

The EA of the future and how you can be one

2018 EAN Perth Conference Program

Exploring where you can have the greatest influence and impact for the success of your business and your executive

11th Anniversary

of the Most Highly-Acclaimed Forum for EAs and PAs in Australia

15 & 16 February
Crown Perth

**A speaker line-up unlike any
seen before in Australia**

Program Highlights include

- 14** Senior Corporate Executives
- 12** Senior Corporate EAs and PAs
- 9** Influential Consultants,
Coaches & Trainers

Join Australia's leading EAs who will leave this event with tangible solutions to guarantee their career success

I really struggled to think of a way to sum up the EAN Conference, because there was so many great aspects so I thought I would sum my thoughts up with one statement; An awesome experience and essential professional development opportunity for any PA/EA!!!!

Emma Kable,
Housing Plus

Dear Colleague,

Bringing together a host of the most powerful and original speakers, thought leaders, corporate visionaries and business managers in Australia, this insightful, thought provoking and inspirational conference will show you how to not just survive the future, but grow in your role as a newly imagined and understood office management professional. A true partner in business with your executive. A powerful and effective manager of your executive's office.

Featuring a conference program and speaker line-up for EAs unlike any seen before in Australia, over two incredible days, immerse yourself in your career and personal development and enhance your skills, knowledge and competencies in ways you can't imagine, ensuring you can return to your office and join your executive in leading effective and efficient growth and management.

The EA role now extends far beyond the areas it has been traditionally known for. Your influence and impact now resides in your ability to manage executive energy, focus, mind-set and priorities. Are you ready for the challenge?

NATASHA CANNON
Joint Managing Director
Executive Assistant Network

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Compelling Reasons to Attend

- Celebrate a role that is evolving with new purpose and meaning
- Identify the skills and knowledge needed to expand your role and your business influence in the coming years
- Move far beyond the task and duties based perceptions of your current role
- Learn how to best evolve your role in managing executive focus, energy and mind-set
- From the cornerstone of trust, to unified brand, identify the secrets to a great working partnership
- Connector, facilitator, unifier – your expanding role beyond the confines of the executive office
- Influencer, leader, promoter – why your expanding role also requires a less passive presence
- Protecting your executive from both self and others, your role as defender and guardian when needed
- Learn why rumours of your imminent extinction are not just premature but wrong
- Future proof your career with enhanced awareness and understanding of the attributes of your role that matter most
- Learn how to play a bigger game and take a lead within your own life and business
- Discover how your role and influence can make a difference within corporate culture & team dynamics, personal brand, persuasion and influence, networking, corporate innovation, project management and corporate strategy
- And finally... BE moved to unlock your full potential and be the person you truly want to be

Senior corporate and government executives

confirmed as participating at this event include:

Darren Hayes

Chief Executive Officer, Quick Corporate Australia

Jay Watson

State General Manager, Commercial Banking, Westpac

Natalie Jenkins

Executive Director, Black Swan State Theatre Company

Dr Shayne Silcox, PSM

Chief Executive Officer, City of Melville

Tim Lester

Partner, Hogan Lovells

Jonathan McIlroy

Executive Director- Education & Training, Executive Assistant Network

Stuart Smith

Chief Executive Officer, National Offshore Petroleum Safety and Environmental Management Authority (NOPSEMA)

Lisa Hando

Partner, Global Mobility, PwC Perth

Debra Zanella

Chief Executive Officer, Ruah Community Services

Jody Nunn

WA State Manager, Australian Institute of Company Directors

Alec Coles

Chief Executive Officer, Western Australian Museum

Nigel Keen

State Manager LSE WA, Spotless Services Limited

Karen Watts

General Manager Organisational Development and Change, Capricorn Cooperative

For program or registration enquiries

CALL 61 2 8402 5000 or VISIT ExecutiveAssistant.com

Senior EAs and PAs confirmed as participating at this event include:

Kylie Dyson

Executive Assistant to the Chief Executive Officer, National Offshore Petroleum Safety and Environmental Management Authority (NOPSEMA)

Jennifer Jones

Executive Secretary, BHS Executive, Royal Perth Bentley Group

Maxine Dwyer

Executive Assistant to Chief Executive Officer, Geraldton Fishermen's Co-operative

Jan Horsman

Executive Assistant to the President Bauxite, Alcoa

Michelle O'Brien

Executive Assistant to the Managing Director and General Manager, ALLclean Property Services Plus

Carley Anderson

Senior Business Support Officer, Department of Communities

Victoria Samuel-White

Executive Coordinator, eHealth Systems, SA Health

Julie Klobas

Personal Assistant to Chief Executive Officer, Executive Services, City of Cockburn

Jubilee Pagsuyuin

Executive Assistant to the Chief Executive Officer, IBN Group

Birra-Li Cunningham

EA to the Executive Director, Perth Zoo

Emma Davey

Executive Assistant to the Chief Financial Officer, CBH Group

Catherine Muraszko

Executive Assistant to Chief Executive, Landgate

Coaches, Trainers and Consultants confirmed as participating at this event include:

confirmed as participating at this event include:

