

DAMIAN WAINOHU

SENIOR EXECUTIVE

+61 449 132 175

damian.wainohu@gmail.com

East Perth, Western Australia

LinkedIn/DamianWainohu

Ecommerce: dswshopping.com



WINE

QUALIFICATIONS & PROFESSIONAL SKILLS

Masters in Business Administration
(Currently undertaking MBA).

Diploma in Oenology & Viticulture,
Christchurch Institute of Technology

Certificate in Oenology &
Viticulture, Eastern Institute of
Technology

High School Certificate, Saint Bedes
College

RUGBY

QUALIFICATIONS & PROFESSIONAL SKILLS

World IRB Level I, II and III Coaching
Accreditation

World Rugby Educator

Canterbury Crusaders International
High-Performance Unit.
Christchurch, NZ Rugby WA
Academy Emerging Players Program

Western Force Emerging Coaches
Program, Perth, WA

A.R.U Rugby Smart

Working with Children Card

'Six Pillars of Holistic Player
Development' Approach Cerebral
Coaching Style

Cognitive Coaching Philosophy

Knowledge and skills of various
Core Coaching Elements including
Game plan development. Planning,
Team Play, Pattern plays; Game
Understanding; Player Selection, etc

Knowledgeable of player
development and formulate
personal development plans

PROFILE

WINE CAREER

A very comprehensive career with over 26 years' worth of wine industry relevant skills and experience supported by appropriate Oenological and Viticultural qualifications.

As a dedicated professional, I have the proficiency, confidence and depth of experience to operate in all areas of the wine industry effectively and efficiently, with a passion for the wine industry, as well as understanding, reaffirming and imparting my knowledge and experience onto any and all stakeholders where applicable. I also have an innate skill in sales, having represented a number of wineries at International Wine trade shows in New Zealand, France, England, Ireland and every major state capital in Australia.

With my long professional history and wealth of experience in this field coupled with my wine making, viticulture experience, qualifications and ability to converse and authentically connect with stakeholders from all countries, languages and walks of life, places me in a strong position with achieving the target objective of genuine relationship building and in effect higher sales conversion rates.

I am a very highly motivated, well presented, well organized, self starting individual who is results orientated and who continuously strives to achieve the best. I am also extremely enthusiastic and excited at the prospect of not only representing and contributing my abundant skills and experience but also making a positive impact and a difference to your company and your company goals and objectives.

CORE COMPETENCIES

- » **Organizational leadership and development:** Ability to work productively and develop effective and honest relationships with peers and other senior and financial stakeholders, maintain a wide view and detailed understanding of the risks, opportunities and other factors that may influence or impact the growth, stability, and reputation of any organization. Understanding and cultivating motivation and skills of senior leaders and high potential talent within the organization. Leading and developing a positive organizational and workplace culture that is sensitive to and respects the wider social and cultural views and backgrounds of the community.
- » **Planning for and delivering growth:** Strategic planning and implementation inclusive of research, analysis and identification of opportunities and risks, review of organizational capabilities and planning for improvement, ability listen and be receptive to alternative views, translate and implement concepts and plans from others and leverage broader good business practices from Industry and the private sector.
- » **Stakeholder engagement and management:** Liaise, influence, and build positive, lasting, and beneficial relationships with all stakeholders; internal and external, financial, and non-financial management, staff and stakeholders.

DAMIAN WAINOHU

SENIOR EXECUTIVE

+61 449 132 175 
damian.wainohu@gmail.com 
East Perth, Western Australia 
Linkedin/DamianWainohu 

Jan 2020 - Jan 1 2024 Rugby WA, Perth, Western Australia.

- Please refer below for core responsibilities of my previous profession.

May 2008 – Jan 2020 Jane Brook Estate Wines, S.V / Margaret River, WA

250 tonnes boutique family winery

- Co-winemaker (permanent) working with the owner, head winemaker and vineyard manager for the daily running and management of all areas of the winery and vineyard
- White, rose, red, fortified & méthode traditionnelle production
- Winery operating systems management & maintenance
- Staff management & supervision of up to 3 staff at any one time
- Laboratory analysis
- Vineyard management & maintenance
- Cellar door sales, winery tours, master wine appreciation classes
- Restaurant and hospitality management (functions & wine festivals)
- Warehousing, distribution & logistics

Oct. 2012 – Nov 2012 Cave Romaine de Quincy / Quincy, France

- Vintage winemaker
- Overseas experience, leave of absence from Jane Brook Estate Wines
- White, rosé, red wine production
- Laboratory analysis

Feb 2008 – May 2008 Boars Rock Wine Estate, Margaret River, WA

(Evans & Tate Estate Winery)

- Vintage winemaker (vintage position)
- Winery operating systems, production management

