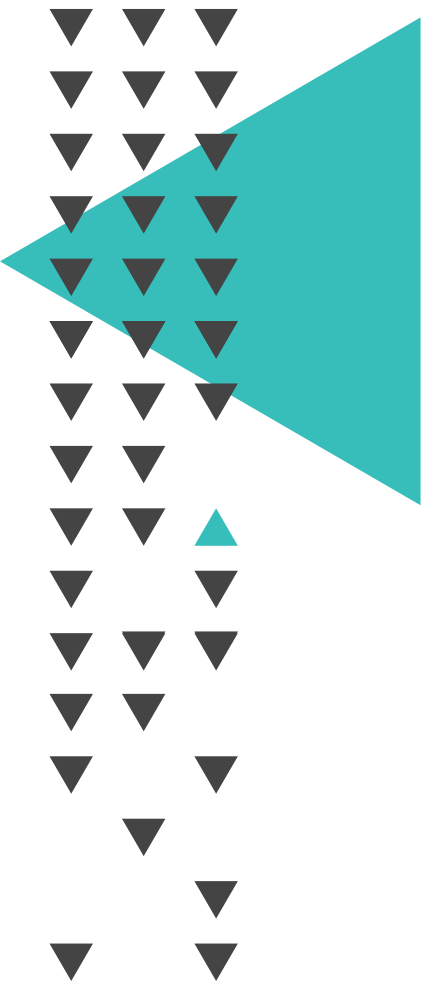


# OUR AUSSIE THOUGHT LEADERS

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By Wendy Parker  
Parker Public Relations





# WHAT IS A THOUGHT LEADER?

**Thought leaders are more than just experts. They are the acknowledged authorities and informed opinion leaders in their industry or area of expertise.**

They are trusted sources who move and inspire people with innovative ideas, who consistently add to the body of knowledge in their field and who regularly communicate their valuable insights to motivate others to address problems and find new and better ways of doing things.

They are the ones likely to challenge current thinking, put forward ideas for the future or work at changing poor behaviour.

In the main thought leaders are people who have earned their stripes in their field, risen to the tops of their careers or devoted their vocations to researching their special interest topic.

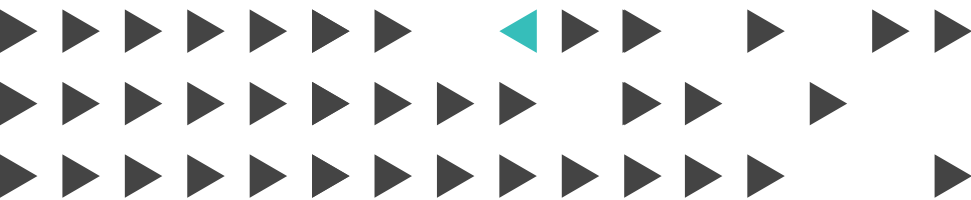


Thought leaders truly understand the business or fields they are in and the needs of their customers or community. They also recognise their failings, shortcomings and problems ... and more often than not, have the answers to address those problems.

They use their status to influence positive change in their industries, communities and the greater marketplace in which they operate... even change the way we think about things at a fundamental level.

Unlike other high achievers, they recognise that thought leadership is not just about advancing themselves or their businesses but about driving the greater good.

Thought leaders also understand that to influence change they need to be effective communicators, providing their audiences and stakeholders with regular access to their knowledge, thinking, opinions and big ideas.



While most thought leaders aspire to be the recognised authority in their industry or field, others have more specific objectives:

- ▶ Solve problems
- ▶ Create industry-wide initiatives
- ▶ Raise awareness
- ▶ Challenge and change behaviours
- ▶ Drive best practice
- ▶ Clarify and simplify issues
- ▶ Advocate on behalf of their industries or communities
- ▶ Take a stand on important social and political issues
- ▶ Influence and persuade



# WHO ARE OUR AUSSIE THOUGHT LEADERS?

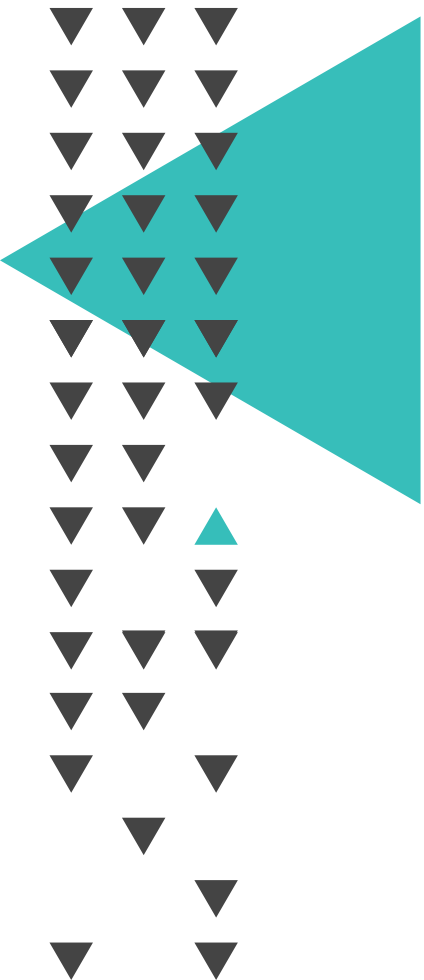
**We're familiar with Richard Branson, Elon Musk, Bill Gates, Seth Godin, Tim Ferriss, Simon Sinek, Stephen M.R. Covey and Gary Vaynerchuk.**

But what about our own home-grown thought leaders?

Who are they, what contribution have they made and how are they communicating their thinking and big ideas to the world?

As you will see from the list below they hail from all walks of life – business, not-for-profits, social enterprises, government, universities and the broader community.

While some thought leaders go on to become PUBLIC ICONS, the vast majority are only ever recognisable in their industry sectors or immediate community.



# THE INFLUENCERS

They use their status, authority, position and power to raise awareness on issues and drive and encourage positive and progressive change.



## ALAN FINKEL

AUSTRALIA'S CHIEF  
SCIENTIST

# Driving the advancement of science

## BACKGROUND

Australian engineer, neuroscientist, entrepreneur and philanthropist, Dr Alan Finkel is Australia's Chief Scientist. He provides high-level independent advice to the PM and other Ministers on science, technology and innovation. He has won numerous prestigious awards - *Victorian of the Year*, *IET Mountbatten Medal (UK)* and the *IEEE Joseph F. Keithley Award* for advancing scientific instrumentation. He is also winner of the *Clunies Ross Award* for facilitating international neuroscience research, has led the development of the STARportal information web site for extracurricular STEM activities and established the Australian Course in Advanced Neuroscience to train early career scientists.

## CONTRIBUTION

Alan Finkel is one of Australia's most prolific and versatile thought leaders.

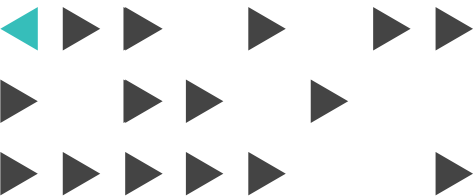
In his role as Chief Scientist, he has led the development of the national hydrogen strategy, the STEM Industry Partnership Forum report and the Review into the National Electricity Market ("Finkel Review").

As an independent and knowledgeable voice, he regularly weighs in on issues across the board, providing his independent advocacy and advice.

If he's not talking about the need to take action on climate change he's questioning our obsession with Year 12 ATAR scores and whether or not Australia has the policies to deal with artificial intelligence. During the COVID-19 emergency he championed a database to make it easier for Australian experts to contribute to tackling the virus.

## COMMUNICATIONS CHANNELS

- Media
- Speaking engagements
- Twitter





# PROF KERRYN PHELPS

ADJUNCT PROFESSOR AT  
SYDNEY MEDICAL SCHOOL

## Using her status to influence change

### BACKGROUND

Prof Kerryn Phelps is one of Australia's best-known public health and human rights advocates and a pioneer in health communications. She was the first female President of the AMA. She was awarded an AM for services to medicine, education and community health. She was Federal member for Wentworth from 2018-2019 and is now an Adjunct Professor at Sydney Medical School. She was winner of the 2019 AFR 100 Women of Influence Public Policy category for her efforts lobbying Parliament for the Medevac law and for advocating for better health conditions for asylum seekers.

### CONTRIBUTION

She is a passionate advocate for human rights, marriage equality, child protection and action on climate change.

Under her presidency, the AMA developed its first position statements on complementary medicine, sexuality, gender diversity, medical response to bio-terrorism, and so on.

She is also a strong advocate for the rights of refugee children in detention and for improving the health disparity of Indigenous Australians. As an Independent she led amendments to legislation which gave greater authority to doctors to allow medical evacuation of asylum seekers in offshore detention. This law has since been revoked.

Dr Phelps has also been a key media commentator during the COVID-19 emergency.

### COMMUNICATIONS CHANNELS

- Twitter
- Media
- LinkedIn
- Author – Six health books, including *General Practice: The Integrative Approach*, *Ultimate Wellness*, *The Cancer Recovery Guide*, and *The Mystery Gut* in 2017.



# MIKE CANNON- BROOKES

CO-FOUNDER ATCLASSIAN

## Software expert & clean energy evangelist

### BACKGROUND

Mike is co-founder and co-CEO of tech-giant, Atlassian. His company is one of Australia's most successful tech start-ups. Outside Atlassian, he serves as an adjunct professor at the UNSW School of Computer Science and Engineering, and is chair of the Computer Science and Engineering Industry Advisory Board. A passionate clean energy evangelist, Mike was a driving force behind Australia getting the world's biggest lithium ion battery. He continues to advocate for technology that benefits our environment.

### CONTRIBUTION

An enterprise software expert, Mike has also become one of corporate Australia's most powerful and fearless voices speaking out on key social and political issues, notably climate change.

As a result of his efforts, the public debate on climate change has improved substantially.

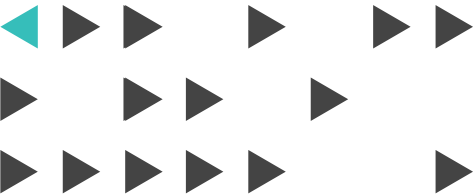
Rather than just progressing the debate on climate change, he is also putting his money where his mouth is and investing heavily in businesses and technology that will help mitigate the problem.

This includes investing in a giant solar farm in NT.

He is also the top donor to Climate200, a not-for-profit, non-partisan project, set up to assist political candidates with a clear commitment to a science-based response to our climate emergency.

### COMMUNICATIONS CHANNELS

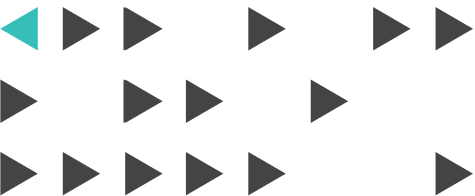
- Ardent blogger
- Very active on Twitter
- Constant presence in the media
- Regular on the talk circuit. TEDspeaker.





## ALAN JOYCE

CHIEF EXECUTIVE  
OFFICER QANTAS



## Taking a strong stance on key social issues

### BACKGROUND

Dublin-born Alan Joyce became CEO of Qantas on 2008. He is best remembered for turning round the fortunes of Qantas and for sensationally grounding the airline for three days to bring an industrial dispute with the unions to a head. In 2017 he was named *The Australian Financial Review's* Business Person of the Year. He is also a member of the International Air Transport Association's Board of Governors, Director of the Business Council of Australia and a member of the *Male Champions of Change*. In March 2020 he famously announced that he will forego his salary for six months in response to the impact of COVID-19 on Qantas.

### CONTRIBUTION

With Mike Cannon-Brookes, he is among a group of 'corporate activists' speaking out strongly on social, political and other key issues.

In 2019 he announced a 2050 net zero emissions goal for Qantas, demonstrating that the airline is taking a strong stance on climate change.

He is possibly best remembered for weighing in on the 2017 same-sex marriage debate. Backed by chairman Leigh Clifford and the Qantas board, Mr Joyce poured \$1 million of his own money into the campaign and helped mobilise corporate Australia.

Mr Joyce is a regular commentator in the media on topics ranging from political uncertainty to the need to cut corporate tax in order to restore business confidence and give local companies a competitive edge.

### COMMUNICATIONS CHANNELS

- Frequent face in the media
- Regular on the talk circuit
- LinkedIn



# SIMON HOLMES A COURT

EMBARK ENERGY

## Hastening our transition to a low carbon economy

### BACKGROUND

A self-styled anti-coal evangelist, Simon Holmes à Court is son of one of Australia's great mining entrepreneurs. He is senior advisor to the Energy Transition Hub at Melbourne University and sits on the board of the Smart Energy Council. He is also the founding chair of Hepburn Wind, the country's first community owned wind farm, as well as founder of Embark Australia, a non-profit consultancy helping communities share in the benefits of local renewable energy.