Rowdy McLean

International Keynote Speaker

Nils Vesk

International Keynote Speaker

Jen Harwood

International Keynote Speaker

Afterburner Australia

Unique - High Energy - Customised

Jane Anderson

International Keynote Speaker

Keith Abraham

International Keynote Speaker

Nikky Fogden-Moore

aka The Mojo Maker | Speaker, Author & Global CEO High Performance Coach

Amanda Breen

International Keynote Speaker

Robert Taylor

Corporate Accounts Manager, Executive Assistant Network

Platinum Sponsor



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CROWN PERTH

Located on the banks of the picturesque Swan River only minutes from the CBD and airport, Crown Perth is Western Australia's premier event destination. Whether its business or pleasure, Crown's world class services and facilities are the obvious choice for your next meeting, conference or event. The flexible approach offered by Crown Perth means they cater for any size function with five star service, premium catering and technical support to create that lasting impression. As Perth's premier entertainment complex, guests have immediate access to an impeccable standard of restaurants and bars, leisure facilities, a casino and nonstop entertainment. Crown is also home to Perth's largest onsite group accommodation offering with two international hotels located adjacent to Convention Centre. The combined capacity of over 690 rooms, with the exceptional variety of onsite leisure and entertainment facilities, makes Crown Perth one of the most desirable conference and event facilities in Australia.

Program at a glance

Day 1

Thursday 15th February

- 7.45am Registration Opens**
- 8.30am Chairperson's Day One Opening Remarks**
- 8.35am Celebrating the Role of the Executive Office Manager of the Future**
- 9.00am Keynote Address**
Play a Bigger Game - how to achieve more, be more, do more and have more than you ever thought possible
- 9.45am Executive Panel Discussion**
Examining a new paradigm – The EA's role in managing executive Energy, Focus and State of Mind
- 10.40am Morning Coffee**
- 11.10am EA & Executive Panel Discussion** How far should you go in directing executive activities, relative to their priorities?
- 12.05pm Keynote Address**
Leading from behind – applying the 'Greatness Principle' to the role of EAs and PAs
- 12.50pm Lunch**
- 2.05pm Keynote Address**
Anthropology keynote: Playing a Bigger Game for cultural excellence – Creating an amazing culture – The critical elements of cultural dynamics
- 2.35pm Keynote Address**
How to Captivate – Managing the balance Between Your Personal Brand, Productivity and Influence
- 3.20pm Afternoon Tea**
- 3.50pm EA Panel Discussion & Workshop**
Protector, Guardian & Gatekeeper – deciding on the right hat for each occasion
- 4.45pm Keynote Address**
Don't just be the most connected person, be the best networked person
- 5.30pm Close of day one and Cocktail Reception**
- 7.00pm Gala Dinner**

Day 2

Friday 16th February

- 8.25am Chairperson's Day Two Opening Remarks**
- 8.30am Keynote Address**
Flawless execution – learn what fighter pilots do to ensure they get it right 100% of the time
- 9.15am Keynote Address**
Life's a Pitch- Communicating and selling your idea
- 10.00am Keynote Address**
Unthinkable – changing how we think at the executive level in order to achieve incredible success
- 10.45am Morning Coffee**
- 11.15am Executive Panel Discussion**
From trust to brand – what are the key elements of an amazing and strong partnership
- 12.15pm Lunch**
- 1.30pm Keynote Address**
Critical conversations keynote: Playing a bigger game through critical conversations - Creating conversations that matter
- 2.15pm Keynote Address**
Corporate Strategy and Project Management – are these the two most important business disciplines for EAs to master?
- 3.00pm Afternoon Tea**
- 3.30pm EA Panel Discussion & Workshop**
What does it take to future proof your career?
- 4.30pm Closing Keynote**
Explore your possibilities – and BE who you want to be
- 5.15pm Close of Conference**

Day 1 Feb 15th

7.45am Registration Opens

8.30am Chairperson's Day One Opening Remarks

8.35am Celebrating the Role of the Executive Office Manager of the Future

The role of the EA has been evolving for the past couple of decades, but it is about to hit its zenith, in a newly positioned, and newly understood way. Constant evaluation of the immense value EAs and PAs can bring to their executives is delivering understanding within organisations that was previously missing. In this session, we will set the framework for the 2 day congress and focus on:

- The EA as a true partner in business with their executive
- Managing the office of your executive
- What it means to enable your executive to function at their highest thought levels and modes of productivity
- Directing executive priorities to ensure they maintain peak focus and peak productivity
- Your enabling role as connector and facilitator and your protection role as guardian and even gatekeeper

Jonathan McIlroy, Executive Director- Education & Training, Executive Assistant Network

9.00am Keynote Address Play a Bigger Game - how to achieve more, be more, do more and have more than you ever thought possible

Our lives are full of choices. Every day we are required to choose how we will act, respond, direct, do or be. You can choose to live an ordinary life, or one less ordinary, one that is remarkable. You can choose whether you want to live a normal life, by the ideas or rules of others, or rather, one where you chose to play a bigger game. In this sensational keynote address, one of Australia's most loved keynote speakers will show you how you can chose to live the life, both personal and corporate, that will guarantee your success and make you the kind of asset for your executive and business that they are really looking for.