Jan 2006 – Feb 2008 Mud House Wine Group, North Canterbury, NZ

1,000 – 2,000 tonnes; fruit from Marlborough, Waipara, Central Otago

- Assistant winemaker (permanent) working in conjunction with the Head Winemaker in running and managing all daily winery operations and production of all wines.
- White, rosé, red, méthode traditionnelle, late harvest wine production
- Laboratory analysis
- Vineyard management & maintenance
- Staff management & supervision
- Sole supervisor and manager of the night shift vintage crew as well as the day shift crew in conjunction with the day shift supervisor of another 6+ vintage staff, and any casual staff as required for bottling etc.
- Restaurant and hospitality management (functions, concerts & wine festivals)
- Cellar door sales management, winery tours, tastings and master classes
- Brand ambassador, International wine trade/show circuit. Dublin, London, Melbourne, Sydney and Brisbane
- Warehousing, distribution & logistics

Sept 2005 – Jan 2006 Chateau Larroze, Gaillac / Saint Emilion, France

- Vintage winemaker
- Overseas experience, leave of absence from Mud House Wine Group
- Staff management & supervision
- White, rosé, red wine production
- Laboratory analysis
- Winery operating systems maintenance & management

Mar 2002 – Aug 2005 Mud House Wine Group, North Canterbury, NZ

- Assistant winemaker (permanent)
- White, rosé, red, méthode traditionnelle, late harvest wine production
- Laboratory analysis
- Vineyard management & maintenance
- Staff management & supervision
- Restaurant and hospitality management (functions / weddings / wine, music festivals)
- Cellar door sales management, winery tours, tastings and master classes
- Warehousing, distribution & logistics

Feb 2001 – Mar 2002 Foodstuffs South Island Ltd, NZ

- Store person (permanent)
- Full time employment whilst studying full time
- Warehousing & distribution
- Inwards goods management

Feb 2001 – Mar 2002 Christchurch Institute of Technology, NZ

- Diploma in Oenology & Viticulture

DAMIAN WAINOHU

SENIOR EXECUTIVE

+61 449 132 175

damian.wainohu@gmail.com

East Perth, Western Australia

Linkedin/DamianWainohu



Mar 2000 – Dec 2000 Giesen Estate Winery, Marlborough, NZ

- Vintage winemaker (vintage position)
- White, rosé, red wine production

Oct 1998 – Feb 2000 Bottoms Up Wine Merchants, England

- Retail wine store manager (permanent)
- Wine appreciation classes

Aug 1997 – Sep 1998 Chateau Montus / Chateau Bouscasse, France

- Vintage winemaker
- Overseas experience, whilst playing professional rugby
- Wine, rose, red, champagne, late harvest wine production
- Laboratory analysis
- Winery operating systems maintenance & management

Jun 1997 – Jul 1997 Te Mata Estate Winery, Hawkes Bay, NZ

- Harvest crew (casual)
- Vineyard harvesting

Feb 1996 – May 1997 Mission Estate Winery, Hawkes Bay, NZ

- Cellar hand (permanent)
- Vineyard hand (permanent)
- Full time employment whilst studying full time
- White, rosé, red & late harvest wine production
- Laboratory analysis
- Winery operating systems maintenance & management
- Daily vineyard duties & maintenance

Feb 1996 – Nov 1996 Eastern Institute of Technology, Hawkes Bay, NZ

- Certificate in oenology & viticulture

Jan 1995 – Jan 1996 Nobilo Estate Vineyards, Hawkes Bay, NZ

- Vineyard hand (permanent)
- Daily vineyard duties & maintenance
- My family owned vineyard

REFERENCES

On request



PROFESSIONAL SPORTING CAREER – MANAGEMENT & COACHING

2020 - 2024

RUGBY WA | PARTICIPATION MANAGER / ACTING CEO

- Promoting and improving the general public's knowledge, views and ultimately the participation in the game of Rugby inline with the objectives of Rugby WA.
- Engaging and positively influencing all internal and external stakeholders to ensure effective program delivery.
- Strategy, planning and delivery of long term Strategic, Participation, Community and Risk plans.
- Providing team leadership and management, contributing to financial planning and management of Rugby WA inclusive of budgets and sponsorships.

2018 - 2020

PERTH IRISH RUGBY FOOTBALL CLUB | DIRECTOR OF RUGBY & HEAD COACH

- Provide the team with an excellent rugby experience aligned to player capacities while achieving desired results through good coaching and good team performances.
- Provide leadership and direction in the management of all aspects of professional and domestic rugby.
- Develop and oversee the implementation of strategic plans and programmes in the areas of professional rugby, domestic rugby, commercial and marketing, communications, HR, finance and operations that are consistent with the strategic objectives of the organisation.
- Responsible for the design, delivery and coordination of the individual athletic performance programmes for all players including Long Term Player Development (LTPD) and Key Player Performance Indicators (KPPI).
- Provide the required leadership and management of systems and personnel to ensure that players develop the physical competencies required to thrive within the professional game.