### CONTRIBUTION

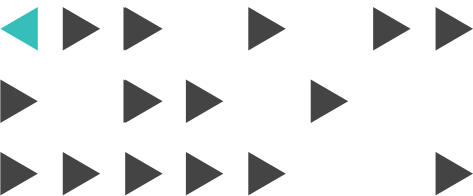
He is one of Australia's strongest voices calling for a transition to a low carbon economy.

Simon is the driving force behind Climate200, a not-for-profit, non-partisan project, set up to assist political candidates with a clear commitment to a science-based response to the climate emergency and to restoring integrity to politics.

He is also a pioneering force in the Australian community power movement as the founding chair of Hepburn Wind – the country's first community owned wind farm.

### COMMUNICATIONS CHANNELS

- Regular on Twitter.
- Often in the media
- Contributor to *The Guardian*





# ANDREW MACKENZIE

FORMER CEO, BHP BILLITON

## Setting the precedent for others to follow

### BACKGROUND

Andrew Mackenzie is the former CEO of mining leader, BHP Billiton. He now has a board role with oil giant Shell. One of the world's most influential applied earth scientists with a PhD in organic chemistry, he joined BP's research division in 1983, working his way through the ranks of BP, then Rio Tinto, before joining BHP Billiton in November 2008. He succeeded Marius Kloppers as the CEO of BHP Billiton in May 2013 and resigned at the end of 2019. He was nominated the AFRBOSS *True Leader* for 2019.

### CONTRIBUTION

In 2019 he proved to be one of the most outspoken Australian corporate leaders on social issues, particularly on the issue of climate change.

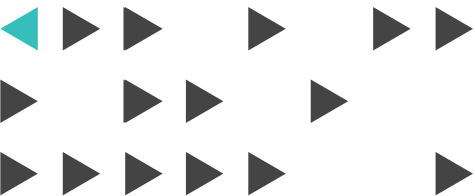
He announced that BHP would devote over \$500 million towards reducing its own emissions and that of its customers, effectively setting the precedent for other miners to follow.

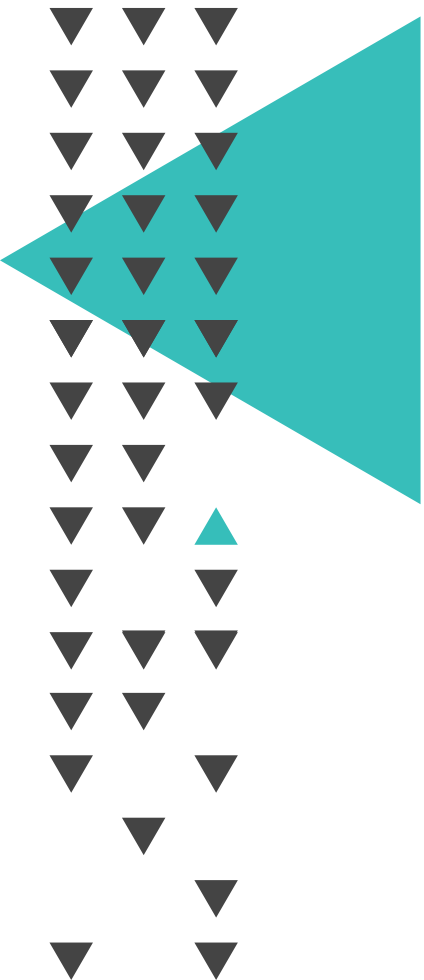
He also urged the government to place a price on carbon, with the announcement that "social value" issues such as climate change would underpin the company's future business decisions.

Andrew led corporate Australia's backing for the move to constitutionally enshrine an Indigenous 'voice' to Parliament, opening the door for many other organisations to support constitutional recognition for Indigenous issues.

### COMMUNICATIONS CHANNELS

- Often in the media
- A constant on the talk circuit.
- He has a strong presence on Twitter
- LinkedIn.





# THE CHANGE-MAKERS

They don't just define a problem – be it social, political, business or other  
– they strive to find a solution to address that problem.



## PROF JULIE LEASK

FACULTY OF MEDICINE AND  
HEALTH, UNIVERSITY SYDNEY

# Increasing the take-up of vaccination globally

## BACKGROUND

Julie Leask is a social scientist and professor in the Susan Wakil School of Nursing and Midwifery, Faculty of Medicine and Health, University of Sydney. Her key focus is risk communication, responding to vaccine hesitancy and refusal, and strengthening vaccination programs and policy. She previously set up the Social Science Unit at the National Centre for Immunisation Research and Surveillance and is the founding chair of the Collaboration on Social Science in Immunisation. She also holds formal roles with the World Health Organization.

## CONTRIBUTION

A social scientist, she is dedicated to increasing the take-up rate of vaccination in Australia and overseas by focussing on the root cause of why families don't vaccinate.

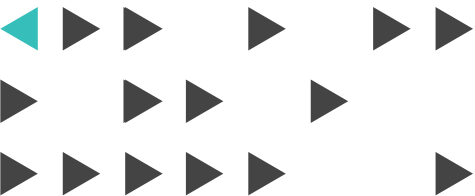
She studies what people think, feel or do about vaccination.

Rather than just informing and educating parents about the importance of vaccination, her emphasis instead is on understanding the social drivers of vaccination and developing appropriate interventions.

She was winner of the 2019 *AFR Top 100 Women of Influence* for her pioneering work in addressing vaccination rates in Australia and internationally.

## COMMUNICATIONS CHANNELS

- Regular on Twitter.
- Blogger
- Media
- LinkedIn
- YouTube





## PROF CHARLIE CORK

LEADING INTENSIVE CARE  
SPECIALIST, BARWON HEALTH

## Enabling people to voice end-of-life decisions

### BACKGROUND

Prof Charlie Corke is one of Australia's leading intensive care specialists and is past president of the College of Intensive Care Medicine of Australia and New Zealand. He is the regional clinical lead for the Advance Care Planning program and is the originator of the *MyValues* approach to advance care planning. He lectures widely on medical communication and end-of-life decision-making and is author of the highly acclaimed book, *Letting Go*. He was featured on the ABC in the film, *In The End* and is a regular contributor on radio.

### CONTRIBUTION

Charlie is an active voice on end-of-life issues.

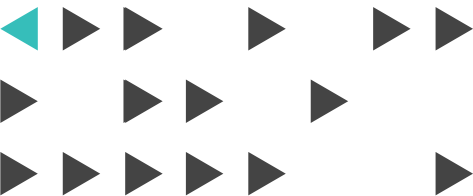
He is the originator of the highly regarded *MyValues* approach to advance care planning which helps people identify, consider and communicate their wishes about medical treatment in the latter stages of life.

Funded by The Victorian Department of Health and operated by Barwon Health, the platform helps people clarify how far they would like end-of-life treatment to be taken. Is it treatment at all costs or quality of life and the opportunity to die with dignity?

The platform has provided Australians with the means to voice how much medical intervention they deem acceptable at end of life and not leave this decision to families and doctors.

### COMMUNICATIONS CHANNELS

- Author of *Letting Go*
- Media





## BRONWYN KING

FOUNDER AND CEO OF TOBACCO  
FREE PORTFOLIOS

# Eliminating tobacco from investment portfolios

## BACKGROUND

Dr Bronwyn King AO is an Australian radiation oncologist and anti-tobacco campaigner. She is the founder and CEO of Tobacco Free Portfolios, a not-for-profit organization which aims to eliminate tobacco from investment portfolios globally. She has been recognised with countless awards. She was inducted on to the *Victorian Honour Roll of Women* in 2018. In 2019 she was appointed an AO for "distinguished" service to community health and was also named *Melburnian of the Year*.

## CONTRIBUTION

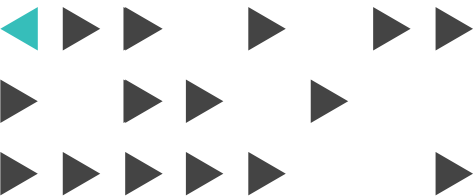
Bronwyn is a leader, influencer and future thinker who has mastered the art of translating a simple idea into a global movement. On discovering tobacco companies were the automatic 'default' investment option for her superannuation she realised this practise had to be challenged.

She went on to found Tobacco Free Portfolios, a not-for-profit advocacy that collaborates with the world's largest financial organisations to drive global change towards tobacco-free finance.

In 2018 Bronwyn took to the stage at the United Nations in New York to launch *The Tobacco-Free Finance Pledge*. Her hard work has resulted in tobacco-free finance policies being implemented by more than 40 Australian superannuation funds and by financial organisations in ten countries.

## COMMUNICATIONS CHANNELS

- TED speaker
- Often on talk circuit
- Twitter
- Regular in the media.





## CHRIS CUFFE

FOUNDER AND CHAIRMAN OF  
AUSTRALIAN PHILANTHROPIC  
SERVICES (APS)

# Making philanthropy easier for wealthy Australians

## BACKGROUND

Chris Cuffe is founder and chairman of Australian Philanthropic Services (APS), a NFP he set up to inspire and support people to get involved in giving. APS has grown to become the largest provider of private ancillary fund services in Australia. Veteran of the wealth management industry, Chris has previously been CEO of Colonial First State and Challenger as well as Chairman of UniSuper. In 2017 he was awarded the AO for distinguished service to the community as an advocate for philanthropy and supporter of improved financial efficiencies in charitable organisations and the funds management industry.

## CONTRIBUTION

Chris set up APS out of frustration that people were unaware of what philanthropic options and structures were available to them ... and no-one was doing it well.

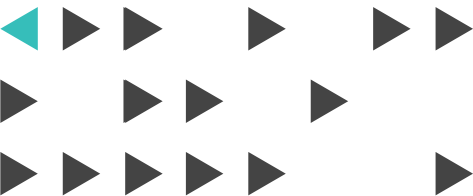
Research also showed that wealthy Australians weren't engaged in structured philanthropy because there were many barriers to participation. There was a problem that needed fixing.

APS has made philanthropy simpler, easier and more mainstream. It sets up and administers private and public ancillary funds and provides guidance and support about how to give money away effectively. It has also helped raise awareness around philanthropy and the options available.

Last year APS clients collectively gave away over \$70 million in charitable grants to the community.

## COMMUNICATIONS CHANNELS

- Media.
- Media
- LinkedIn
- Twitter





# TRACEY SPICER

NOW AUSTRALIA

## Seeking solutions to workplace sexual harassment

### BACKGROUND

Author, broadcaster and multiple Walkley Award winning journalist, Tracey Spicer is founder of NOW Australia. She was joint winner of 2019 Sydney Peace prize and was awarded the Order of Australia for her 30 years of media and charity work.

Over the course of her career, she has written, produced and presented documentaries on women and girls in Bangladesh, Kenya, Uganda, Papua New Guinea and India, and the National Breast Cancer Foundation in Australia.

### CONTRIBUTION

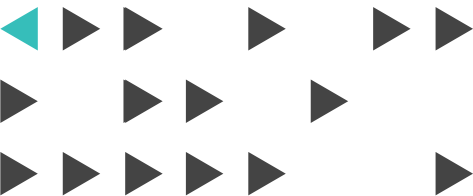
Tracey founded Now Australia, a national organisation dedicated to tackling sexual harassment, abuse and assault in workplaces across Australia.

She developed a three-part television special on ABC TV, *Silent No More*, which seeks to find answers to sexual harassment in the workplace. She wanted to shine a light on the problem in order to find the solutions and ensure that the next generation is not subjected to the same problem.

She was joint winner (with Tarana Burke, US-based founder of the #MeToo movement) of the 2019 Sydney Peace prize for calling on the Federal Government to overhaul Australian defamation laws to ensure sexual harassment survivors are not condemned to silence.

### COMMUNICATIONS CHANNELS

- TV documentary - Silent No More
- Twitter
- Facebook
- Book - Girl Stripped Bare
- Media
- Keynote speaker





## RONNI KAHN

CEO & FOUNDER  
OZHARVEST

# Changing our minds about food wastage

## BACKGROUND

Born in South Africa, Ronni Kahn AO moved to Israel where she lived on a kibbutz for many years before emigrating to Australia in 1998 and starting an events management business. During a vacation to South Africa, she was galvanised into action while visiting Soweto with a friend who told her she was the one "responsible for electricity in Soweto". This was the moment her life of purpose began. Building on her experience in corporate hospitality and driven by a passion to make a difference and stop good food going to waste, she started OzHarvest in 2004.