Rowdy McLean
International Keynote Speaker

9.45am Executive Panel Discussion Examining a new paradigm – The EA's role in managing executive Energy, Focus and State of Mind

Moving beyond the everyday tasks your role has been known for, the corporate world is waking to the idea that EAs do so much more, and that the myriad of intangible things you do every day add significant benefits to your executives and businesses that weren't previously understood. At a basic level, your role is to ensure your executive is as effective and productive as they can be. A part of that means you have to manage your executive's energy, focus and mind-set. In this panel our group of senior executives will examine what that means in reality and how it benefits them.

- A new understanding of what it takes to work in partnership alongside your executive
- Dealing with modern corporate life, a world of distractions, competing priorities and competing interests
- What it means to achieve focus, and peak mental flow, among the chaos
- Handling, redirecting or delaying the issues, enquiries or demands that aren't immediately pressing
- How the role of protector and guardian for the executive fits into this, including protection from self and others

Moderator Robert Taylor, Corporate Account Manager, Executive Assistant Academy

Darren Hayes, Chief Executive Officer, Quick Corporate Australia

Jay Watson, State General Manager, Commercial Banking, Westpac

Natalie Jenkins, Executive Director, Black Swan State Theatre Company

Dr Shayne Silcox, PSM, Chief Executive Officer, City of Melville

Tim Lester, Partner, Hogan Lovells

10.40am Morning Coffee

11.10am EA & Executive Panel Discussion How far should you go in directing executive activities, relative to their priorities?

From reactive and directed, today's EAs need to be proactive and directing, directing executive focus and therefore priorities to ensure that the executive, and EA, are aligned and achieving what they need. But how far should this extend in managing the office of the executive and, by extension, directing the flow of information and access to the office and executive, as well as constantly evaluating ever changing priorities? How far should the relationship go in allowing the EA to take the primary role in 'directing' what's next' for the executive to focus on?

- Trust and belief – why you can't manage priorities and focus without these
- Competing priorities and competing interests – how do you gain sufficient knowledge to make a judgement call?
- Everyday tasks and priorities that EAs should definitely direct
- Setting boundaries and knowing when to pass the call to the executive
- The art of delegating and redirecting – how to save both of your time from those enquiries, issues or interests that should make neither of your priority lists

Moderator Robert Taylor, Corporate Accounts Manager, Executive Assistant Network

Kylie Dyson, Executive Assistant to the Chief Executive Officer, National Offshore Petroleum Safety and Environmental Management Authority (NOPSEMA)

Jennifer Jones, Executive Secretary, BHS Executive, Royal Perth Bentley Group

Stuart Smith, Chief Executive Officer, National Offshore Petroleum Safety and Environmental Management Authority (NOPSEMA)

Jodi Nunn, WA State Manager, Australian Institute of Company Directors

12.05pm Keynote Address Leading from behind – applying the 'Greatness Principle' to the role of EAs and PAs

Many executives are great at leading from the front, but what is less well understood, is your role within your partnership in leading from behind. In accepting your role as protector and guardian at times, as advocate and promoter at others, you need to have the ability to create the support around your executive that can make a difference. You need to be the glue in the team sometimes, at others the agitator, or even the fly in the ointment. It's a tough role and one that you can't do entirely on your own. So you need to ensure that in supporting your executive, you also help to build the right support network around your partnership that can guarantee your success as a team.

Day 1 Feb 15th

- Understanding why no one ever became great and stayed great all by themselves
- The 'great 8' in support – what it takes to have a strong support network
- Examining how you can apply these simple support principles to your role as an EA
- Taking the 'Greatness Principle' to the next level and learning how to lead from behind
- How to make sure your executive stands strong in their life and work and doesn't lean on you for absolutely everything!

Jen Harwood
International Keynote Speaker

12.50pm Lunch

2.05pm Keynote Address

Anthropology keynote: Playing a Bigger Game for cultural excellence – Creating an amazing culture – The critical elements of cultural dynamics

Every organisation has a culture, whether they actively cultivate it or not. In the modern business era more and more companies are turning to ancient tribal cultures to understand how to develop sustainable success. Every successful culture is built on the back of 7 key aspects. This keynote explores these elements, what they mean and how to create them. An engaging keynote with insights into the most successful ancient cultures and their modern equivalents. Great cultures are about belonging, contributing and creating strong foundations for a successful future. This keynote delivers on all of these.