Key Achievements:

- Achieved Year One – Objective Top 4 Achieved Year Two – Objective Win Comp
- Grand Finalist for the Year Three – Objective Back to back Incorporated critical success factors:
 - o **PEOPLE:** Attract, develop, retain. Quality People.
 - o **CULTURE:** Team Ethos Work harder at being a team than any other team.
 - o **ENVIRONMENT:** Structure delivery, Facilities, Relationships.
- Developed a bottom half of the table club into a consistent top 4 club with room for further belief, growth and promotion. Rugby WA Emerging Players Pathway Coach.

2016 – 2017

PERTH BAYSWATER RUGBY UNION CLUB | PREMIER GRADE HEAD COACH (PINDAN PREMIER GRADE)

- Established and managed the team, ensuring that appropriate governance is adhered to, such as eligibility criteria, etc. Implemented a technical, physical and mental training plan for each development athlete, which agreed with his or her individual goals.
- Led the process of establishing a team vision and team values, standards and protocols.
- Planned, delivered and evaluated specialised integrated strength and conditioning programs, ball skills and other programs that will impact on performance for athletes.
- Helped to ensure alignment of team vision and team values, standards and protocols for player and management.

Key Achievements:

- Dealt effectively with conflict and takes appropriate corrective action.
- Built and maintained effective working relationships with internal and external stakeholders.
- Responsible for the development and conduct of team programs, training and game management in consultation with the other coaches.
- Developed, implemented and reviewed coach and athlete development programs. Monitored all players' progress and development, provided help and guidance as appropriate.
- Responsible for ensuring compliance with all the relevant regulations and rules as well as respecting the moral values of organisation and other people.

DAMIAN WAINOHU

SENIOR EXECUTIVE

+61 449 132 175

damian.wainohu@gmail.com

East Perth, Western Australia

Linkedin/DamianWainohu



- Led own area of responsibility and provided advice on relevant matters to management team. Provided strong direction and leadership to all members of the management team.
- Provided support, assistance and advice to team management where required.
- Key Achievements:
- Achieved World IRB Level 3 coaching accreditation. Emerging Coaches Program (Western Force).
- Canterbury Crusaders International High Performance Unit. Christchurch, New Zealand. World I.R.B Level 2 coaching accreditation.(Updated I.R.B qualification format)
- Smart Rugby.

2010 - 2011

PERTH BAYSWATER RUGBY UNION CLUB | UNDER 18 HEAD COACH

- Responsible for the formulation and implementation of the Under18 Program, including training and competition components as well as necessary sport science requirements.
- Developed players in personal technical ability, game sense skills (teamwork and structure) and fitness (physiological and psychological).
- Provided direction and management for the delivery of the State Under 18 Program.
- Provided verbal and written feedback on an ongoing basis to all players on performance and prepared the team adequately in the Under18 Side Series.
- Prepared a program with appropriate activities and coordinate the coaching of all the Talent within the League Club including ensuring monitoring policy and procedure in coaching throughout the club's talented player pathway and as well as the design and implementation of the coaching curriculum.

Key Achievements:

- Under 18's grade 2010 and 2011 'Grand Finalist'.
- Achieved A.R.U Level 2 coaching accreditation.

2008 - 2009

PERTH BAYSWATER RUGBY UNION CLUB | UNDER 16 HEAD COACH

- Support the delivery of high quality coaching to all Under 16's players at training and match days.
- Support the planning, delivery and evaluation of high quality coaching sessions in line with long term player development guidelines.
- Demonstrate an understanding of the needs of young players in terms of their physical and psychological development. Completed session plans for all training sessions and ensured the welfare of all players.
- Ensure that all delivery programmes are fully compliant with the latest safeguarding, health and safety and other relevant legislation.
- Develop and maintain effective positive working relationships with stakeholders and partner organisations.
- Foster a development opportunity for players with the potential to transition into High Performance environments.
- Work alongside Assistant Coach(es) and team management to provide technical and tactical coaching to individual players and the team as appropriate.