## CONTRIBUTION

Ronni has grown OzHarvest to be Australia's leading food rescue organisations and was instrumental in changing the law in Australia to make it safe for companies to donate surplus food.

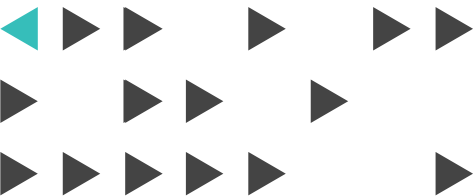
OzHarvest has partnered with the United Nations Environment Programme to raise awareness on the issue of food waste and is working with Government and key stakeholders to halve food waste nationally by 2030.

The ripple effect of her commitment is fuelling action across the globe.

She won the *The AFR 100 Women of Influence* award for a social enterprise and not-for-profit in 2028 and in 2019 the AO for distinguished service to social welfare, through the development and delivery of innovative programs.

## COMMUNICATIONS CHANNELS

- LinkedIn
- Twitter
- Media
- YouTube
- Keynote





## AVRIL HENRY

CEO - AVRIL HENRY AND ASSOCIATES (AHAA)

# Changing societal attitudes to gender and generational leadership

## BACKGROUND

Avril is one of Australia's leading thought leaders on gender and leading multi-generational workforces. She is also a keynote speaker, author, leadership strategist and provocateur who is passionate about diversity and transforming old leadership models and workplace practices. Her corporate experience spans multiple industries and countries. In 2016 Avril was named one of the *AFR Westpac's 100 Women of Influence*, and named one of the 10 most influential women in the diversity and equity space. Over the past decade Avril has won multiple HR and business awards.

## CONTRIBUTION

Avril is a well-respected and sought-after authority on leadership, organisational change, gender differences and intergenerational issues facing contemporary workplaces.

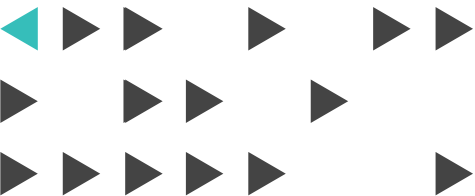
She has also proven to be a real game changer. A decade ago, enlistments for the Australian Armed Services were dramatically declining. The military was attracting fewer enquiries from young Australians.

The government turned to Avril who convinced both the government and our military leaders to recognise that times had changed.

Her work saw a repositioning of the military services to young Australians which resulted in a significant increase in recruits. She has also had an impact on cultural transformation of the Army.

## COMMUNICATIONS CHANNELS

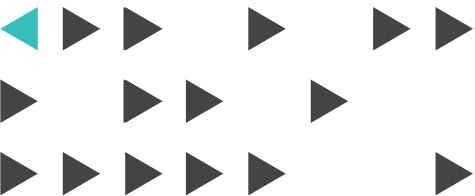
- LinkedIn, Twitter and Facebook – Avril Henry
- Author. Books on leadership and different generations at work.
- Media. She is a regular panellist and commentator on ABC's *The Drum*, and ABC radio, been published in mainstream media and contributes original articles and editorials to numerous business publications.





## JESS HILL

JOURNALIST AND AUTHOR



# Rethinking how we confront domestic violence

## BACKGROUND

Jess Hill is an investigative journalist who has been writing about domestic violence since 2014. Prior to this, she was a producer for ABC Radio, a Middle East correspondent for The Global Mail, and an investigative journalist for Background Briefing. She was listed in Foreign Policy's top 100 women to follow on Twitter, and her reporting on domestic violence has won two Walkley awards, an Amnesty International award and three Our Watch awards. Her book, *See What You Made Me Do*, which is a study of domestic abuse in Australia, has won the \$50,000 Stella Prize.

## CONTRIBUTION

Jess calls for the spotlight to be put on perpetrators, the systems that enable them and what motivates men to commit violence.

Rather than prioritise long-term strategies for tackling gender inequality, she believes we should focus on more immediate interventions that will stop men abusing and murdering women right now.

She is a fierce advocate for the 'focused deterrence' strategy. This includes identifying seriously violent perpetrators who are at risk of killing their partner by examining their criminal records and their victim's attempts to seek help. Then confront them with a strong message: if they don't stop abusing their partner, police will pursue them relentlessly and impose severe penalties.

This message, she says needs to come with a genuine offer to help men turn their lives around via counselling, employment and treatment for addiction.

## COMMUNICATIONS CHANNELS

- Constant on Twitter
- Regular in the media
- Author
- Speaker



# PROF ROSS GARNAUT

PROFESSOR ECONOMICS,  
ANU

## Providing the roadmap to a post-carbon future

### BACKGROUND

Ross Garnaut AC is a distinguished professor of economics at ANU and a vice-chancellor's fellow and professorial fellow of economics at The University of Melbourne. Throughout his career he held numerous influential political and economic positions. In 2007 he was appointed to examine the impacts of climate change on the Australian economy. The *Garnaut Climate Change Review* was released in May 2011. While the Rudd Government accepted several key findings, climate change policy went on to become a divisive issue in Australian politics.

### CONTRIBUTION

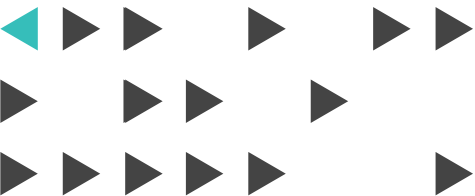
Prof Garnaut built an incredible career around Australia's economic engagement with Asia, energy policy and climate change policy. His seminal contributions to public policy dealt with accelerating our economic engagement with East Asia.

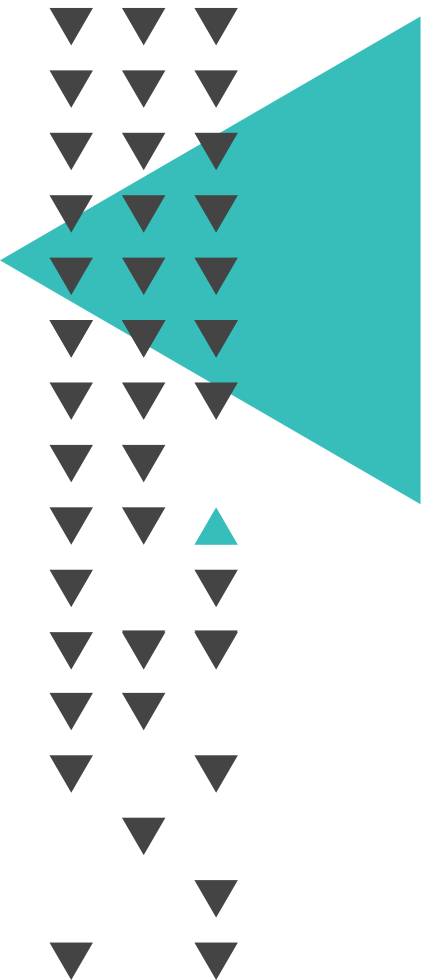
In the *Garnaut Climate Change Review* he warned that our fire seasons would gradually become longer and more intense – an effect that would be directly observable by 2020. While not successful in persuading Australians it was in our national interest to play a positive role in a global effort to mitigate the effects of climate change, with our recent tragic fires, he is now renewing that call.

Not one to dwell on negatives, in his latest book, *Superpower*, he lays out a detailed roadmap about how Australia can move to become a global energy superpower in a post carbon future.

### COMMUNICATIONS CHANNELS

- Author: *Superpower*
- Regular on talk circuit
- Regular face in the media





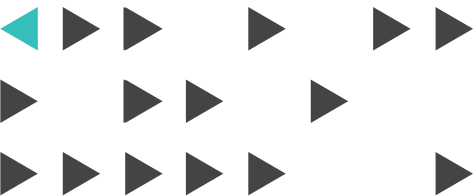
# THE EXPLAINERS

They provide commentary and context to what is being said in the public arena.



## DR NORMAN SWAN

ABC BROADCASTER



# Simplifying complex health messaging

## BACKGROUND

Norman Swan trained in medicine in Scotland and paediatrics in London and Sydney before joining the ABC. He has co-hosted RN's *Life Matters* program and now produces and presents *The Health Report*. On ABC TV he has presented for both *Catalyst* and *Quantum*, and has hosted and been executive producer of *Tonic*. He is also an occasional reporter on *Four Corners*. He has appeared on the Australian version of *The Biggest Loser* as the resident health expert. Dr Swan has won three Walkley Awards, a Media Peace Award from the United Nations Association of Australia, and the highest honour in Australian science journalism, the Michael Daley Award.

## CONTRIBUTION

Dr Swan's vast experience and knowledge makes him one of Australia's most respected speakers and presenters, particularly in the health and medical arena.

He emerged as the go-to health correspondent during the COVID-19 pandemic and is regarded as one of the most trusted voices in the country on Coronavirus.

With the outbreak of the virus, he immediately moved to bring Australians the best international insights and focused on turning complex messages into national action (flattening the curve, 'social distancing').

His key messages were supplemented by additional podcast material, social media postings and rapid responses to specific questions that demanded immediate answers – like handshaking, self-isolating and working from home or public policy questions like herd immunity, cancelling large scale sports or closing schools.

## COMMUNICATIONS CHANNELS

- Media – primarily ABC
- Podcast – *Coronacast*
- Keynote speaker
- Twitter



## WALEED ALY

BROADCASTER NETWORK  
TEN

## Providing context to national and global issues

### BACKGROUND

Waleed Aly is a broadcaster, author, academic, and one of Australia's most respected and versatile media talents. He co-hosts Network TEN's *The Project* and ABC's *The Minefield*. In May 2017 Aly received a PhD on global terrorism. He is also a staff member of the Global Terrorism Research Centre at Monash University. His social and political commentary appears in multiple publications. He has won numerous awards, including Walkley Awards for coverage on ending violence against women, climate change, social cohesion, Australia's dairy pricing crisis and ISIL.

### CONTRIBUTION

He has forged a reputation as one of Australia's foremost commentators on national and global issues, tackling the toughest problems of our time – such as terrorism, racism and climate change.

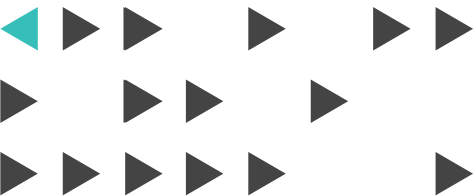
He is not afraid to say publicly what we're all thinking and call out bad behaviour .

As a lecturer in politics at Monash University in the Global Terrorism Research Centre, he sheds light on the historical and geopolitical issues that have shaped the current political climate.

As an Australian Muslim, Waleed is a powerful voice, adding dimension to national debate and challenging Australians to think deeply about social and political issues.

### COMMUNICATIONS CHANNELS

- He presents and writes for – *Channel 10*, *ABC*, *The Guardian*, *The Australian*, *The Australian Financial Review*, *The Sydney Morning Herald* and *The Age*.
- Author: *People Like Us: How arrogance is dividing Islam and the West* .
- Twitter
- Talk circuit





## PROF TIM FLANNERY

CHIEF COMMISSIONER OF  
THE CLIMATE COUNCIL

## Providing the science behind climate change

### BACKGROUND

Tim Flannery is Australia's best known and most outspoken environmentalist. A paleontologist, explorer and conservationist, he is a leading writer on climate change, and the 2007 Australian of the Year. As the author of more than 30 books, including the award-winning *The Future Eaters*, *The Weather Makers* and *Here on Earth*, Flannery is among a small group of scientifically minded individuals who can communicate their ideas broadly with eloquence and clarity. He is currently chief commissioner of the Climate Council and professorial fellow at the Melbourne Sustainable Society Institute, University of Melbourne.

### CONTRIBUTION

An accomplished communicator, Tim he has been enormously effective in explaining environmental issues and bringing them to the attention of the Australian public.

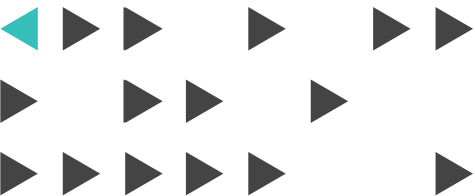
Like any great thought leader, he not only presents the problem but puts forward the solution.

In his book, *The Weather Makers*, he carefully demonstrates the likely ecological effects to the planet if human-induced climate change continues. He then proposes a game plan to halt, and ultimately reverse, this damaging trend.

Similarly in his talks, he not only highlight the perilous situation facing the global climate in terms of atmospheric carbon, but also talks about the solutions.