- The organisation does not own the culture, the employees or 'the tribe' does
- Everyone contributes to the culture no matter what
- Choosing to contribute to a culture that lifts people up, makes the culture better
- Great cultures make great workplaces
- EA's are in a position to observe the culture and thereby have a greater influence on it
- Why winning teams win

Rowdy McLean
International Keynote Speaker

2.35pm Keynote Address

How to Captivate – Managing the balance between Your Personal Brand, Productivity and Influence

Your impact within your organisation and outside, your ability to influence and persuade others and, as a result, your ability to do what you will need to on behalf of your executive and the Executive's office, are all impacted by the way you communicate. At a minimum, your personal brand must be congruent with that of your executive. Over time, ideally, your partnership, and the office of the Executive that you both represent, should start to take on its own brand that not only has a strong reputation but stands out and has an impact.

- What makes your Personal Brand Captivating?
- Team Executive Office – what do you want that to look like so that it brings out the best in them and the team?
- Consistency? Reliability? Delivery? – What are you going to be known for in how you both work with others?
- The three secrets to Captivation that creates impact and helps with influencing and persuading others
- How to leverage your personal brand to gain influence with those stakeholders you liaise with outside your organisation?

Jane Anderson
International Keynote Speaker

3.20pm Afternoon Tea

3.50pm EA Panel Discussion & Workshop

Protector, Guardian & Gatekeeper – deciding on the right hat for each occasion

In this fun and interactive panel session and workshop, our team of panel EAs, along with the audience, will investigate how the concepts of facilitator, conduit, unifier, and leader can sit alongside your sometimes being required to act as protector, guardian or even gatekeeper. From protecting the executive from self and others in helping to manage their energy, focus and priorities, the session will try and uncover ideas, tips and tools that you can use, alongside your Emotional Intelligence skills, to keep things running smoothly. Some of the issues we will look at include:

- How far have you had to go in protecting your executive from themselves?
- How to say no to (or block) persistent stakeholders, direct reports or other managers who don't understand your role in managing your executives priorities and focus
- How to train your executive to not undermine you by bypassing your procedures
- How to train your executives reports and colleagues of the benefits of going through you
- Modern office management styles may prefer the notion that EAs are a conduit, a facilitator, and enabler, but what do you do when you need to become that old fashioned Gatekeeper
- Finding the right balance between power and authority and not abusing your position

Moderator

Jonathan McIlroy, Executive Director – Education & Training, Executive Assistant Network

Maxine Dwyer, Executive Assistant to Chief Executive Officer, Geraldton Fishermen's Co-operative

Jan Horsman, Executive Assistant to the President Bauxite, Alcoa

Michelle O'Brien, Executive Assistant to the Managing Director and General Manager, ALLclean Property Services Plus

Carley Anderson, Senior Business Support Officer, Department of Communities

Victoria Samuel-White, Executive Coordinator, eHealth Systems, SA Health

4.45pm Keynote Address

Don't just be the most connected person, be the best networked person

EAs are expected to have the contacts and connections throughout their organisations and beyond its confines to not just know who is who, but actually be able to affect meaningful and useful exchanges with them. Your brand, interpersonal skills, EQ and so much more impact on this, but so too does your approach to networking and building meaningful networks. Networking isn't just about large social interactions, it happens everywhere, whenever we meet and interact with others. In this fun and high-energy session, just before our social aspects of the conference, one of the region's most notable experts in this field will help you focus on:

- Managing a strategic network
- Developing strong networks, both within your organisation and externally
- Leveraging your relationships for mutual gain
- Building your influence and a credible profile
- Building your confidence to enjoy networking

Jen Harwood
International Keynote Speaker

5.30pm Close of Day 1: Cocktail Reception Within Exhibition Area

7.00pm Gala Dinner

Day 2 Feb 16th

8.25am Chairperson's Day Two Opening Remarks

8.30am Keynote Address Flawless execution – Learn what fighter pilots do to ensure they get it right 100% of the time

Flying at twice the speed of sound into a combat zone or in aerial displays doesn't leave much room for error. Mistakes can literally be deadly. So what can EAs and PAs learn from ex-fighter pilots? Simple, in this high-energy presentation, you will be motivated to apply simple principles, every day, which can lead to your executing everything you do with precision and just a little bit of wow.

- Uncover a 4 step process used by fighter pilots to not just get things done, but keep doing things better each and every time
- Examine how their simple, iterative and scalable process can also be used to accelerate performance at every level in any organisation

Afterburner Australia
Unique - High Energy - Customised

9.15am Keynote Address Life's a pitch - communicating & selling your idea

Have you ever sat in meetings with those colleagues who effortlessly put forward ideas that always gain attention? Maybe even a similar idea to one you floated previously that got no attention. The reality is, in life, we are constantly selling, persuading, pitching – putting forward ideas and thoughts we want others to listen to. In this session we will look at:

- Why your executive needs a partner who can persuade or influence others and can pitch or present ideas
- The secrets to gaining and then holding attention (in a corporate environment!!)
- Engaging with different audiences
- Structuring and simplifying your communication to ensure key messages are delivered clearly
- Improving your voice, body language and eye contact
- Controlling the mood and energy in an appropriate way for the environment

Nikky Fogden-Moore
aka The Mojo Maker | Speaker, Author &
Global CEO High Performance Coach

10.00am Keynote Address Unthinkable – Changing how we think at the executive level in order to achieve incredible success

We live in a rapidly evolving world, a world that needs its business leaders to be adaptive and open to changing how they think about business challenges, and who also have the ability to think differently to create the ground breaking ideas and effect positive change. Those working alongside and partnering with senior business leaders can be no different. Being able to unthink how things used to be done and rethinking how things need to be done in our evolving world are a must. In this session you will learn how to identify the habits and thinking that hamper your ability to contribute to game changing thinking & how to rewire your mind in order to accelerate your success from thinking the unthinkable.