Key Achievements:

- Under 16's grade 'Grand finalist'.
- A.R.U Level 1 coaching accreditation. A.R.U Smart rugby

PLAYING CAREER

- **Marist Rugby Union Football Club, Christchurch, New Zealand // 1989 – 1991**
- **Saint Bede's College, Christchurch, New Zealand // 1991 – 1994**
- **Canterbury R.F.U Representative, Christchurch, New Zealand // 1994 – 1996**
- **Canterbury Māori's Representative, Christchurch, New Zealand // 1995 – 1996**
- **Napier Old Boys Marist, Hawkes Bay, New Zealand // 1996 – 1998**
- **Hawkes Bay Māori's Representative, New Zealand // 1997 – 1998**

DAMIAN WAINOHU

SENIOR EXECUTIVE

+61 449 132 175

damian.wainohu@gmail.com

East Perth, Western Australia

Linkedin/DamianWainohu



- **Castelnau Riviere Basse, France.** // 1998 – 2000
- **Tarbes Representative, France.** // 2000 – 2001
- **Sudbury Rugby Football Club, Suffolk, England** // 2001 – 2002
- **Eastern Counties Representative, England** // 2001 – 2002
- **London Scottish Representative, London, England.** // 2002 – 2004
- **Christchurch Rugby Football Club, New Zealand** // 2004 – 2005
- **Glenmark Rugby Football Club, New Zealand** // 2005 – 2008

KEY ACHIEVEMENTS

- » Assisting in the proposal and bid to win a very successful HSBC International 7's for the very first time in Perth, Western Australia.
- » Increase State participation by 2.6% in contrast to a national participation downturn of 5.7%(2021).
- » Develop the organizational structure for Rugby WA in support of its Strategic objectives and its plans for growth.
- » Develop executable plans and pathways for the growth of the sport inclusive of the creation of the UWA Western Force Cup.
- » Seamlessly assume the effective management and leadership of the Rugby WA management and sport coordination team in an acting capacity.
- » Successfully develop stakeholder relationships that lead to improved and mutually beneficial outcomes, through DLGSC, local city councils and shires.
- » Successfully develop, implement, and manage a range of operational, financial, commercial, communications and marketing strategies and plans in the management of professional and amateur Rugby clubs and organizations, through England RFU, Rugby Australia, France Federation of Rugby, UWA Western Force Cup and Country Regional WA.
- » Successfully develop and lead people (both players and support teams) through individual and group consultation and development of person plans and KPI's aligned with club and organizational level objectives via Premier club and State academy.

VIDEO LINKS TO MY PAST PROJECTS

- **Dr Andrew & Nicole Forrest Launch UWA Western Force Cup 2022**

<https://www.facebook.com/watch/?v=236711528543551>

<https://youtu.be/7vp-qOpQdag>

- **Growing the game in Great Southern Western Australia**

<https://wa.rugby/news/esperance-rugby-club-now-officially-affiliated-with-rugbywa-2023220>

- **UWA Western Force Cup Interview**

<https://www.facebook.com/watch/?v=780423766911901>

- **Classic Wallabies Tour Country Regional Western Australia**

<https://fb.watch/pViqA0OQ37/>

- **UWA Western Force Cup Super Rugby Pre-Match Interview**

https://www.linkedin.com/posts/damian-wainohu-0719a19_rugby-growth-education-activity-7071007456918732800-Hc7B?utm_source=share&utm_medium=member_android

- **Changing the Rugby Landscape in Western Australia.**

<https://westernforce.rugby/news/western-force-cup-to-change-wa-rugby-landscape-2021129>

- **Growing tomorrows leaders.**

<https://www.youtube.com/watch?v=vC7Bd5PRUFo>

- **Western Force Ambassadors.**

<https://youtu.be/xXOz97qd5es?si=Q47Kb3EAK-0EMqgD>

- **Program benefits to schools of UWA Western Force Cup**

<https://youtu.be/VMfECHnQpkM?si=JOQk3qNURghaz7FN>

- **Newman WA Police Bloody Slow Cup**

https://www.linkedin.com/posts/damian-wainohu-0719a19_newman-wapolice-westernaustralia-activity-6990178011723554818-egZU

- **Successful Launch of the inaugural Rugby Schools Cup.**

<https://westernforce.rugby/news/rugby-schools-cup-a-huge-success-20211014>

- **Newman WA Police Bloody Slow Cup**

<https://www.facebook.com/RugbyWACommunity/posts/2434585220051749/>

- **Growing the game in Midwest Western Australia.**

<https://wa.rugby/news/rugbywa-grows-the-game-in-regional-wa-20211026>

- **Stan TV All Abilities Program**

<https://www.facebook.com/watch/?v=1612705102581500>

- **Stan TV All Abilities interview**

<https://www.facebook.com/watch/?v=1187183245164999>

- **Nine News Report All Abilities Program**

<https://www.facebook.com/watch/?v=181655321494052>

- **Classic Wallabies visit All Abilities Program**

<https://www.facebook.com/watch/?v=119223631188215>

- **Mike Penhaligon rewarded with Rugby Australia's Nick Farr-Jones Spirit of Rugby Award.**

<https://wa.rugby/news/mike-penhaligon-rewarded-with-rugby-australias-2023-nick-farrjones-spirit-of-rugby-award-202344>