### COMMUNICATIONS CHANNELS

- Author
- A well known presenter on *ABC Radio*, *NPR* and the *BBC* for more than a decade.
- Media coverage
- TED speaker





## DR DARREN SAUNDERS

ASSOC PROFESSOR OF  
MEDICINE - UNSW

# Making evidence-based science easily accessible

## BACKGROUND

Darren Saunders is a cancer biologist in the School of Medical Sciences at UNSW Sydney. He holds a BSc(hons) and PhD and undertook post-doctoral training at the Garvan Institute and University of British Columbia. His research is focused on proteostasis and metabolic reprogramming in cancer and neurodegeneration. Darren is a regular science contributor on television and radio and is the secretary of Science and Technology Australia. He won the prestigious 2019 Australian Museum *Eureka Prize* for his outstanding contribution to public science communication.

## CONTRIBUTION

A gifted and intuitive communicator, Darren gives medical research a clear and authoritative voice across a range of media.

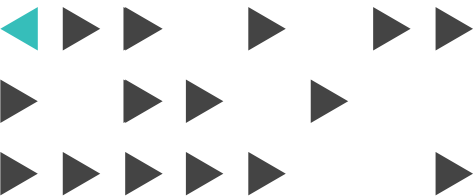
He moves outside his speciality of cancer biology to tackle some of our most complex science issues including climate change, vaccination and gene editing.

In a world flooded with myths and misconceptions about health and medical topics, he takes evidence based science to where disengaged or vulnerable audiences are seeking health advice.

He believes scientists need to be pro-active in communicating accurate information and analysis, instead of trying to react to misinformation and pseudoscience.

## COMMUNICATIONS CHANNELS

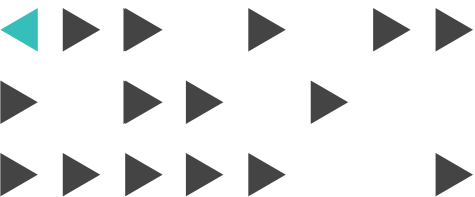
- Twitter
- LinkedIn
- Facebook
- Instagram
- Media





# PETER VAN ONSELEN

POLITICAL EDITOR  
NETWORK TEN



## Providing our political debate with greater context

### BACKGROUND

Peter van Onselen is an Australian political academic, author and political journalist and commentator. He is currently Network Ten's political editor and the contributing editor at *The Australian* newspaper. He has a weekly segment on Radio National Breakfast, hosts *The Sunday Project* and appears regularly on *Insiders*. He worked as an advisor to Tony Abbott when he was Minister for Workplace Relations. His foray into journalism began in 2007. He has written several politically-themed books and biographies. He is also professor of Australian politics and foundation chair of Journalism at UWA.

### CONTRIBUTION

When providing commentary in the media, Peter puts context around what is happening in politics.

In the biographies he has authored and co-authored, he takes people behind the public image of the subjects he writes about.

In the case of John Howard, he reveals neither the strong-willed man of principle his supporters liked to imagine nor the cunning opportunist painted by his foes.

Instead he reveals a man with a number of uncommon strengths that together have made him one of the most formidable leaders in Australian political history.

### COMMUNICATIONS CHANNELS

- He writes and comments for *Network Ten*, *The Drum*, *Insiders*, *The Project*.
- Co-authored *John Winston Howard: The Definitive Biography* (with Wayne Errington), *Howard's End: The Unravelling of a Government* (with Philip Senior); *Liberals and Power*; *Professionals or Part-timers?*; *Battleground: Why the Liberal Party Shirtfronted Tony Abbott* (with Wayne Errington) and *The Turnbull Gamble*.
- 
- Twitter
- Keynote and event speaker



## PETER VARGHESE

CHANCELLOR – THE  
UNIVERSITY OF  
QUEENSLAND

# Explaining our relationship with external neighbours

## BACKGROUND

Peter Varghese, AO is chancellor of The University of Queensland and former diplomat and public servant. He was the Secretary of DFAT from 2012-2016. In 2010, he was appointed an AO for his service to public administration, particularly in leading reform in the Australian intelligence community and as an adviser in the areas of foreign policy and international security. He was conferred with a Doctor of Letters honoris causa by the University of Queensland in 2013. He was awarded the Sir Edward “Weary” Dunlop Asialink Medal in 2019 in recognition of outstanding contributions to improving Australia-Asia relations.

## CONTRIBUTION

His thought leadership focuses on why we should and how we can improve our relations with our external neighbours and overseas countries.

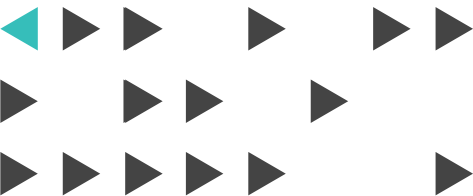
He examines how Australia can reach a new strategic equilibrium in the region as US primacy is challenged by a China with ambitions to become the predominant power in the region.

He also looks at the need for Australia's higher education sector to confront pushback from domestic students regarding the high proportion international students before this becomes a more serious issue.

Another key focus of his thought leadership is the importance of strengthening our relationship with India. In 2018, Varghese authored the *India Economic Strategy to 2035*, an ambitious plan to transform Australia's relationship with the world's fastest-growing large economy.

## COMMUNICATIONS CHANNELS

- Media
- Regular on the talk circuit
- YouTube





## JOHN QUIGGAN

VICE CHANCELLOR'S SENIOR  
FELLOW IN ECONOMICS AT  
UNIVERSITY OF QUEENSLAND

## Key commentator on Australian economic policy

### BACKGROUND

John Quiggin is an Australian economist and Vice-Chancellor's Senior Fellow in Economics at the University of Queensland. He was formerly an ARC Laureate Fellow and Federation Fellow and a Member of the Board of the Climate Change Authority of the Australian Government. He has been the Hinkley Visiting Professor at Johns Hopkins University and an Adjunct Professor at the Australian National University. He has produced over 2000 publications, including seven books and over 250 refereed journal articles.

### CONTRIBUTION

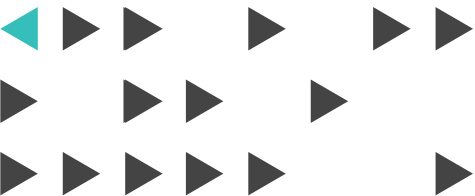
John is a prominent research economist and commentator on Australian and international economic policy.

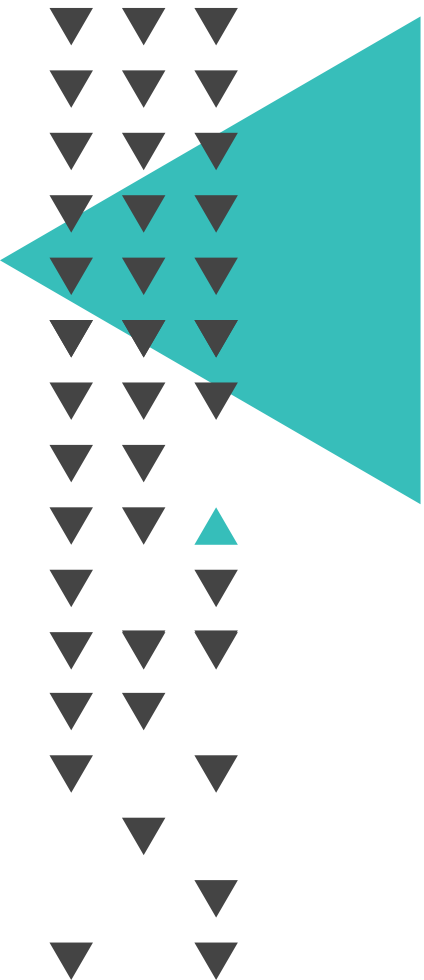
He is also an active contributor to the Australian public debate in a wide range of traditional and social media, providing context and commentary on issues ranging from the costs of our recent bushfires to lowering our dependence on oil, the commercialisation of renewable energy, to how wealth is the crucial determinant of our life chances.

Along with 80 current and former Australian Laureate Fellows, he wrote an [open letter](#) to the government calling on urgent deep cuts to carbon emissions in early 2020.

### COMMUNICATIONS CHANNELS

- Writes a blog, and is a regular contributor to *Crooked Timber*.
- Twitter
- Author. His latest book is *Economics in Two Lessons: Why Markets Work so Well, and Why they can Fail so Badly*
- Media. Regular contributor to the *Conversation and Inside Story*.
- Speaker
- Media





# THE ADVOCATES

They speak up and ensure the needs of others are heard, their rights understood and problems resolved.



## ROSIE BATTY

ANTI-FAMILY VIOLENCE  
CAMPAIGNER

# Providing a voice for victims of family violence

## BACKGROUND

Rosie Batty AO has become an influential campaigner against family violence, formerly through The Luke Batty Foundation and the Victorian government's Victim Survivor's Advisory Council. She was an *AFR 100 Women of Influence* winner in 2018. She was also Australian of the Year in 2015 and in 2019 was recognised in the Queen's birthday honours list for her work on family violence. In June 2019 she was appointed to Melbourne's Royal Women's Hospital board to provide a vital voice for family violence victims.

## CONTRIBUTION

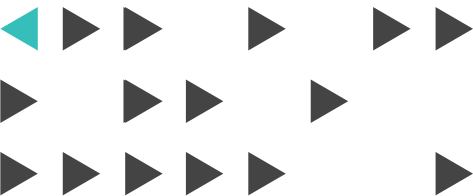
Rosie put domestic violence on the national agenda. Following the death of her son, she gave a voice to the many thousands of victims of domestic violence who until then had remained unheard. Out of the most harrowing of circumstances, Rosie emerged as a leading voice calling for societal change to the way that we speak about, respond to and work to prevent domestic and family violence. Her efforts helped trigger a royal commission into family violence in Vic. This resulted in significant systems' reform.

She also established the Luke Batty Foundation and Never Alone campaign. Rosie was one of the founding members of the Council of Australian Governments Advisory Panel on Preventing Violence Against Women and was chair of the Victim Survivors' Advisory Council for the Victorian Government in response to the Royal Commission.

Rosie continues her advocacy to challenge gender inequality and violence against women and children.

## COMMUNICATIONS CHANNELS

- Media
- Keynote
- Author. *A Mother's Story*.





## PROF PAT MCGORRY

EXECUTIVE DIRECTOR,  
ORYGEN YOUTH HEALTH

# Advocating for early intervention in mental illness

## BACKGROUND

Prof Patrick McGorry AO is a leading international researcher, clinician and advocate for youth mental health reform. He is an Executive Director of Orygen Youth Health, a world-renowned mental health organisation for young people. Prof McGorry advocated strongly for the establishment of the Australian government funded National Youth Mental Health Foundation, which became *headspace*. He is Professor of Youth Mental Health at the University of Melbourne. In 2010 he was named *Australian of the Year* for his services to youth mental health and appointed an Officer of the Order of Australia.

## CONTRIBUTION

Prof McGorry has put Australia at the forefront of innovation in the prevention and treatment of mental illness.

He is a self-proclaimed activist against the worldwide discrimination of mental illness and campaigner for easy access to mental health care for 12-25 year olds.

He is also staunch advocate for early intervention as the greatest hope for recovery from mental illness.

His pioneering work, particularly in the area of early psychosis, has won him both national and international recognition.

## COMMUNICATIONS CHANNELS

- Written more than 640 peer-reviewed articles. Published in journals including *The Lancet*, *the British Journal of Psychiatry*, *the American Journal of Psychiatry* and the *Medical Journal of Australia*.
- Founding editor of *Early Intervention in Psychiatry* published by the International Early Psychosis Association.
- Twitter
- Media.
- Keynote speaker



## SALLY MCMANUS

SECRETARY, AUST. COUNCIL  
OF TRADE UNIONS

### Leading advocate for low income earners

#### BACKGROUND

Sally McManus is an Australian trade unionist and political activist who has served as the Secretary of the Australian Council of Trade Unions since 2017. She is the first woman to hold the position in the ACTU's 90-year history. During the 2016 federal election, Ms McManus led the ACTU's "Building a Better Future" campaign. In February 2019 McManus's book, *On Fairness*, was published. In the book she talks about how stagnant wage rises, gender pay inequity, insecure work and the lack of real opportunities (in the face of corporations consuming large profits) is resulting in creeping inequality in the land of the fair go.

#### CONTRIBUTION

Sally is a strong advocate for low income earners, regularly taking a stand on issues such as stagnant wage rises, gender pay inequity, insecure work and the lack of real opportunities.

