

Macquarie University Sport and Recreation Inc.
Success & Well Being



To Whom It May Concern

During 2005, Joe Bowers facilitated the following initiatives for MUSR and Macquarie University:

- Leadership Development Workshop;
- Strategic Planning Forum; and
- Academic Sports Forum

Joe's approach is focused on utilising the emerging most effective concepts in management and leadership, including the idea of engaging the power and creativity of the whole system (including both internal and external stakeholders).

Both the Strategic Planning and Academic Sports Forums were based on this approach. The idea of getting such a broad group of stakeholders – particularly external stakeholders – into the room at the same time involved a giant leap of faith for me as I had never experienced it before.

I can now honestly say that I have never seen forums produce such positive outcomes, goodwill and energy.

The feedback from both forums was nothing short of fantastic.

Outcomes that have been achieved since these forums have included:

- Macquarie University wins the 2006 University Games for the first time in its history
- Commencement of construction of a \$22 million state of the art aquatic and leisure centre
- Commencement of a unique sports fields master plan including an innovative water management system
- Development of a World Class Sports Management Academic Program with involvement of more than 50 of Australia's leading sports professionals and academics from higher education, TAFE and secondary colleges
- Development of an innovative sports service model that is already on the way to achieving an increase in the participation target from 10% to 50% by 2010

The process could be just as easily used by any organisation or association.

I wholeheartedly commend Joe's work to others.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Deidre Anderson'.

Deidre Anderson
Chief Executive Officer
Macquarie University Sport & Recreation

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