakeholder engagement · Government relations & policy · Financial stewardship · Sport sector knowledge

BOARD & GOVERNANCE EXPERIENCE

- **RediATM scheme (under Cuscal) — Advisory Board member at establishment.** Represented the customer-owned banks in the scheme; set the scheme framework and governance model and safeguarded fairness and equity across members of all sizes through significant legislative change.
- **Highgate School Foundation — Advisory Board member & Treasurer (former).** Financial stewardship and oversight in a volunteer-led not-for-profit.
- **Seymour College — Advisory committee member, centenary (former).** Contributed to strategy and stakeholder engagement for a milestone institutional program.
- **Government Communications Advisory Committee (GCAC) — sub-committee member.** Helped shape the policies and processes governing whole-of-government marketing and sponsorship activity that GCAC set.

Regularly prepared and presented strategic advice papers to Executive and Board throughout senior roles at Beyond Bank and People's Choice, giving close familiarity with how boards receive information, weigh risk and make decisions.

SPORT

- A lifelong practitioner: coaching since age 16 across softball, netball, inline hockey and basketball, and an active participant in more than a dozen sports.
- South Australian Masters Games road-race gold medallist (2014) and keen cyclist; former sponsored kayak paddler, winner of the one-day event at the Avon Descent (WA) and multiple awards in the 24-hour Murray River canoe marathon.
- Direct Sport SA delivery history (helped build the inaugural Festival of Sport); football-league digital delivery for the SANFL, WAFL and Ovens & Murray Football and Netball League; and current work with Kooyonga Golf Club.

PROFESSIONAL EXPERIENCE

Communications Director & Co-founder Influence Communication *current*

Co-lead an Adelaide strategic communications consultancy serving clients across health research, financial services, government, defence, sport and not-for-profit sectors, working predominantly at executive and board level.

- Advise the Kooyonga Golf Club board through its LIV Golf Adelaide announcement, member communications, government and LIV engagement, membership-structure change and issues management.

- SAHMRI (independent not-for-profit and registered charity): government engagement on the value of research to the State; issues management and government reactivation of the Australian Bragg Centre for Proton Therapy; and philanthropy profile-raising.
- Policy and civic engagement: input to the Greater Adelaide Regional Plan and the Committee for Adelaide.

General Manager JP Media Australia 2020 – 2023

Led the organisation across digital, communications, brand and content, plus operations. Grew the business substantially and delivered strategic government and corporate accounts including Nova Systems, the Department of Trade & Investment, Adelaide Central Market and Nokia's 5G Innovation Hub at Lot Fourteen. Helped build the inaugural Festival of Sport in SA.

Client work also spanned aged care (ECH, general communications, board and CEO transition), disability (Minda, issues and crisis management and community communication), the arts (Adelaide Festival, Adelaide Fringe) and the environment (Adelaide Botanic Gardens and Foundation, Chihuly exhibition promotion).

Customer Experience Manager Adelaide Cemeteries Authority 2016 – 2019

Consolidated sales, marketing, events, digital, communications and community engagement into a single division. Established a new revenue model that was inline with customer experience principles. Served as Director of Communications on the organisation's government panel.

Senior Manager, Digital Customer Experience Beyond Bank Australia (member-owned) 2013 – 2015

Established and led a new digital division; prepared and presented strategic advice papers to Executive and Board. Delivered the Canstar Best Online Bank award and 24/7 online member support.

Senior Manager, Channel & Business Infrastructure / Merger Integration People's Choice Credit Union (member-owned) 2009 – 2013

Led channel and infrastructure functions across a large branch, agency and ATM network; previously Senior Project Manager on the merger integration bringing two member bases together. Prepared and presented strategic papers to Executive and Board.

Senior Manager, Retail Channel Management / Branch Manager Savings & Loans Credit Union (member-owned) 2005 – 2009

Managed retail channel strategy, including expansion into new markets and the branch and distribution model, engaging metropolitan and regional member communities. RediATM advisory board member.

Earlier: Westpac (2001–2005); BankSA/St George (1998–2001); Adelaide Entertainment Centre (1994–2002).

EDUCATION

- Bachelor of Applied Science (Recreation, Tourism & Management), University of South Australia.

VOLUNTEERING

- Junior sport coach and umpire across Seymour College, Highgate School and St John's Grammar.
- Coach and administrator, Rosefield Netball Club.
- Coach and umpire, Blackwood Inline Hockey Club.
- Assistant coach, State Inline Hockey U17s.
- Mentor, Development Education Program, Credit Union Foundation of Australia (2008–2010).

REFERENCES

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Contact details available on request.