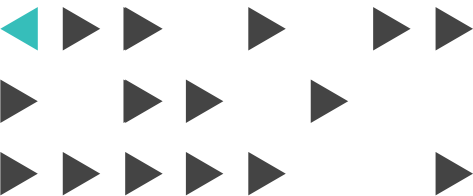
She played a central role in the formulation of the Government's economic response to COVID-19, working closely with Industrial Relations Minister Christian Porter to protect workers thrown out of work by the widespread shutdown of commercial activity.

She also addresses issues such as climate change.

Sally is unafraid to call out bad behaviour. Last year for example she took on union heavyweight John Setka over his alleged comments regarding Rosie Batty.

#### COMMUNICATIONS CHANNELS

- Media.
- Constant Tweeter
- Regular on Facebook
- Author: *On Fairness*.
- A regular figure on the talk circuit.





# DYLAN ALCOTT

CEO - DYLAN ALCOTT  
FOUNDATION

## Enriching the lives of people with a disability

### BACKGROUND

Dylan Martin Alcott, OAM, is an Australian wheelchair basketballer and tennis player, radio host and motivational speaker. At the 2016 Rio Paralympics, he won gold medals in the Men's Quad Singles and Doubles and was named the 2016 Australian Paralympian of the Year due to his outstanding achievements at Rio. Alongside his sporting career, he hosted the weekend afternoon radio show on Australian radio station Triple J, and the ABC live music show *The Set*, as well as being a commentator for the 2019 Australian Open. He is CEO of the Dylan Alcott Foundation.

1

### CONTRIBUTION

He uses his status as a successful sportsperson to encourage people with a disability to reach for the stars and achieve their fullest potential.

As a motivational speaker and through his inspirational storytelling, he is continually trying to alter and change the way people with disabilities are perceived in the wider community.

He started the charitable organisation, the Dylan Alcott Foundation, which focusses on enriching the lives of young people with disabilities by eliminating the barriers of entry to sport and study.

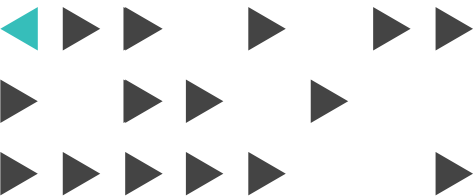
### COMMUNICATIONS CHANNELS

- Facebook
- Twitter
- Instagram
- Media. Regular appearances on *Channel Ten's The Project* and *Channel 7 Sports*.
- Published his autobiography *Able - Gold Medals, Grand Slams and Smashing Glass Ceilings*
- Corporate speaker. Delivered his first TED talk in 2015.



## DR MARGUERITE EVANS-GALEA

CEO OF WOMEN IN STEMM  
AUSTRALIA



# Advocating for women in STEMM

## BACKGROUND

Dr Marguerite Evans-Galea AM is Executive Director of the Industry Mentoring Network in STEM with the Australian Academy of Technology and Engineering, and co-founder and CEO of Women in STEMM Australia. She is also an honorary research scientist at the Murdoch Children's Research Institute and The University of Melbourne. With a PhD in molecular biology and over 15 years' experience leading translational medical research programs at world-leading organisations in the United States and Australia, Dr Evans-Galea's research and leadership has been internationally recognised.

## CONTRIBUTION

She is a globally recognised advocate for women in STEMM and co-chairs the Women in STEMM Australia Board and has served on the Science in Australia Gender Equity Expert Advisory Group.

She also serves on the inaugural Ministerial Council for Women's Equality in Victoria, and is an Ambassador for the Victorian Honour Roll of Women. Dr Evans-Galea has also represented Australia at the Asia-Pacific Economic Cooperation (APEC) Women in STEMM meetings.

In the 2019 Queen's Birthday Honours, she was recognised as an AM for significant service to women in STEMM as an advocate and role model.

Dr Evans-Galea is also strongly committed to empowering early-mid career researchers (EMCR).

## COMMUNICATIONS CHANNELS

- LinkedIn
- Twitter
- Media
- Facebook



## ANNA BROWN

CEO EQUALITY AUSTRALIA

# Fighting for the rights of the LGBTI community

## BACKGROUND

Anna Brown is a lawyer and activist. Former director of Legal Advocacy at the Human Rights Law Centre, she is now chief executive of LGBTI advocacy organisation, Equality Australia. In recognition for her contribution to the LGBTI community she has won numerous awards including the Tim McCoy Award in 2015. In the 2019 Queen's Birthday Honours she was awarded an OAM for "service to human rights and to the LGBTIQ community" and in October 2019 she was named winner of the Social Enterprise and not-for-profit category in *The AFR's 100 Women of Influence* awards.

## CONTRIBUTION

Anna has been involved in nearly every major reform for LGBTIQ+ people in recent years.

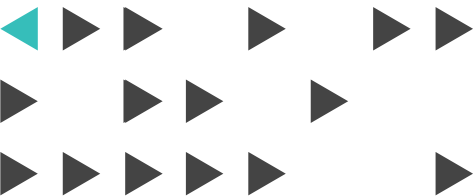
She played a critical role in the campaign for marriage equality, co-chairing the Equality Campaign and running the challenge to the postal plebiscite in the High Court.

She has also been instrumental in securing federal LGBTI discrimination protections, removing discriminatory laws across the country and righting historical wrongs by establishing schemes to erase historical homosexual offences.

Anna's legal work has helped to ensure that young trans people can access vital hormone treatment without the cost and delay of going to court, has advanced marriage equality and furthered recognition of sex and gender diversity.

## COMMUNICATIONS CHANNELS

- Very active on Twitter
- Facebook
- A regular face in the media





# PROF MEGAN DAVIS

UNSW PRO VICE-  
CHANCELLOR  
INDIGENOUS

## Improving the rights of Indigenous communities

### BACKGROUND

International lawyer and human rights expert, Prof Evans is the first Aboriginal Australian to be elected to a United Nations body, (the UN Permanent Forum on Indigenous Peoples). She is also the first Pro Vice-Chancellor (Indigenous) at UNSW where she is working on indigenous constitutional reform. In 2018 she won *The AFR/Qantas 100 Women of Influence Awards*. An expert in constitutional law, she was also named the winner of the public policy category for her role in the process that culminated in the historic Uluru Statement from the Heart.

### CONTRIBUTION

Tireless fighter for Indigenous people across Australia.

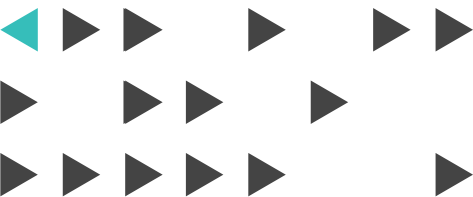
Via her expertise in the area of public policy and law, she has made a considerable contribution to constitutional reform and was a major contributor to the process that resulted in the Uluru Statement from the Heart.

She continues the fight for constitutional recognition for Indigenous Australians.

Via her work with the UN General Assembly, she is making significant global change to living conditions of indigenous communities worldwide.

### COMMUNICATIONS CHANNELS

- A regular in the media
- A regular on the talk circuit.
- Twitter





## CASSANDRA GOLDIE

CEO, AUSTRALIAN COUNCIL OF  
SOCIAL SERVICES

# Providing a powerful voice for the disadvantaged

## BACKGROUND

Cassandra Goldie is CEO of the Australian Council of Social Services, the national peak body for the community sector and an advocate for tackling poverty and inequality. She is an Adjunct Professor with the Law Faculty at UNSW and serves on the Advisory Committee for the Kaldor Centre for International Refugee Law, the UNSW Law Advisory Committee and the Australian Climate Roundtable to name but a few. Cassandra was the Inaugural *Westpac/AFR 100 Women of Influence* in 2012, *AFR/BOSS True Leader* in 2013 and in 2014 was voted one of the *Impact 25 Most Influential People in the Social Economy*.

## CONTRIBUTION

Cassandra is a powerful voice for the disadvantaged.

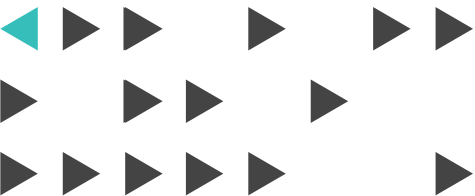
She has played an important role across business, community, unions and in the media to build national consensus on the need to improve low paying income support payments, improve job prospects for people locked out of paid work and get action to deal with Australia's worsening housing affordability crisis.

Cassandra is unafraid to challenge the government on issues impacting the disadvantaged and vulnerable - the Newstart allowance and the need to increase the Disaster Recovery Payment, etc

She was also involved in delivering the historic gender equality reforms (including Australia's first paid parental leave), pay equity and ASX corporate governance standards, as well as sexuality law reform.

## COMMUNICATIONS CHANNELS

- She is a prolific user of Twitter
- A regular columnist with The Guardian
- Constant presence in the media.
- LinkedIn





# KON KARAPONA- GIOTIDIS

CEO, ASYLUM SEEKER  
RESOURCE CENTRE

## Changing our attitudes towards asylum seekers

### BACKGROUND

Kon Karapanagiotidis, OAM, is the CEO and founder of the Asylum Seeker Resource Centre and a fierce advocate for the rights of people seeking asylum, refugees and Indigenous Australians. The ASRC has grown into the largest independent human rights organisation in Australia.

Kon was awarded a *Churchill Fellowship* in 2010 and an *Order of Australia Medal (OAM)* in 2011. He has been awarded the *City of Maribyrnong Citizen of the Year* 2016 and the *La Trobe University Young Achiever Award* 2016.

### CONTRIBUTION

Kon has done an amazing job reframing the conversation and language regarding refugees and asylum seekers.

This reframing is about the plight of the refugee being a humanitarian one - that they are not terrorists or illegals but people who are resilient, courageous and seeking to save their families' lives. That they share our values, are desperate to rebuild their lives, integrate and contribute to their new country.

Kon also works hard at influencing the government to treat asylum seekers with generosity and compassion.

He frequently uses his status to weigh in on other key social issues such as violence against women, climate change, drug testing the unemployed, the Uluru Statement, Newstart, etc

### COMMUNICATIONS CHANNELS

- He is one of Australia's most influential and prolific users of Twitter
- A regular on LinkedIn
- Constant face in the media.
- Author. *The Power of Hope, a guide to creating change at the grassroots.*





## ELIZABETH BRODERICK

CEO, ELIZABETH BRODERICK &  
CO

# Addressing gender equality in Australia

## BACKGROUND

Elizabeth was Australia's Sex Discrimination Commissioner from 2007-2015. In 2016 she was appointed an AO and was named 2016 *NSW Australian of the Year*. She is an Honorary Fellow of the Australian Academy of Technology and Engineering and holds Honorary Doctorates of Law from the University of Sydney, UNSW and the University of Technology Sydney and Honorary Doctorates from Deakin, Edith Cowan and Griffith Universities. She now runs a strategic consulting and transformation business.

## CONTRIBUTION

As Australia's longest serving Sex Discrimination Commissioner, Elizabeth worked tirelessly to break down structural and social barriers faced by women and men, and to promote gender equality.

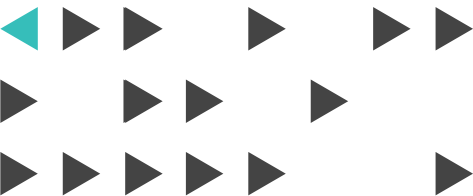
She successfully brought together captains of industry, sport, governments and Defence Force chiefs to address gender inequality in Australia and beyond. Her review into the treatment of women in the Australian Defence Force led to sweeping cultural reforms.

She established and convenes the globally recognised 'Male Champions of Change' strategy, enlisting a 'who's who' of powerful male leaders to tackle workplace gender inequality.

Elizabeth is on the UN Working Group on Discrimination Against Women.

## COMMUNICATIONS CHANNELS

- Twitter
- A regular on LinkedIn
- Constant face in the media.
- Speaker





## DANNY VADASZ

CEO HEALTH ISSUES  
CENTRE

# Fighting for the rights of the health consumer

## BACKGROUND

Prior to joining Health Issues Centre (HIC), Danny Vadasz was Deputy CEO and COO/Director of Marketing of Australia's foremost environmental agency – Australian Conservation Foundation. HIC is one of Australia's leading consumer health advocacy organisations. In his role as CEO he is fighting for the rights of the health consumer, taking up the cudgel and advocating on health issues across the board – from exposing the widespread failure of medical devices and implants to encouraging older Australians to take charge of how they will navigate the ageing process and end of life.

## CONTRIBUTION

Under Danny's leadership, HIC has developed an innovative approach to engaging with all consumers – especially the most vulnerable and hard to reach.

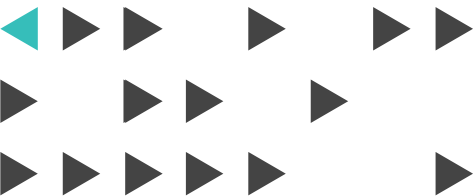
This approach has been formalised through HIC's innovative *Social Listening Platform*.

