



DAMIAN WAINOHU

SENIOR EXECUTIVE

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East Perth, Western Australia

Linkedin/DamianWainohu



EDUCATION

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

Talent identification & recruitment
experience

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 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 Secondary Schools Rugby Union Competition.
- » Seamlessly assume the effective management and leadership of the management and sport coordination team in an acting CEO 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.

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 the 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 other codes 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 (Government, Business and other Sponsors), management, staff and volunteers, Professional and Amateur Clubs, Players, Parents and Children.
- » **Professional/Elite Coaching and Sport Management:** Demonstrated understanding and experience in all facets of Professional Rugby as a player, coach, and manager.
- » **Amateur/Grassroots Coaching and Club Development:** Demonstrated understanding and experience in all aspects of grassroots Rugby as a player, coach and as sports administrator.



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EMPLOYMENT HISTORY – MANAGEMENT & COACHING

2020 - 2024

RUGBY WA | SENIOR MANAGER / ACTING CEO

- Promoting and improving the general public's knowledge, views and ultimately the participation in the game of Rugby aligned with the objectives of the organisation.
- 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 the organization 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 programs 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 organization.
- Responsible for the design, delivery and coordination of the individual athletic performance programs 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 competence 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:
 - **PEOPLE:** Attract, develop, retain. Quality People.
 - **CULTURE:** Team Ethos Work harder at being a team than any other team.
 - **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 organization and other people.



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- 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 organization.
- 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**



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- **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

EMPLOYMENT HISTORY

1995 - Current

VARIOUS COMPANIES | WINEMAKER

- Responsible for the quality, organization, and execution of wine-making activities including hands-on and managerial/supervisory role and laboratory role.
- Actively participate in all daily aspects related to winemaking
- Assist in the management of personnel involved with the production of grapes and wine: vineyard crew, cellar crew and support staff.
- Assist in winemaking decisions including establishing experimental protocols, blending decisions, lab analyses, barrel selections and day-to-day winemaking quality control.
- Provide guidance for adherence with quality standards. Ensure sanitation standards are met daily.
- Maintains state and federal records, as well as required in-house records. Remain up to date on all compliance issues related to winemaking.
- Manages inventory levels of supplies and materials used in the production of wine.
- Continually looked to innovate winemaking and production and adapted to changing market conditions. Performed all other duties as deemed necessary for the successful operation of the company.

REFERENCES: ON REQUEST





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VIDEO LINKS TO MY PROJECTS

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

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

• **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>