



HETTY VAN HALE

Independent director

PROFILE

I am committed to best practice governance and have focused on ensuring the boards on which I serve have a clear strategic vision and purpose which is well communicated to all stakeholders.

With strong governance experience in the not for profit sector, I have excellent knowledge of development and implementation of new strategy, charitable fundraising, and investment.

I have deep business networks throughout New Zealand, am a diligent and hard-working board member with the time to commit, and I bring energy and innovation to the board table.

CONTACT

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CURRENT GOVERNANCE ROLES

Committee Member, Dec 2021 – present

SPORT NZ – FINANCE, AUDIT & RISK COMMITTEE

Sport NZ is a Crown Entity funded by the Crown at 26% of Opex plus 20% of Lotto NZ net profits.

Trustee, Nov 2021 – present

NORTHLAND EVENTS CENTRE (2021) TRUST

Trust set up by the Whangarei District Council as a CCO, to manage the Northland Events Centre (Semenoff Stadium) which hosted a number of matches in the Women's Rugby World Cup. Deputy Chair and member of the People & Performance Committee.

Director, July 2020 – present

HIGH PERFORMANCE SPORT NEW ZEALAND

Subsidiary of Sport NZ, responsible for a budget of \$72 million approx. providing high performance funding for national sporting organisations. Past member of the strategy subcommittee.

Trustee, April 2024 – present

DIABETES NEW ZEALAND

Charitable Trust that funds diabetes education and advocacy. Member of the audit & risk committee.

PREVIOUS GOVERNANCE ROLES

Trustee, Nov 2018 – Nov 2024

Central Lakes Trust

Charitable Trust that funds charitable community groups within its operating area. Owns 100% of Pioneer Energy valued at \$196 million, and net assets of \$480 million. The board also has oversight of its joint venture with Southern Cross – the CLT Southern Cross hospital in Queenstown. Member of the investment committee responsible for \$250 million investment portfolio

Trustee, Feb 2020 – Oct 2021

Sky City Queenstown Community Trust

Charitable Trust providing funds for community groups.

Trustee, Deputy Chair, Mar 2019 – Aug 2021

Three Lakes Cultural Trust

Charitable trust formed to improve the cultural life of the region.

Deputy Chair, April 2015 – June 2021

Winter Games New Zealand Trust

Runs NZ's premier winter sports event – Winter Games. Chair of Leverage & Legacy Committee.

Chair, April 2016 – Dec 2020

Badminton New Zealand

National sporting organisation.

Deputy Chair, July 2013 – 2019

Snow Sports New Zealand

National Sporting organization. Member of audit & risk committee.

Trustee, Chair, Sept 2010 – 2020

Southern Lakes Arts Festival Trust

Trust formed to run the Festival of Colour arts festival.

Trustee, 2005 – Nov 2009

Wanaka Wastebusters

Trust formed to set up recycling centre and manage community waste. Chair of audit & risk committee.

Board member, 1999 – 2005

Mount Aspiring College Foundation

Investment trust set up to invest and grow capital to support the college.

Board member, 1997-1999

Lake Wanaka Tourism

Destination marketing organisation.

Trustee, 1993 - 1995

The Project Crimson Trust

Trust set up to protect and grow Pohutukawa.

Trustee, 1993 - 1995

The Sir Edmund Hillary Outdoor Pursuits Centre of New Zealand

Outdoor education school and leadership training.

REFEREES

(CONTACT DETAILS ON REQUEST)

LINDA ROBERTSON, CHAIR
CENTRAL LAKES TRUST

PAULA SAVEY, CHAIR
NORTHLAND EVENTS CENTRE
(2021) TRUST

**Marketing & Communications
Manager**

Consultant

Consultant

**Director of Marketing &
Communications**

Marketing Manager – Treble Cone

Communications Manager

Information Manager

EXECUTIVE EXPERIENCE

INFINITY INVESTMENT GROUP

Nov 2005 – Nov 2021

Infinity is a South Island residential and commercial property developer.

Reported to the Chief Executive as part of an executive team of four. Managed a team of four direct reports, with additional cross functional relationships across Group companies.

