

27. Ms. Heather Ann GARRIOCK



Current Position: CEO of Australian Taekwondo
Date of Birth: December 21, 1982
Gender: Female
Nationality: Australia
Language: English

A. Qualification & Experience in Taekwondo

- *Chief Executive Officer – Australian Taekwondo*

B. Experience in Other Areas (Other Sports, Business or Professional)

- *Former Australian Football Coach and Player*
- *Played 130 matches for the Australian Women's National Team "Matildas" appearing at Two (2) x Olympic Football Tournaments and Three (3) x FIFA Women's World Cups*
- *Played in the Australian W-League from 1996 to 2014*
- *Coach of 2 Women's Team (2014-2017)*
- *Assistant Coach for the Matildas in 2017*
- *Vice-President of the Football Coaches Association*
- *Grassroots Coach Education presenter for Football NSW*
- *Television Host for Optus Sport (both men's and women's)*
- *Standing "Starting XI" Committee Member at Football Australia*

C. Education

- *2019 AIS Talent Leadership Program - High Performance Executives/Coaches*
- *2016-19 AFC A License*
- *2015 - 2018 Sydney University Masters of Education (Sports Coaching)*
- *2016 FFA Female Mentor Program*
- *2015 AFC B License – Football*
- *2014 AFC Youth C License – Football*
- *2012 Diploma in Finance and Mortgage Broking Certificate IV in Finance Mortgage Broking*
- *2004 Certificate IV in Small Business and Office Administration*

D. Vision for WT in next 4-years

- *To Modernise and commercialise World Taekwondo to be one of the most popular martial art & sport in the world.*
 - *To inspire and achieve greatness in the lives of those that are part of or wish to be a part of WT through self belief, ability and physical perseverance and with respect for others.*
 - *To grow and develop grassroots to elite standards*
 - *That WT continues to listen to and support MNA's more wherever possible. Plus working with the Continental Unions to ensure that Taekwondo is more supported & developed in the less resourced Nations*
 - *Add value to the Olympic movement through governance and social mediums*
 - *To ensure that WT raise the profile through television, social mediums & global campaign by engaging customer base as marketing is now shifting to new and different marketing platforms, therein maximizing commercialization opportunities*
 - *To ensure that WT creates more engaging content with the help of Celebrity Sports Figures*
 - *To ensure that WT forms "Brand Partnerships" thereby driving results for both parties*
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