

4.1 Key Executives

Executive Chairman, John Burgess

John Burgess was the founder and chief executive of Sydney Aquarium, in Darling Harbour, Sydney. In this capacity he led the team that tendered for the site, designed the facility, raised capital and constructed the facility. In 1989, The Guinness Book of Records awarded the Aquarium "World's Largest". It was also a world leader in animal display techniques, including floating oceanariums – a world first.

John was Managing Director of the Aquarium from 1886 to 2002, guiding it to be one of Australia's leading tourist attractions with over one million visitors a year. The Aquarium listed on the Australian Stock Exchange in 1993 at \$1.20 per share. It was taken over by Village Roadshow in 2008 at \$6.35 per share. In his last year as CEO the Aquarium posted approximately \$6.8m in NPAT.

During this period there were a number of renovations, including the substantial addition of the Great Barrier Reef exhibit.

In 2002 he master planned the development of Wildlife World. This was a similar sized facility to the Aquarium, located next door in Darling Harbour. Wildlife World presents a comprehensive collection of Australia's terrestrial wildlife including mammals, reptiles and birds

As a leading exhibit designer John has also consulted extensively, including master planning of the "Two Oceans" Aquarium in Cape Town in 1995 and The Newport Aquarium, in Ohio, in 1997.

He was the chair of the World Aquarium Congress Economic Committee from 1996 to 2000.

John has a Bachelor in Materials Science and Technology (with Honours) and a Masters in Marketing Management. He was formerly a Lieutenant in the British Army on the Rhine. He immigrated to Australia in 1971 where he worked in FMCG and for PA Management Consultants. In 1974 he was the motivational psychologist with Marconi under coach Rale Rasic and subsequently with the Socceroos in the 1974 World Cup in West Germany.

Prior to founding the Sydney Aquarium, he established DFL Consultants, specializing in strategic marketing and management restructuring, working there from 1976 to 1986. Clients included Bank of New Zealand, Macquarie Bank, Fletcher Group, AHI, ETA Foods.

He has also been a research assistant in Antarctica for University of Canterbury.

Since he left the Aquarium in 2002 John has been the owner/operator of a 5 star winery in the Hunter Valley, and had several other small entrepreneurial ventures.

Managing Director, Jake Burgess

Jake is a former partner and shareholder of Quay Partners, a Private Equity investment firm (now called Stafford Capital Partners). In this role he was jointly responsible for all aspects of marketing, administration, investment and governance of the Quay Partners business and its funds. He has raised and invested over \$900m in institutional capital. He was at Quay Partners from 2004 until 2012. In 2005 he was made one of the youngest private equity partners in Australia.

Jake will be jointly responsible for the development of corporate strategy with John Burgess and the Board, and will be primarily responsible for implementation of the strategy, and non-curatorial operations of the business.

Jake has extensive capital raising, strategic, transactional and governance experience as a result of his time in the private equity industry. He has sat on a number of advisory boards of leading private equity firms and was elected to the Board of the peak industry body - the Australian Private Equity and Venture Capital Association (AVCAL).

Jake has Bachelor of Science (Hons) (1998) from the University of Sydney, where he specialised in groundwater studies, hydrogeology and marine sciences. He has an MBA from the Australian Graduate School of Management (2002), where he received a scholarship.

In 1999 he was offered, but declined, a corporate scholarship to pursue a PhD in computer simulation of

groundwater contaminant movement at UTS, choosing instead to pursue a career in business.

During 1999 and 2000 he worked at Cameron Stockbrokers, initially as a research analyst before being promoted to client advice. In 2000 he moved to the Hunter Valley where he worked for a year on implementing operational improvements in the family winery.

In 2004 he received an award from AVCAL for outstanding service to the private equity and venture capital industry for his work on restructuring limited partnership laws in Australia.

Operations Director, Craig Sowden

Craig is currently Director of Operations at Sentosa Aquarium, in Singapore - one of the world's newest and largest animal facilities, where he is responsible for approximately 130 curatorial staff.

His current role covers all aspects of the business including animal husbandry through to sales and marketing. He brings with him a strong conservation, education and display ethic that has always permeated the facilities where he has worked.

He has over 25 years' experience in curatorial operations at a senior level. He has worked with John Burgess for much of that time.

Craig originally trained as a biological technician in 1979 and started his career in the Department of Zoology at the University of Sydney. His role included animal collection and husbandry, scuba diving, photography and laboratory work for teaching and research purposes.

Craig was promoted to the position of technical officer during the nine years he was working at the university, studying a diverse array of animals from microorganisms through to vertebrates, both aquatic and terrestrial.

Areas of interest to him were animal taxonomy, animal behaviour, conservation and the habitats they live in.

From 1987, Craig was employed to play a key role in building and stocking the Sydney Aquarium and preparing it for opening. His skills with the handling and husbandry of animals and his understanding of the needs of aquatic animals were paramount to the success of the Sydney Aquarium.

He was employed at the Sydney Aquarium for twenty-two years, which saw him ultimately assuming the role of General Manager of Life Sciences. Some of his significant achievements during that period include a key role in designing and building the second stage of the Sydney Aquarium which included a seal oceanarium, Great Barrier Reef oceanarium, platypus and penguin displays, as well as many other associated animal habitats.

He was also instrumental in the creation and development of the Sydney Aquarium Conservation Fund which is an independent organisation devoted to funding research and conservation initiatives.

The next phase in Craig's career was the expansion of the Sydney Aquarium Company which saw the company buying out Manly Oceanworld in the mid-90s and with Craig involved in managing and starting the development of Sydney Wildlife World - a new major terrestrial fauna park that was situated in the Sydney CBD between 2003 and 2008.

He designed all display and husbandry aspects of this fauna park, from the exhibits to all the back-of-house facilities.

Craig was awarded a Masters Degree in Aquaculture from Deakin University in 2007.

Through decades of experience, Craig has built strong industry connections both locally and internationally. He was the President of the New South Wales Fauna and Marine Parks Association in 2008. He also acted as the industry representative on the scientific shark summit as well as the Exhibited Animals Protection Act Committee for the NSW Department of Agriculture in 2006 and 2008 respectively.

Between 2003 and 2008, he worked closely with the Australian Wildlife Conservancy while designing and stocking Sydney Wildlife World. Some of the organisations that Craig has coordinated research and conservation programs with include Conservation International, WWF, Traffic, Manta Trust, Shark Savers and the Australia Conservation Foundation.

He also regularly attends local and international conferences such as the Zoo and Aquarium Association, the Association of Zoos and Aquariums and the World Zoo and Aquarium Association annual conferences to maintain networks and to acquire the industry's leading edge knowledge.