- Breaking limiting habits and beliefs
- Creating original and valuable ideas
- Rewiring what you thought was possible
- Behavioural change

Nils Vesik
International Keynote Speaker

10.45am Morning Coffee

11.15am Executive Panel Discussion From trust to brand – what are the key elements of an amazing and strong partnership

'From reactive and directed, to proactive and managing', this is one of our mantras for the changes we have all witnessed in how EAs are now working with their executives. But to direct their office, to direct their priorities, to be their trusted counsel and advisor, needs more than just a new job description and way of working, it requires the formation of a trusted partnership between EA and Executive. What does that look like in reality? What are the key elements? In this session our senior executives will examine:

- The foundations of trust and a model for building trust more expediently
- Ambiguity and misinterpretation – one of the quickest destroyers of trust
- Consistent rules and approaches to dealing with reports and stakeholders – ensuring neither party is embarrassed by the actions of the other
- Loyalty – to both the executive and business. But can this become conflicted?
- Team Executive Office – in a true partnership, how do executives want their partnerships with their EA to be perceived by others?

Debra Zanella, Chief Executive Officer,
Ruah Community Services

Lisa Hando, Partner, Global Mobility, PwC
Perth

Alec Coles, Chief Executive Officer,
Western Australian Museum

Nigel Keen, State Manager LSE WA,
Spotless Services Limited Pty. Ltd

Karen Watts, General Manager
Organisational Development and Change,
Capricorn Cooperative

Day 2 Feb 16th

12.15pm Lunch

1.30pm Keynote Address

Critical conversations keynote: Playing a bigger game through critical conversations - Creating conversations that matter

Conversations have created some of the greatest companies of our time. Elon Musk, Larry Page, Oprah Winfrey, Mark Zuckerberg, Steve Jobs, Ariana Huffington, Jeff Bezos have all had conversations that have led to creating companies that are icons of our time. History is also littered with the carcasses of great companies who failed to have those critical conversations. In any corporate role the ability to influence the critical conversations brings with it the ability to influence results and outcomes. In this keynote we explore the power of shaping critical conversations and the key aspects that we can control.

- We often look back at conversations and realise their impact. What if we could look forward and create an impact?
- How to set up critical conversations for success
- Starting strong - creating a platform that creates great conversations
- Taking critical conversations to a whole new level
- Removing the obstacles to influence
- Creating real change

Rowdy McLean
International Keynote Speaker

2.15pm Keynote Address

Corporate Strategy and Project Management – are these the two most important business disciplines for EAs to master?

Businesses today are far more fluid than they ever were. Being adaptive and responsive means that corporate strategies evolve rather than being set in stone for years on end. And in some businesses, almost everything is run as a project, especially in the IT sector. Working alongside your executives, knowing what their priorities are, where they are focussing on and then doing what you can to take projects off their hands, or delegate these to others, you MUST have knowledge and skills in these two areas. Another of our mantras is that an EA 'needs to have the breadth of knowledge of a GM, albeit without the depth of knowledge'. When it comes to Corporate Strategy and Project Management, the greater the knowledge, skills and mastery you can have, the better.

- Getting a grounding of understanding and knowledge within these two areas that you can build on
- Identifying key approaches and styles in Corporate Strategy
- Why simple Project Management skills are useful in everything you do
- Learning to ask the right questions and understand the 'why' behind what your executives are doing

Amanda Breen
International Keynote Speaker

3.00pm Afternoon Tea

3.30pm EA Panel Discussion & Workshop

What does it take to future proof your career?

From role rationalisation to factors like technological evolutions, outsourcing and offshoring, rumours of the imminent demise of a corporate need for EAs and PAs, at least in the context of how we understand the role today, have been growing for several years. But we believe those rumours are premature and exist due to organisations failing to understand how valuable EAs and PA are. In this session our panel of senior EAs and PAs will discuss what you can do to ensure that you and your colleagues are not just secure in your future, but actually have increased prominence and value within your organisations.