Danny has achieved real impact in his extensive community advocacy work. He is passionate about driving sustainable, positive change and has demonstrated strong commitment to the consumer voice and to social justice.

He was instrumental in initiating a national public investigation into the unintended injuries caused to thousands of women as a result of trans-vaginal mesh implants. This led to far-reaching reforms.

## COMMUNICATIONS CHANNELS

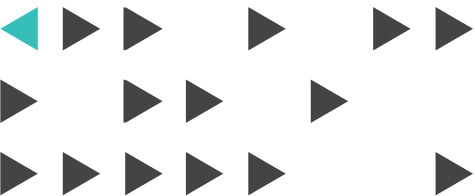
- Regular face in the media
- Editor of health consumer publication, *Health Voices*.





## JO CAVANAGH

FORMER CEO FAMILY  
LIFE/PRINCIPAL JO CAVANAGH  
CONSULTING



## Empowering vulnerable and excluded groups

### BACKGROUND

Founding CEO of Family Life, Jo has worked in community services for more than 40 years. In 2013 she was recognised for her contribution with an OAM and a year later, received the *AFR Women of Influence Award* for Social Enterprise/Not For Profits. She is now principal of Jo Cavanagh Consulting which provides strategic advisory services to leaders and for-purpose organisations. She is also an Adjunct Professor with Swinburne University in the Faculty of Health, Arts and Design; Chair of the Good Things Foundation Australia and Chair of the Swinburne Advisory Council for the Center for Social Impact,

### CONTRIBUTION

Jo has had a major impact on influencing policy and practice regarding the wellbeing of children, families and communities.

While with Family Life, Jo provided strategic leadership for numerous place-based community efforts. These efforts were directed at encouraging social enterprises, diverse groups and volunteers to work together effectively in order to improve local social and economic outcomes.

She was the driving force behind a partnership with Swinburne, Family Life and Life Without Barriers which is looking to better understand the needs of vulnerable young parents and their children in order to better allocate government resources.

An avid, eclectic reader and learner, Jo seeks out local and international opportunities for knowledge and ideas to progress social change at local, national and international levels. Her learning leads to insights and expertise for translating knowledge into action.

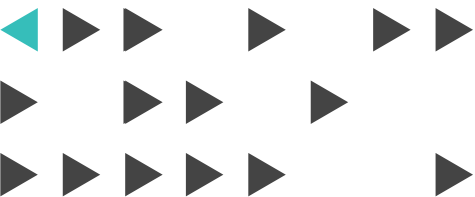
### COMMUNICATIONS CHANNELS

- The media
- Facebook
- LinkedIn



# VICTOR PERTON

FOUNDER –  
AUSTRALIAN  
LEADERSHIP PROJECT



## Nurturing more optimistic leaders

### BACKGROUND

Victor is the 'chief optimism officer' at the Centre for Optimism, Founder of The Australian Leadership Project, an author, speaker, compere, moderator and barrister. A parliamentarian for 18 years, Victor went on to serve as Commissioner to the Americas and later senior engagement adviser in the Australian G20 presidency. The Centre for Optimism is the offspring of The Australian Leadership Project. Victor has been delivering keynotes, workshops and webcasts on optimism and infectiously optimistic leadership globally and locally.

### CONTRIBUTION

After a life observing the best of leadership and a positive foreign perception of Australian leadership, Victor became increasingly dismayed by the growing negativity and cynicism regarding leadership. This spurred him on to set up The Australian Leadership Project.

However his true Eureka moment came in 2017 after interviewing thousands of leaders. The research showed that leadership was in fact in good shape but many of us were 'lost in a fog of pessimism' to notice.

This motivated him to write his first book on optimism and following a conversation with a government minister, establish The Centre for Optimism.

Victor delivers workshops, keynotes and coaches and mentors in Australia as well as India, Taiwan, and the United States.

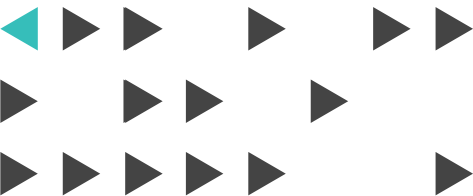
### COMMUNICATIONS CHANNELS

- LinkedIn
- Twitter
- Author – *The Case for Optimism and Optimism: The How and The Why*



# MATT BARRIE

CEO @FREELANCER.COM



## Building a case for the STEM sector

### BACKGROUND

Matt is a tech entrepreneur and multi-millionaire. He is CEO of freelancer.com, the world's largest freelancing marketplace and CEO and president of Escrow.com, a world leader in secure online payments. He is also Executive Chairman of Freightlancer, a global enterprise freight marketplace. He was an Adjunct Associate Professor in Electrical and Information Engineering at University of Sydney. The International Academy of Digital Arts & Sciences has awarded Freelancer.com twelve Webby Awards, "Internet's highest honour".

### CONTRIBUTION

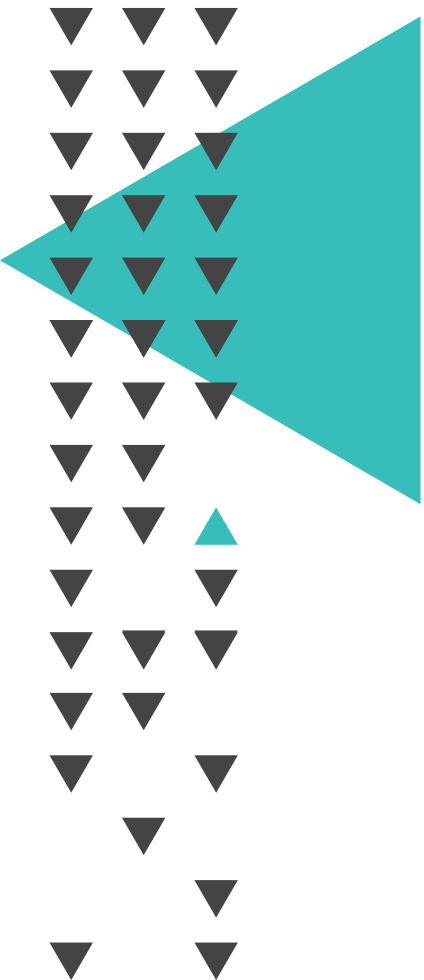
Matt uses his status as a successful CEO, entrepreneur and educator to not only encourage young Australians into STEM but also build a case for the sector.

The provocative chief executive believes our education system is the main contributor to the country's "completely cactus" economy and blames the deterioration of Australian manufacturing output to 'an ancient education system' where overachieving students are pushed into medicine and law while participation in electrical engineering and computer science dwindles.

Unafraid of controversy, Matt led the revolt against Sydney's lockdown laws when his LinkedIn essay went viral showing how the city had closed down since the laws were introduced in 2014. These laws are now being wound back.

### COMMUNICATIONS CHANNELS

- LinkedIn
- Twitter
- Media. *New York Times*, *Bloomberg TV*, *Wall Street Journal*, *TechCrunch*, *BRW* and the *Economist*.
- Keynote speaker. He has featured at *SXSW*, *The Summit Series*, *Tony Robbins*, *The Next Web*
- Blogger on Medium



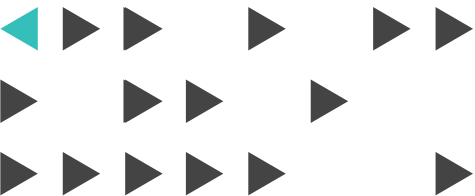
# THE INNOVATORS

They are the first to introduce a new method, idea or product. These innovations may displace or disrupt the existing market leaders.



# PROF MICHELLE SIMMONS

FACULTY OF SCIENCE, UNSW



## Establishing Australia as a leader in quantum computing

### BACKGROUND

One of the world's top scientists, Michelle has pioneered research that could lead to a quantum leap in computing. She is a Scientia Professor of Quantum Physics in the Faculty of Science UNSW and Director of the ARC Centre of Excellence for Quantum Computation & Communication Technology. Michelle was named 2018 Australian of the Year for her work and dedication to quantum information science. She was made an AO for her contribution to science and has been formally admitted to *The Royal Society*, joining other greats such as Elon Musk, Newton, Darwin and Einstein.

### CONTRIBUTION

Since arriving in Australia from Britain 18 years ago, Michelle has transformed the UNSW Quantum Physics Department into a world leader in advanced computer systems.

Her department is at the forefront of the “space race of the computing era” and aims to build a quantum computer capable of solving problems in minutes rather than thousands of years.

Such a discovery has the potential to revolutionise drug design, weather forecasting, self-driving vehicles, AI and so on.

An evangelist for Australian scientific research and a role model to young scientists everywhere, Michelle actively encourages all students – girls and boys – to dream big, challenge themselves and achieve ambitious goals in science.

### COMMUNICATIONS CHANNELS

- TEDxSydney speaker
- Regularly in the media
- Editor-in-chief of *npj Quantum Information*, an academic journal publishing articles in the emerging field of quantum information science.



## DR CATRIONA WALLACE

FOUNDER OF FLAMINGO AI

# Using artificial intelligence to power human capability

## BACKGROUND

Dr Catriona Wallace is founder and Executive Director of ASX listed AI company, Flamingo Ai. Based in US and Australia, Flamingo Ai is an Enterprise SaaS company in artificial intelligence (AI) and machine learning, providing cognitive platforms and conversational AI. Dr Wallace has been acknowledged as AFR's *Most Influential Woman* in Business and Entrepreneurship and has been awarded Australia's top *Woman in Finance* award, She is also Advance Australia's winner of the expats working abroad award and has been inducted into the Australian Business Woman's Hall of Fame.

## CONTRIBUTION

Dr Wallace is working at the cutting edge of AI technology to develop practical applications and create real value for businesses and their customers.

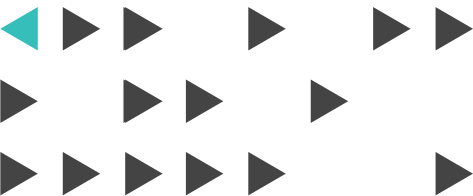
One of the world's most cited experts on the future of work (human+machine, the future of customer experience, AI and bot strategy) she has established herself as the go-to expert on AI, ethics and human rights.

She is also a leader in the STEM movement, encouraging women and minorities into technology.

Her non-profit work focuses on supporting women and girls, women prisoners, refugees and Indigenous communities.

## COMMUNICATIONS CHANNELS

- Twitter
- LinkedIn
- Regularly in the media
- Speaker
- Instagram





## DR MICHELLE PERUGINI

CEO & CO-FOUNDER @ PRESAGEN

# Using AI to dramatically improve IVF outcomes

## BACKGROUND

Dr Michelle Perugini is an entrepreneur, academic and internationally renowned expert in health, medical research, advanced analytics, and cognitive AI. She spent her early career in health and medical research, specialising in predictive genetics and translational medicine. She pioneered new methods in proteomics that now drive drug discovery. Michelle co-founded global AI business ISD Analytics in 2007. She is co-founder and CEO of Presagen, an AI company that connects clinics globally to build scalable AI medical products.

## CONTRIBUTION

Presagen's *AI Open Projects* is an online platform that safely connects data from clinics globally to co-develop medical AI products that can be delivered at scale and at low cost.

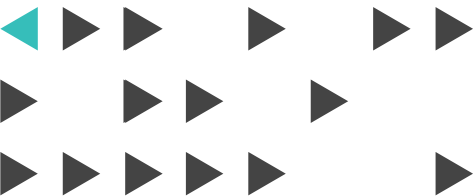
The company's first product, Life Whisperer, uses AI to better identify healthy embryos for IVF, and to improve pregnancy outcomes for couples wanting to have children but struggling with fertility problems.

Life Whisperer has already had a positive impact in this regard.

The product was awarded the Frost & Sullivan's 2019 Global New Product Innovation Award for its technology.

## COMMUNICATIONS CHANNELS

- LinkedIn
- Twitter
- Media.
- Speaker





# MELANIE PERKINS

CO-FOUNDER AND CEO OF @CANVA

## Bringing graphic design to the masses

### BACKGROUND

Melanie Perkins is an Filipino Australian technology entrepreneur. She is the CEO and co-founder of Canva, a disruptive online design and publishing tool. Canva has been growing rapidly since its launch in August 2013 and is now empowering millions of people across the globe to create great designs. As CEO, Melanie is leading a team of over 650 across three offices in Sydney, Manila, and Beijing. Melanie has been added to the *Forbes* 'top under 30 of the decade' tech founders list, landing in the top 10 alongside the likes of Mark Zuckerberg.

