

The Carbine Club of NSW



Michael Bushell

Born: June 1955, NSW

Carbine Club Member since: 2001 (Member)

Current employment: Principal and Group Managing Director, Sports Marketing and Management

Michael has been involved in the Sports Marketing industry for over 30 years, continually ensuring his ideas and work are at the forefront of the industry.

Commencing his career with Speedo International as the Sponsorship manager, he was involved with all aquatic sports here and overseas. Michael then established, Sports Marketing and Management (SMAM). Founded in 1986, SMAM has become a world leader in sports sponsorship including representation of the Australian Olympic Committee (since 1986), Australian Commonwealth Games Association (since 1988), Australian Swimming (since 1991), and the Australian Rugby Union (1989-94 and from 2008).

In Europe the company consults to the International Olympic Committee and British Motor Sports Association amongst others. SMAM also exclusively represents British Swimming and the 2014 Glasgow Commonwealth Games.

Michael also had responsibility for the sponsorship, marketing and licensing programs at the 2000 Sydney Olympics and the sponsorship programs at the 2002 Manchester, 2006 Melbourne and 2010 Delhi Commonwealth Games.

In 2000 Michael received the Australian Sports Medal for his contribution to sport. He also received the "Golden Rings" award from the International Olympic Committee for his contribution to the success of the Sydney Olympic Games.

Michael's contribution to the sporting industry was recognised by the Australian Olympic Committee in 2010 when he received the Order of Merit. SMAM has raised over \$110m for the Australian Olympic Team, the largest revenue per capita for any National Olympic Committee globally.