- Keeping up with your skill and knowledge requirements
- Staying ahead of industry trends and developments
- Taking control of your internal assessments and reviews
- Promoting your successes and achievements, including the more intangible ones
- Forming or supporting an internal EA and PA group to provide greater visibility for your role, provide support and share ideas

Moderator

Jonathan McIlroy, Executive Director – Education & Training, Executive Assistant Network

Julie Klobas, PA to Chief Executive Officer, Executive Services, City of Cockburn

Jubilee Pagsuyuin, Executive Assistant to Chief Executive Officer, IBN Group

Birra-Li Cunningham, EA to the Executive Director, Perth Zoo

Emma Davey, Executive Assistant to Chief Financial Officer, CBH Group

Catherine Muraszko, Executive Assistant to Chief Executive, Landgate

4.30pm Closing Keynote

Explore your possibilities – and BE who you want to be

Many of us fail to unlock our potential or live fulfilled and happy lives because we are blocked by our own mental barriers. But we can all live lives filled with greater passion, love and joy if we can just break through those barriers and learn how to be the type of person we want to be. In this moving and inspirational keynote session, one of our standout speakers travels to Sydney for the first time with our conferences, so be prepared to challenge your own preconceptions and learn how to be the best version of you, realising your true potential in life.

- Discover what's important to you
- Pursue your passions
- Dream big, live bold – create our life to do list
- Create the momentum to make it happen

Keith Abraham,
International Keynote Speaker

5.15pm Close of Conference

For program or registration enquiries

CALL 61 2 8402 5000 or VISIT ExecutiveAssistant.com

Senior corporate and government executives confirmed as participating at this event include:



Darren Hayes

Chief Executive Officer, Quick Corporate Australia

Darren Hayes has a proven track record of providing inspirational leadership, business vision, entrepreneurial spirit, combined with solid management skills across national & international companies. He has been acknowledged as one of WA's top 40 under 40 entrepreneurs and a proven significant contributor to company profits in his working career.



Jay Watson

State General Manager, Commercial Banking, Westpac

Jay is a career banker, having worked for Westpac for over 37 years. Jay has been fortunate to have worked in every State and Territory in Australia, and has the benefit of honing his Banking skills through diverse geographies and industries. Jay takes an active interest in the future direction of Western Australia and is active with the Committee for Perth and its present project Bigger and Better beyond the Boom, working to build strategies and recommendation in regards to broadening the economy of WA.



Natalie Jenkins

Executive Director, Black Swan State Theatre Company

Natalie has extensive experience and expertise in the arts and cultural sector as a senior executive of cultural and community organisations, corporate partnerships, not for profit governance and as a performing arts producer. She has been a member and Chair of a number of boards and advisory committees at both a national and local level.



Dr Shayne Silcox, PSM

Chief Executive Officer, City of Melville

Shayne has over 40 years experience spanning the Private Sector, State and Local Government arenas. He has extensive government, corporate and commercial knowledge, direct experience in managing large workforces, as well as board and director experience across a wide range of small to large businesses. His career has seen him successfully operate in various industries sectors, including; Transport, Energy Research, Energy (Electricity and Gas), Business Development, Consulting (Business Excellence and Strategic Planning), Commercial Services, Management, Construction and Maintenance.



Tim Lester

Partner, Hogan Lovells

Tim Lester leads the Corporate practice in Australia. Tim complements his corporate acumen with a deep background in financing transactions, particularly structured and project financing transactions within Australia and regionally. Tim brings years of experience working with the firm across London, Hong Kong, Tokyo and Australia to his dealings with clients



Jonathan McIlroy

Executive Director – Education & Training, Executive Assistant Network

Jonathan has over 17 years experience in senior management and executive positions and has worked in industries as diverse as banking and finance, education and training, events management and even politics before co founding Executive Assistant Network.



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Stuart Smith

Chief Executive Officer, National Offshore Petroleum Safety and Environmental Management Authority (NOPSEMA)

Stuart Smith was appointed CEO of NOPSEMA in September 2014. Prior to this, he was Director General for the Department of Fisheries; and the former Acting Director General and Deputy Director General for the Department of Industry and Resources. Stuart has worked in the Australian Public Service where he held industry development and regulatory roles in Canberra, Melbourne and Perth. Stuart holds a Bachelor of Economics from the University of Western Australian and a Graduate Diploma in Economics from the Australian National University.



Lisa Hando

Partner, Global Mobility, PwC Perth

Lisa leads the PwC Perth People & Organisation team and has over 20 years' experience in providing specialist tax advice to a wide cross-section of clients. Lisa holds a Bachelor of Business (Accounting) and Masters of Tax Law from the University of Technology, Sydney. She is on the Board of the Regal Theatre in Subiaco and plays State Masters Hockey.



Debra Zanella

Chief Executive Officer, Ruah Community Services

With 20 years' experience in the community sector, Debra Zanella is a strong advocate for vulnerable and disadvantaged people. She has as served as a Director of the West Australian Association for Mental Health since March 2016. She is currently a Board Member of the East Metropolitan Health Service and Chair of the Audit and Risk Committee, a Director of the Western Australian Network of Drug and Alcohol Agencies (WANADA) and is currently the President of the Western Australian Council of Social Services (WACOSS).