### CONTRIBUTION

While studying communications, psychology and commerce at the University of WA, Melanie began teaching design programs to fellow students after seeing first-hand how difficult it was for them to navigate graphic design software.

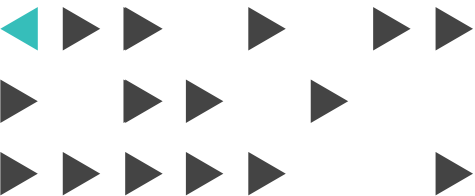
She dropped out of university to build Fusion Books, an online design tool which enabled school students to design their own yearbooks using a simple drag-and-drop tool equipped with design templates that could be populated with photos, illustrations, and fonts.

Well aware that the technology she had developed with Fusion Books could be applied more broadly, she set out to build Canva with co-founders Cliff Obrecht and Cameron Adams.

She is well on her way to achieving her grand vision of "empowering the world to design".

### COMMUNICATIONS CHANNELS

- LinkedIn
- Twitter
- Media.
- Speaker





## ADAM FERRIER

FOUNDER OF CREATIVE  
AGENCY THINKERBELL

## Fusing marketing science and hard-core creativity

### BACKGROUND

Adam is a consumer psychologist and the co-founder of advertising agency, Thinkerbell, which fuses marketing sciences with creativity. He co-founded Naked Communications in 2004. After selling Naked he created THINKERBELL, which practices 'measured magic' (bringing together marketing science and creativity). Adam sits on the boards of Tribe, Good Thnx and PIJI. He is also a weekly guest on Australian national TV shows *Sunrise* and *Your Money*, and regular panelist on *Gruen* and *The Project*. Thinkerbell was the 2018 Adnews' Creative Agency of the Year.

### CONTRIBUTION

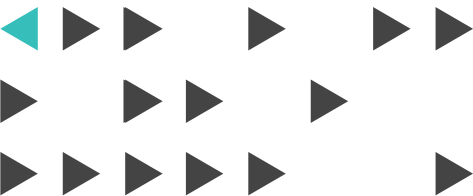
He is one of Australia's leading consumer psychologists, a brand strategist and authority on behavioural economics - that is, driving consumer change by combining behavioural economics and creativity.

In his book, *The Advertising Effect*, he addresses the top techniques used by leading brands to influence people's behaviour.

These techniques are grounded in psychological theory and explore how the most effective way to change behaviour is through action rather than conventional advertising practices.

### COMMUNICATIONS CHANNELS

- Author of *The Advertising Effect*
- Regular in the media and provides commentary and writes for *TIME*, *The Australian*, *Mumbrella*, *B&T*, *Fast Company*, *The Guardian* and the *Wall Street Journal*.
- Part of The Australian Creatives' Power 20
- Twitter
- LinkedIn
- Speaker



# Helping Australians make informed financial decisions



## FRED SCHEBESTA

CEO FINDER.COM

### BACKGROUND

Fred Schebesta is an international speaker, serial entrepreneur and award-winning digital marketer. Fred is best known for co-founding global personal finance comparison website, Finder.com, which operates in more than 80 countries with 8-10 million monthly visitors. He has also established a ventures team to incubate new business ideas and launched cryptocurrency brokerage HiveEx.com in 2018. He won *Blockchain Australia Industry's Entrepreneur of the Year* in 2019.

### CONTRIBUTION

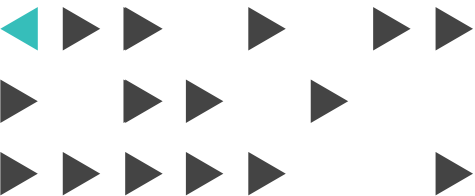
Fred's key purpose for building finder.com was to bring competition and fairness into Australia's banking space. Following its success in Australia, Fred and his business partner have rolled out Finder in 10 countries including the US and UK.

As an author, blogger, award-winning digital marketer, media commentator, mentor and active member of the start-up community, Fred is one of the nation's most respected entrepreneurs.

Much of his thought leadership is focussed on educating Australians to make better and more informed financial decisions.

### COMMUNICATIONS CHANNELS

- Media. Regular contributor for *Huffington Post*, *Business Insider*, *The Sydney Morning Herald*, and *news.com.au*. Regularly appears on TV and radio sharing his experience as an entrepreneur.
- LinkedIn
- Twitter
- YouTube
- Personal website
- Mentor. Fred helps both undergraduate and postgraduate students develop business concepts.





# DR AMANTHA IMBER

FOUNDER OF INVENTIUM

## Using behavioural science to drive innovation

### BACKGROUND

Dr Amantha Imber is an organisational psychologist and founder of Australia's leading innovation consultancy, Inventium. Amantha has a PhD in Organisational Psychology. In 2019, she was named one of the *AFR's 100 Women of Influence*. Her latest undertaking *My Year of Better*, is a year-long project during which she will road-test strategies designed to make her happier, less stressed, more creative and productive. The project is open to anyone who wants to improve their lives. It's completely free.

### CONTRIBUTION

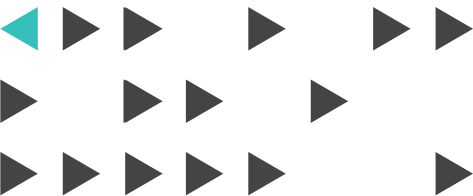
An expert in innovation and productivity, Amantha uses behavioural science to help organisations work smarter and become more innovative. She has helped companies like Google, Apple, Coca-Cola, Disney, LEGO, American Express, Virgin, Deloitte, etc.

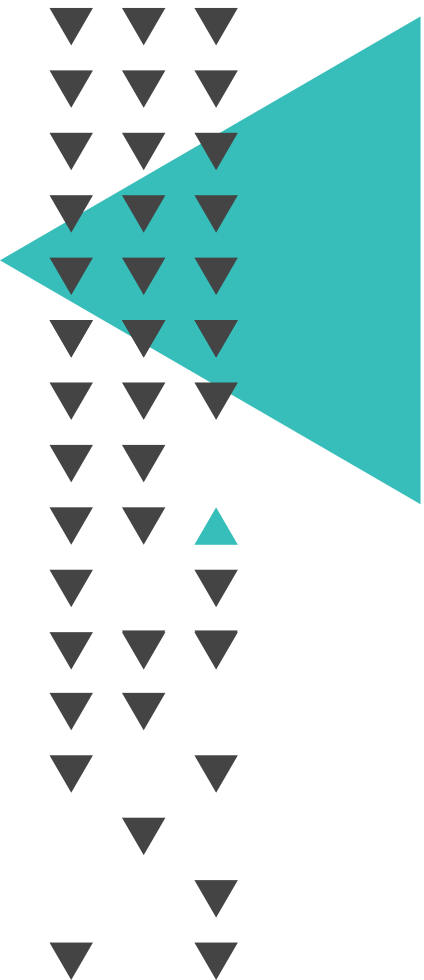
She has also developed the No 1 ranking *How I Work* podcast where she interviews some of the world's leading innovators about their habits, rituals and strategies for structuring their day.

She is also the co-creator of the Australian Financial Review's *Most Innovative Companies* list.

### COMMUNICATIONS CHANNELS

- Media. Her thoughts have appeared in *Harvard Business Review*, *The Huffington Post*, *Entrepreneur*, *Forbes*, and *Fast Company*.
- Author of *The Innovation Formula* and *The Creativity Formula*. The Creativity Formula takes readers through the latest scientific findings about how to use your brain to think more creatively and come up with better ideas more easily and quickly.
- LinkedIn
- Twitter
- *How I Work* podcast.
- Professional speaker





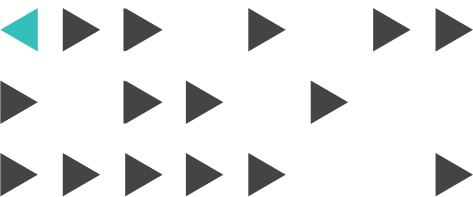
# THE EDUCATORS

They use their expertise, knowledge and know-how to help and inspire others with innovative ideas.



# MARK BOURIS

CEO OF THE MENTOR



## Identifying and nurturing innovative thinking

### BACKGROUND

Founder of Wizard Homes Loans, one of the largest non-bank lenders, Mark is currently Executive Chairman of Yellow Brick Road Group, Executive Chairman of TZ Limited and Chairman of Anteo Diagnostics. Mark was appointed a Member of the Order of Australia in 2015 for significant service to the finance industry (particularly the home loan mortgage sector), to education and to charitable organisations. He currently sits on the Western Sydney University Foundation Council and is an Adjunct Professor for Banking and Finance and Business Law and Tax at UNSW's Australia Business School. He is known for building disruptive businesses, challenging the market and providing smarter solutions for consumers.

### CONTRIBUTION

With his latest venture, The Mentor, he is on a mission to identify and nurture innovative thinking.

His thought leadership also focuses on sharing his boardroom knowledge with everyday Australians,

In addition, Mark regularly provides commentary on a host of issues that could impact the people he is speaking with – from the importance of health to the need to commit to a lifetime of learning.

He is also a strong advocate for the mortgage broking industry and the SME sectors.

### COMMUNICATIONS CHANNELS

- The Mentor podcast.
- Active on LinkedIn.
- Constant Tweeter.
- Facebook.
- Author: *Wealth Wizard* and *The Yellow Brick Road to Your Financial Security*.
- Media. Writes financial columns for Australia's most recognised publications.



# MICHAEL YARDNEY

DIRECTOR METROPOLE

## Educating Australia's property investors

### BACKGROUND

Michael Yardney founded The Metropole Group of Companies in 1979. The company has offices in Melbourne, Sydney and Brisbane. Michael is still actively involved in the day to day running of Metropole with his business partners, Gavin Taylor and George Raptis. Over the years the team at Metropole have won multiple awards including Australia's leading buyers agents, best property managers and finance brokers. Michael was voted Australia's best property investment adviser for 2011 by readers of *Your Investment Property* magazine.

### CONTRIBUTION

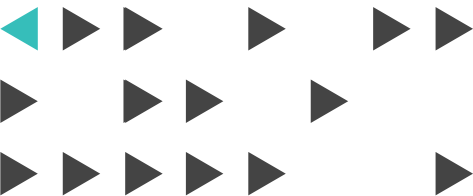
Michael is one of Australia's most published property authors and has quite possibly educated more successful property investors than anyone else in Australia.

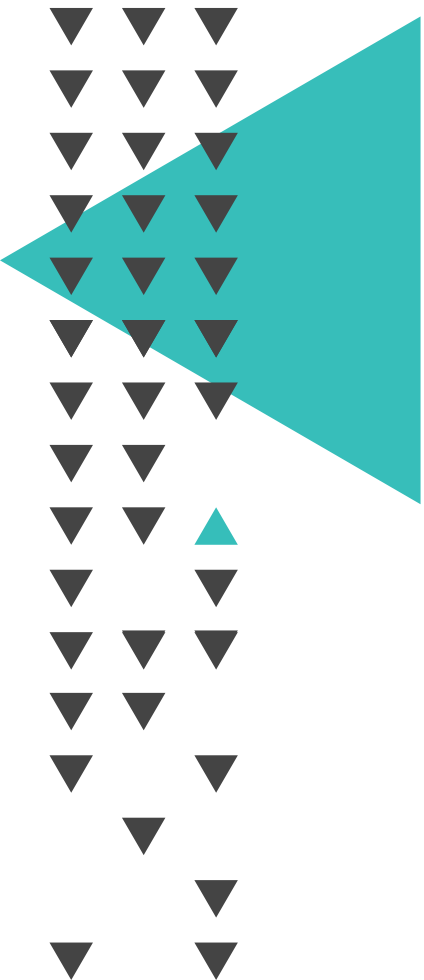
He writes a daily Property Investment Update blog and blogs weekly for *Yahoo Finance*, *Property Observer*, *SmartCompany* and *Australian Property Investor Magazine*. He is also a regular columnist for A.P.I. Magazine and *New Zealand Property Investor Magazine*.

His opinions as a property commentator have been quoted in all major Australian daily newspapers and financial magazines and he regularly provides his views on wealth creation and the property markets on radio and through his investment podcast

### COMMUNICATIONS CHANNELS

- Twitter and LinkedIn
- Articles
- Blogger
- Mentor program
- Facebook
- YouTube
- Author: multiple books on wealth creation via property investments.





# THE AUTHORITIES

They are the acknowledged authorities, go-to experts and informed opinion leaders in their industry or field.



