

Candidate Information – Anny Wooldridge



Standing for Election as a Non-Independent Director

Nominated by Bluebird Deaf WSC

Other Directorships held (note this part must be completed in full)

None currently

General Information (e.g. background, career, involvement in sport, interests)

I have been heavily involved in voluntary and commercial waterski clubs since a young age, as my Granddad founded the Bluebird Deaf Waterski Club in Norwich. We spent every weekend on the water growing up; I have participated in three-event competitions, I am a boat driver and I have taught thousands of people to ski in the UK, Greece and America, including a season at Neilson Active Holidays and two at an American Summer Camp.

After graduating from university, I travelled the world skiing, working and volunteering at waterski clubs and centres. Some of my tournament organisation accolades include co-tournament director at the 2021 NCWSA Collegiate Nationals, 2022 LA Night Jam (pro tournament) and helping to organise one of the world's biggest sporting events the 2020 AWSA US National Championships. Recently, I have found further passion in judging, where I am a National Two Event Judge.

My career has moved from freelance writing to social media management. For the last two years, I have been working as a Communications Officer at North Norfolk District Council while also running the British Waterski & Wakeboard social media accounts.

Key relevant skills – what skills can you bring to the organisation?

I have over 15 years of experience coaching and driving at numerous clubs and locations around the world, teaching various ages and abilities, from beginners to high-level skiers and wakeboarders. As a competition organiser, I have experience working with high-level international and national partners on sponsorship campaigns, organising everything from sourcing tables and chairs to booking hotels and providing breakfast for judges. My involvement with high-level tournaments also included communicating with officials, partners, sponsors and participants to ensure everything ran smoothly. As a Communications Officer, I work daily with national and international media and the press to communicate the work of the North Norfolk District Council. I also work daily to run the Council's social media and online presence and create both video and written content for external and internal publications.

Key relevant business experience / career experience – what can you contribute?

Over the past few years, the profile of towed watersports in the UK has been increasing with more high-level media interest and promotion. There is, however, still work that can be done. I have been running the British Waterski and Wakeboard social media accounts since May 2021 and in just two short years, the social media channels have grown by 17 percent, engagement has increased by 500,000 percent, the number of posts has increased by 5,600 percent and reach has increased 24.7 million percent. This has come from posting generic images to working with video content and covering major sporting events, live. This has also included working with partners such as Neilson Active Holidays to showcase young coaches and drivers, particularly female staff members through social media and magazine content. But the work doesn't stop there; next season, with a complete digital communications strategy, I hope to align all outward-facing communications, so everything comes through social media, highlighting every aspect of towed British watersports in one location.

In my full-time role, I have experience working with elected officials, organising press releases and attending council meetings. I understand the dynamics that can occur within an elected organisation and the need to make the best decisions for the whole organisation in general. Uniquely I have a broad perspective of experience and knowledge with high-level tournament skiing and competitions, to experience within a boat owners club on the Norfolk Broads, to a commercial club and a voluntary club. I believe I would bring a different perspective to the board to provide constructive debate and equally support helping the sport to grow and achieve its full potential.