Jody Nunn

WA State Manager, Australian Institute of Company Directors

Jody has over 25 years' experience in leadership, marketing and communications within the membership, government, small business and cultural sectors. In her current role, Jody's focus is to ensure relevancy for the WA Membership of AICD and to support the learning and development journeys of aspiring and experienced Directors. This is only made possible with a strong, supportive and member focused team.



Nigel Keen

State Manager LSE WA, Spotless Services Limited

With over 30 years of industry exposure and an extensive international career behind him, Nigel was appointed General manager of Perth Convention and Exhibition Centre in 2012. In 2014 Nigel was promoted to State Manager for Leisure, Sport and Entertainment for Spotless, taking ownership of Mustard Catering contracts at nib Stadium, Perth Zoo, as well as overseeing a number of high profile external events. Nigel is highly regarded and impartial as Board Director for both the Perth Convention Bureau and Tourism Council WA.



Karen Watts

General Manager Organisational Development and Change, Capricorn Cooperative

Karen has over 20 year's business experience and over 10 years in senior executive roles in sales, service and operations and has held leadership roles in a various industries including: Multi Media; Banking & Finance; Business Management; Insurance; Consultancy & Training; and Channel Management. As the GM of Organisational Development and Change for Capricorn Society Ltd, Karen oversees the management, including changes to the business processes, policies, systems, technology, job roles and organisational structures.



Alec Coles

Chief Executive Officer, Western Australian Museum

Alec Coles, OBE is CEO of the Western Australian Museum with branches in Perth, Fremantle, Geraldton, Kalgoorlie and Albany. Previously Director of Tyne & Wear Archives & Museums, England. Coles aspires to create a museum that is owned and valued by all West Australians and admired by the world.

Coaches, Trainers and Consultants confirmed as participating at this event include:



Rowdy McLean
International Keynote Speaker

A highly successful entrepreneur, business leader and adventurer, Rowdy retired at 34. Practical and down to earth, he has been described as Tony Robbins without the rah rah, Tim Ferris without the arrogance and Richard Branson without the island.



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Afterburner Australia conducts unique programs designed to enhance the performance of individuals, teams and organisations. They are action-packed, customised and delivered by some of Australia's most elite fighter pilots and military aviators.



Nils Vesk
International Keynote Speaker

Nils Vesk has been applying, teaching, and researching innovative thinking around the world for over 18 years. Nils helps people to re-think how they can operate in a time poor high pressure environment.



Jen Harwood
International Keynote Speaker

Jen Harwood – The Jenerator – is an avalanche of inspiring energy and enthusiasm. She is a published author of 3 books, national award winner and business mentor.



Jane Anderson
International Keynote Speaker

Jane is an international communication expert. With over 15 years' experience in Lead Generation for trusted advisors, experts and thought leaders, she helps her clients to grow their businesses through LinkedIn.



Keith Abraham
International Keynote Speaker

Keith has become the world's premier thought leader on passionate performance and building passionate based cultures and has developed a client base of over 265 companies across 20 countries. He has written 3 Best Selling Books.



Amanda Breen
International Keynote Speaker

Amanda is a dynamic, high-energy speaker, motivator and coach. Through the use of neuroscience and positive psychology, she helps amplify the potential of leaders, teams and individuals; making people and organisations THRIVE.



Nikki Fogden-Moore
aka The Mojo Maker | Speaker, Author & Global CEO High Performance Coach

Nikki specialises in working with CEO's, companies, entrepreneurs and high achievers in creating the life they want. She divides her time between private coaching, Corporate Vitality, Boardroom Bespoke retreats, workshops and presenting. Author of VITALITY and FITPRENEUR. Host of The Vitality Coach Podcast - downloaded in over 80 countries. Nikki's mission is to inspire and empower high achievers to seamlessly blend business and personal vitality for ultimate success.



Robert Taylor
Corporate Accounts Manager, Executive Assistant Network

Robert has over 25 years' experience in sales, marketing, business management & training combined with owning & operating own business in the exhibition & events sector and holds tertiary qualifications in Economics, Marketing & Training. He has worked in a variety of roles for global corporations, SME's & training organizations in both Australia & overseas.

"The Congress & Exhibition allowed me to step out of my daily role and focus on expanding my knowledge and gaining tips on how I can work better with my Executive

Allison Lazarevic, RUD Chains

"I have attended a number of EA/PA Conferences over the last 15 years and this one was by far the most rewarding as it was run by People who understand exactly what an EA/PA role entails and what we require from a Conference around our careers.

Sally Ritchie, Department of Education and Training



Kylie Dyson

Executive Assistant to the CEO, National Offshore Petroleum Safety and Environmental Management Authority (NOPSEMA)

Kylie is Executive Assistant to the Chief Executive Officer of the National Offshore Petroleum Safety and Environmental Management Authority. Having joined the Authority in 2012, Kylie brought over 20 years of public sector expertise to the role, and is adept at working under pressure while maintaining a sense of humour. Kylie's capacity to effectively manage the various demands that require the CEO's attention, and keep a diverse range of internal and external stakeholder happy, is key to her ongoing success in this role.