## BERNARD SALT

MANAGING DIRECTOR  
THE DEMOGRAPHICS GROUP

## Australia's leading trend forecaster

### BACKGROUND

Bernard Salt heads The Demographics Group which provides specialist advice on demographic, consumer and social trends for business. He is an adjunct professor at Curtin University Business School and one of the most in-demand speakers on the Australian corporate speaking circuit. His body of work has been summarised in six popular best-selling books. He was awarded the AM in the 2017 Australia Day honours for significant contribution to the community as a demographer and for research and commentary on social and cultural change.

### CONTRIBUTION

Bernard Salt's leading work in demographics (futurism) has given businesses vital insights into societal changes that impact decision-making while also capturing broad public interest.

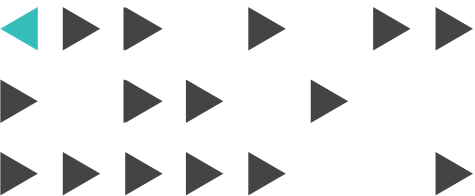
He has predicted major trends such as the baby boomer 'sea change' in property buying and 'Gen-Y expectations' of careers and lifestyles.

This has helped to broaden the appeal and loosen the image of demographics.

He is perhaps best known to the wider community for his penchant for identifying and tagging new tribes and social behaviours such as the 'Seachange Shift', the 'Man Drought'. He was also responsible for popularising smashed avocados globally.

### COMMUNICATIONS CHANNELS

- Media. He writes weekly columns for *The Australian* that deal with social, generational and demographic matters.
- Twitter
- LinkedIn
- Facebook
- Speaker
- Author. *The Big Shift* (2001), *The Big Picture* (2006), *Man Drought* (2008), *The Big Tilt* (2011), *Decent Obsessions* (2013)





## MARK RITSON

BRAND CONSULTANT.  
FORMER ADJUNCT  
PROFESSOR MELBOURNE  
BUSINESS SCHOOL

# The 'Yoda' of marketing in Australia

## BACKGROUND

Mark has spent almost 25 years working as a marketing professor. He was an Assistant Professor at London Business School and the University of Minnesota, an Associate Professor and then Adjunct Professor at Melbourne Business School, and Visiting Professor at MIT Sloan and SMU. He has also worked as a global brand consultant for clients that include Baxter, Loewe, McKinsey, Subaru, Donna Karan, Westpac, Shiseido, to mention a few. He is now involved in brand consulting and delivering Mini MBAs in marketing courses.

## CONTRIBUTION

Mark provides regular commentary and advice on all things marketing – from the importance of avoiding short-termism in marketing effort, holding the line on price to explaining what a market segment actually is.

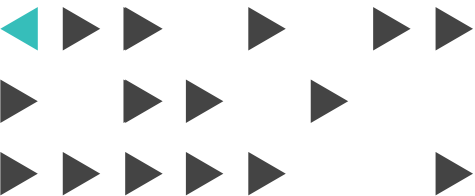
He also uses case studies of corporations and the actions of brands to inform his readers on what to do — and what not to do — when it comes to marketing.

He's not afraid to highlight why a campaign worked or why it didn't, making his insights valuable to those without significant budgets.

In 2018 Mark made it on to AdNews *Power 50* list and *SmartCompany's* top ten business thinkers list for Australia.

## COMMUNICATIONS CHANNELS

- Media. Regular columnist for *Marketing Week* and *The Australian*.
- LinkedIn
- A regular on Twitter
- Speaker. International keynote speaker.





## FRANK JOTZO

PROFESSOR AT ANU AND  
DIRECTOR, CENTRE FOR  
CLIMATE & ENERGY  
POLICY

# Leading authority on climate change policy

## BACKGROUND

Frank Jotzo is Professor at the ANU Crawford School of Public Policy, where he directs the Centre for Climate and Energy Policy. As an environmental economist, his research focuses on policy for climate change and energy, in the context of economic reform and development. He is a co-director of the Energy Transition Hub and has been involved in many policy research and advisory exercises. He has played key roles in assessment exercises including the *Garnaut Climate Change Review*, and is a lead author for the Intergovernmental Panel on Climate Change.

## CONTRIBUTION

Like all good thought leaders, he looks to take a bipartisan stance on resolving our climate change impasse – not only calling on the government to pivot on its climate change policy but for Labor to lend a strong and positive voice.

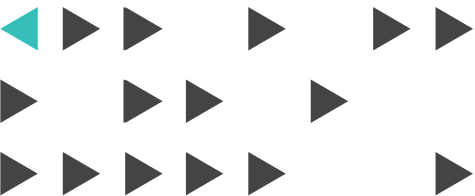
Frank is a regular commentator on climate change. This includes providing commentary on [steps](#) taken by China.

He is a frequent contributor to Australian and international policy debates. He has been involved in a number of policy research and advisory exercises, including as senior advisor to Australia's *Garnaut Climate Change Review*.

He has been listed as one of the top 50 global "influencers on renewables and future of energy".

## COMMUNICATIONS CHANNELS

- Twitter
- Media. Regular contributor to *The Guardian* and ABC News Online
- Joint editor in chief of the *Climate Policy Journal*.
- A lead author of *Intergovernmental Panel* on Climate Change 6th and 5th Assessment Reports.
- He teaches courses in climate change policy and co-convenes the Master of Climate Change degree at ANU.





## PROF GRAHAM CURRIE

MONASH UNIVERSITY'S  
PUBLIC TRANSPORT  
RESEARCH GROUP

## Leading authority on public transport

### BACKGROUND

Professor Graham Currie FTSE is a public transport research leader, policy advisor, and is the Director of the Public Transport Research Group. He holds Australia's first professorship in public transport where he researches and provides training in public transport planning. He has over 30 years experience as a transit planner and has worked for some of the worlds' leading operators including London Transport. In 2017 Professor Currie was made a fellow of Academy of Technology Science and Engineering (ATSE).

### HIS CONTRIBUTION

His thought leadership focuses on public transport (not autonomous vehicles) being the realistic future and the best way to help Australia's cities cope with heaving populations.

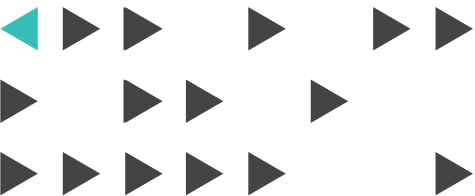
He says unless we invest in much better public transport, our cities are going to remain private vehicle-dependent in the middle and outer suburbs.

Prof Currie has won numerous research prizes including best research paper at the 14th World Conference on Transport Research, the William W Millar prize for best research paper at the TRB conference twice and the Australian Road Research Board's *Research Impact* award in 2017.

He has a unique range of experience in relation to the development of Public Transport strategies for Special Events - 1996 Australian Grand Prix, the Atlanta and Sydney summer Olympic Games transport systems, etc.

### COMMUNICATIONS CHANNELS

- Media
- LinkedIn
- Twitter
- Speaker





## DR JENNY BROCKIS

LEADERSHIP COACH,  
AUTHOR AND SPEAKER

## Leading authority in high performance thinking

### BACKGROUND

Dr Jenny Brockis is a expert in the science of high performance thinking. As a medical practitioner Jenny delves into neuroscience and positive psychology to develop tools and strategies to help empower people to become the best version of themselves. She is the author of three books including the best-seller *Future Brain*, and has had numerous articles published in print and on-line. Jenny is also in demand as a brain health expert and commentator for radio and TV.

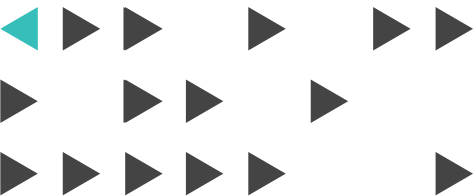
### CONTRIBUTION

Convinced there is a better way to improve how well we think, learn and remember, Dr Jenny chose to hang up her white coat to work with business leaders and managers to cultivate the mental agility, flexibility and adaptability required to meet the needs of the modern workplace.

She has put together an essential guide to brain health to explain clearly and simply what brain science has shown is the most effective way to develop cognitive reserve, maintain intellect and elevate mental performance.

### COMMUNICATIONS CHANNELS

- Author. She has authored three books including the best seller *Future Brain*, and *How Smarter Thinking Can Save Your Brain*.
- Media.
- Keynote
- Blog
- LinkedIn
- Twitter
- Facebook
- Instagram



# Leading expert in project leadership

## BACKGROUND

Colin D Ellis is an international speaker, project leadership expert and best-selling author who works with organisations around the world to help build capability that's fit for the future of work.

Originally from Liverpool in the UK and now living in Melbourne, he has spent more than 20 years in public and private sector project leadership in the UK, New Zealand and Australia. Since stepping away from permanent roles he has been able to help organisations globally transform the way they work while also creating high functioning teams.

## CONTRIBUTION

In his handbook, *The Project Book*, he teaches readers about the skills and behaviours required to make their projects succeed. This comprehensive handbook shows readers how to develop the mindset and communication skills to create projects that leave a legacy.

In *The Culture Fix*, Colin shows readers how to change the way we do things and create a winning culture that will keep organisations relevant today and into the future.

According to Colin the best projects are a result of the people that lead them and the environment they create.

He has also developed the [Culture Fix Community](#), a forum for like-minded to learn more about creating better workplaces.

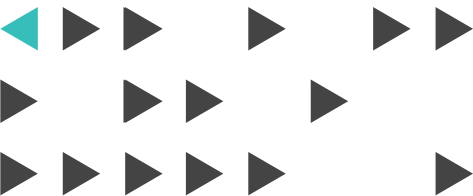
## COMMUNICATIONS CHANNELS

- Author. *The Project Book*, *The Culture*
- Conference and corporate speaker
- Blog
- Media
- Podcast.
- Videos
- LinkedIn
- Twitter



# COLIN ELLIS

CEO – COLIN D ELLIS



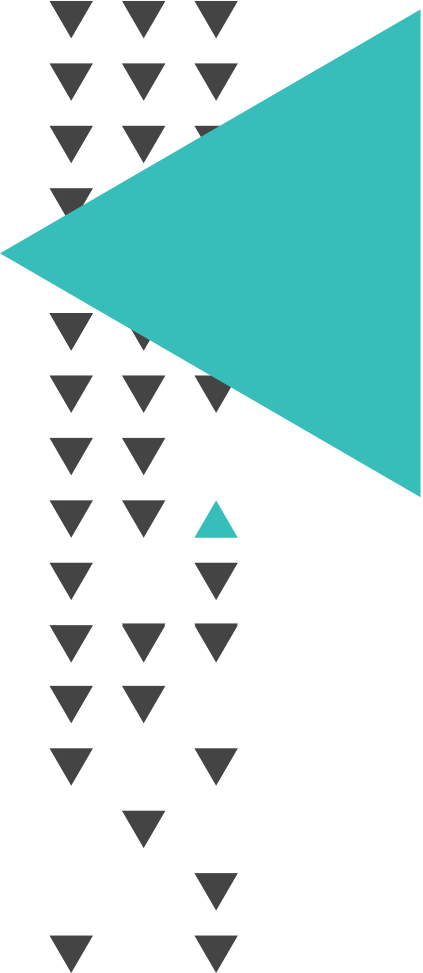


The people mentioned above are just a handful of the many thought leaders out there.

In the months ahead ... in fact ongoing ... we will continue adding new faces to our burgeoning 'honours' role.

Should you know of someone you believe should be added to the list, don't hesitate to get in touch.

[Contact](#)



# DO YOU BELIEVE YOU HAVE WHAT IT TAKES TO BE A THOUGHT LEADER?

Do you have something powerful and worthwhile to say ... but DON'T know how to position yourself as a thought leader and take your thinking and big ideas to the world.

We can help. Parker Public Relations provides:

## **Thought Leadership Coaching and Communications Services**

For those who would prefer to work in partnership with us as they embark on their thought leadership journey, we will teach you how to manage the parts you enjoy and take care of the rest on your behalf.

## **Thought Leadership Workshops**

For those who would prefer to manage their own thought leadership but simply need help getting started, our workshops will assist you in taking your first tentative steps.



Our coaching and workshops will help you:

- ▶ Determine your thought leadership objectives
- ▶ Clarify your expert niche
- ▶ Develop your thought leadership strategy
- ▶ Create your personal brand
- ▶ Build and strengthen your online presence
- ▶ Create your thought leadership narrative and action plan
- ▶ Develop your thought leadership content.

“

**“A person who never made  
a mistake never tried  
anything new.”**





# PARKER

PUBLIC  
RELATIONS



0422 694 503



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[wendy@parkerpublicrelations.com.au](mailto:wendy@parkerpublicrelations.com.au)