Key responsibilities

- Marketing and communications strategy for all Infinity Group companies – conceive and execute marketing strategy with a focus on digital marketing.
- Public relations – write media releases, liaise with PR agency and media; act as media spokesperson.
- Sponsorship – review, select and leverage all sponsorships to ensure strategy alignment.
- Communications strategy – ensure engagement with key stakeholders.

Key Achievement

Management and marketing of New Zealand's largest single-day property launch of sections at Pegasus in 2006 resulting in \$122 million of section sales in one day. (One year project, budget \$5m).

MARKETOR

Feb 2013 – present

Sole trader providing strategic planning and marketing consultancy services.

VAN HALE COMMUNICATIONS

Nov 2003 – Nov 2005

Contract event management, and consultancy on marketing, communications, sponsorship, public relations, and strategic planning.

HANMER CLINICS LTD

Nov 2001 – Nov 2003

Responsible for national marketing and communications strategy for five alcohol and drug rehabilitation clinics throughout NZ. Part of senior executive team of five reporting to CE.

TOURISM HOLDINGS LTD

Jan 1996 – Nov 2001

Responsible for domestic and international marketing and pricing strategy, brand management, media liaison, relationship marketing and engagement with fans in all customer segments.

CARTER HOLT HARVEY LTD

Sept 1993 – July 1995

Responsible for group-wide internal communications to a staff of over 13,000 throughout New Zealand and Australia. Project manager for production of annual and interim reports and other external corporate publications; develop and maintain brand identity standards.

BRIERLEY INVESTMENTS LIMITED

June 1987 - Aug 1993

Responsible for development and management of corporate information services; research and information provision to members of the BIL Group, shareholders, brokers, media. Project manage production of BIL annual and interim reports, investor and loan documentation for Capital Notes issues, and for international roadshows and investor relations presentations.

INTERESTS

SPORT – anything and everything

BOOKS and reading, with a special interest in New Zealand literature

THE ARTS, especially NZ contemporary painting, classical music, theatre, and ballet.

MEMBERSHIPS & SCHOLARSHIPS

- **Member of the Institute of Directors** since February 2013
- **Recipient of a Sport NZ Women in Sports Governance Mentorship** - 2016
- **Runner Up** for the Institute of Directors (Otago Branch) Aspiring Director's Award, winning a year's mentorship with professional director Anne Urlwin - 2015
- **Recipient of a Sport NZ Women in Sports Governance Scholarship 2015.** Scholarship was used to attend the Institute of Directors Company Directors Course for 1 week in April 2015
- **Shortlisted** for the Institute of Directors (Otago Branch) Aspiring Director's Award in 2013 and received mentorship for 1 year with Jane Huria.

PROFESSIONAL DEVELOPMENT

- **Advanced Director's Course** – Institute of Directors, 5-8 November 2023
- **Certificate in Bicultural competency** – Te Pukenga, 2year course 2022-2023
- **Kotahitanga – Principles of Maori Governance** – Institute of Directors workshop, 10 October 2022
- **Certificate in Te Reo – Level 2**, Te Wananga o Aotearoa – 2022 (enrolled in level 3 for 2023)
- **Certificate of Cultural Competency** – Otago Polytech, year 1 - 2022
- **Certificate in Te Reo – Level 4**, Te Wananga o Raukawa - 2024
- **Board Culture** – 1 day workshop, Institute of Directors – 21 Apr 2021
- **Risk Essentials and Health & Safety** – 1 day workshop, Institute of Directors – 1 Oct 2021
- Invited by Sport NZ to attend a two-day “**Chairing the Board**” workshop for Chairs of national sporting organisations – Nov 2017

EDUCATION

Institute of Directors in New Zealand, 2015

Certificate in Company Direction.

Victoria University of Wellington, 1991 - 1993

Graduate Diploma of Information Systems.

The Securities Institute of Australia, 1990

Understanding Company Reports; awarded with distinction.

Riverina-Murray Institute of Higher Education N.S.W., 1983 - 1985

Graduate Diploma in Library & Information Science; awarded with distinction.

Victoria University of Wellington, 1974 - 1976

B.A. Linguistics.