Jennifer Jones

Executive Secretary, BHS Executive, Royal Perth Bentley Group

Jeni has many years of experience working in secretarial, administrative and nursing positions within both the public and private sectors. The majority of this time was for Western Australian State Government agencies. During this period, Jeni has gained vast experience and broader understanding of differing roles in both corporate and operational areas within health, giving her a greater understanding and empathy when communicating with areas outside of current role.



Maxine Dwyer

Executive Assistant to Chief Executive Officer, Geraldton Fishermen's Co-operative

Maxine is an experienced, focused and results driven Executive Assistant. Maxine's career is denoted by delivering exceptional support to Board & Committees, CEOs and executives alike through her ability to be discreet, maintain confidentiality and discern sensitive issues. Maxine uses the strength of her relationship building skills to excel in stakeholder management and her integrity and commitment to delivering exceptional results ensures she continually adds value and delivers positive outcomes.



Jan Horsman

Executive Assistant to the President Bauxite, Alcoa

Jan has over 25 years experience working with executive teams in the Mining Industry and has been in her current role for 2 years. Prior to joining Alcoa, Jan was Company Secretary and EA to the Chairman at Gindalbie Metals. Her previous experience has included both large and small organisations, working closely with Directors and Executives.



Michelle O'Brien

Executive Assistant to Managing Director and General Manager, ALLclean Property Services Plus

Shelly has been in her role for 9 yrs and is an experienced member of the Management team. Shelly is a natural leader for her Admin team. Her role includes contributing to strategic planning and day to day decision making.



Carley Anderson

Senior Business Support Officer, Department of Communities

Carley has worked with the Department of Communities for 10 years, and as an Executive Assistant for three. Carley's passion to support others and her keen understanding of how the finer points form the bigger picture have allowed her to enjoy a successful and rewarding career as an Executive Assistant.



Victoria Samuel-White

Executive Coordinator, eHealth Systems, SA Health

Victoria is the Executive Coordinator to the Chief Information Officer for SA Health and has worked with her current Executive for the past six years. Supporting the CIO in a large complex organisation, going through extensive transformational changes, ensures no two days are the same.



Julie Klobas

Personal Assistant to Chief Executive Officer, Executive Services, City of Cockburn

Julie has Legal, Higher Education & Local Government sector experience spanning over 15 years. Julie started her career in Melbourne as a "floating Legal Secretary" within a variety of large firms, before transitioning to PA to the CEO at the City of Kalgoorlie-Boulder, then to Higher Education as PA to the Dean, and now as PA to the CEO City of Cockburn.



Jubilee Pagsuyuinn

Executive Assistant to the Chief Executive Officer, IBN Group

Jubilee is a skilled executive assistant. She has an extensive experience providing high-level, confidential and strategic support to C-Suite industry leaders in the not-for-profit sphere. She is currently working for a multifaceted organisation that builds resilience, capacity and strong foundations for the future of its members.



Birra-Li Cunningham

Executive Assistant to the Executive Director, Perth Zoo

Birra-Li has over 20 years of experience providing professional, comprehensive support to executives. Her roles since returning to Australia in 2009 have included EA to the State Archivist, and EA to the CEO of Perth Zoo and the former President of the World Association of Zoos and Aquariums. Working in organisations with diverse priorities, Birra has become an expert in multi-tasking and multi-tracking.



Emma Davey

Executive Assistant to the Chief Financial Officer, CBH Group

Originally from England, Emma has been in Perth and with the CBH Group for 3 years as the Executive Assistant to the CFO. Prior to this Emma has gained over 5 years of Executive Assistant experience working in both the English public and private sector, previously working at the British Olympic Association, for a member of the Parliament of the United Kingdom and at a private boarding school as Personal Assistant to the Headmaster.



Catherine Muraszko

Executive Assistant to Chief Executive, Landgate

Catherine Muraszko brings valuable insights into the role of executive assistants gained over a career spanning more than three decades. Catherine has held high level EA positions for private companies in Victoria and is now EA to Landgate's Chief Executive. Catherine is well respected among her colleagues and an enthusiastic contributor to Landgate's Innovation Program.



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Perth 2018

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*More than Just a Conference
A Networking Imperative!*



Cocktail reception to be held in the Expo area with the Gala Dinner to follow on the Thursday Evening

- All delegates at the 2018 Annual Congress are invited to join us for an astonishing evening at our Gala Dinner!
- Enjoy Amazing Entertainment at the iconic Crown Perth
- Held within one of Perth's finest venues with great food, fine wines, amazing company and a stellar show are all the ingredients we deem necessary to help ensure relaxation ahead of a second great day in the conference
- Networking is Easy and Effortless!
- Attendance at the dinner is included within the registration fee for each delegate and additional guests can attend at a cost of \$150 inc GST

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15-16 February 2018

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Friday 10.30am-3.30pm

*Our 2018 exhibition will feature 30 amazing
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