



MELBOURNE

# EA SIGNATURE SERIES

THE LANGHAM

23 MAY 2022

25 JULY 2022

5 SEPTEMBER 2022

EDUCATIONAL PROGRAM



# WELCOME FROM EAN

*With the advent of new technologies and a dramatic shift to new workplace practices, the EA role is under pressure to change as never before! In order to support our members through this transformation, we are proud to present the EA Signature Series, designed specifically for you, the time-poor career EA, looking to take consistent actions to greater impact your role and organisation.*

*In this series of half-day sessions, we're not so concerned with inbox management techniques, the latest apps, or the many detailed tasks that contribute to your role. This year we are taking a "top down" approach. The single biggest positive change you can make in your role is to switch up your mindset, get out of the weeds and start looking at the big picture first.*

*In the EA Signature Series, we're looking at your role from your Executive's perspective. We want to step into your Executive's mindset and create a whole of business approach to the EA role. In fact, we don't want you to think of yourself as an Executive Assistant, but rather as an Assistant Executive!*

*Over 3 half-day sessions in each of Sydney, Melbourne and Brisbane, world-class speakers will educate, motivate and inspire you to have an even greater impact on your effectiveness, and your Executives productivity. And with a Cocktail event at the end of each session you'll have an opportunity to re-connect with peers and colleagues, and expand your network even further.*

*This marks the return of face-to-face events, so shake off the cobwebs and join us as we connect with our peers, develop professionally and focus on what's next.*

Natasha Cannon  
Executive Assistant Network



## EXCEPTIONAL SPEAKERS



**Beau Vernon**  
Motivational Speaker &  
Director Interact Australia



**Liza Pavlakos**  
Survivor, Entrepreneur &  
Keynote Speaker



**Mark Bunn**  
Health, Happiness &  
Performance Speaker &  
Author



**Kaley Chu**  
Author, Speaker & People  
Connector



**Jordana Borenstjan**  
Keynote Speaker, Public  
Speaking Coach,  
Presentation Skills Trainer,  
Humourist & Author

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# MELBOURNE SCHEDULE

## DAY 1 23 May

### FROM EXECUTIVE ASSISTANT TO ASSISTANT EXECUTIVE!

1.00 PM WELCOME

1.15 PM



How do you think like an Assistant Executive?

by Rosie Yeo

2.00 PM



Understanding your Executive - The View from the Top

by Liza Pavlakos

2.45 PM



Bring Magic Into Your Workplace

by Jordana Borenstjan

3.30 PM BREAK

4.00 PM



Leading as an EA

by Mark Dobson

4.45 PM



The Rules of Belonging

by Fiona Robertson

## DAY 2 25 July

### CULTURE – THE EA AS THE TRANSFORMATION DRIVER

1.00 PM WELCOME

1.15 PM



The Pragmatic EA Guide to Driving Culture

by Rik Rushton

2.00 PM



Developing Your Leadership Skills: Creating Your Personal Brand Powerhouse

by Jordana Borenstjan

2.45 PM



Building a Better Culture

by TBC

3.30 PM BREAK

4.00 PM



The Challenges that Persist – It's not the Person, it's the Culture

by Darren Isenberg

4.45 PM



Having the Confidence to Succeed

by Kaley Chu

## DAY 3 5 Sept

### FOCUS ON YOU - PURPOSE, MOTIVATION & FULFILMENT

1.00 PM WELCOME

1.15 PM



Preparing to succeed with a smile on your face

by Wayne Schwass

2.00 PM



Achieve Your Natural High

by Mark Bunn

2.45 PM



The Challenge of Aligning to Success

by TBC

3.30 PM BREAK

4.00 PM



8 Keys for Avoiding Burn Out

by Olly Bridge

4.45 PM



Overcoming the Impossible

by Beau Vernon



# From Executive Assistant to Assistant Executive!

Day One of our Signature Series looks at the Executive Assistant role from the top down. Too often, EAs are consumed with the day-to-day tasks, responding to, and putting out, the many small fires that break out in their business. And yet in today's increasingly digital and fast-moving business environment the role of the EA is becoming less about the day-to-day, and more about supporting your executive in the context of the bigger picture.

Today, we look at your role as it evolves from that of the Executive Assistant to what is more akin to an Assistant Executive! Taking the perspective of your Executive into your role will build the mindset for how the role will develop in the future.

We explore questions such as:

- How does your Executive see the world?
- What drives them and their priorities?
- What's the view like from the Board's perspective?
- Could you step into your Executive's shoes during a crisis?

## 1.00 PM WELCOME

### 1.15 PM HOW DO YOU THINK LIKE AN ASSISTANT EXECUTIVE?



The Modern Executive Office requires the EA to become more strategic and proactive. As the transactional aspects of the role become automated, the pressure will be on the EA to support their executive at this higher level. The traditional tasks and mindsets will need to be discarded and you will require a top-down approach to your role. Learn from a leading strategist how you can become more of an Executive, in both mindset and focus.

- Executive perspectives and why the view matters
- How do you become more strategic: what are the behaviours and thought processes that lead to smarter decision-making?
- Gain a new sense of confidence in your own strategic abilities with three simple questions that will help you think creatively, map out a path to success and take action.

by Rosie Yeo

### 2.00 PM UNDERSTANDING YOUR EXECUTIVE - THE VIEW FROM THE TOP



How well do you know your Executive and what makes them tick? From the things that keep them awake at night, to their decision-making processes. This session will look at the Executive perspective and how to translate that to your own priorities and behaviours.

- What do Executives know that EAs don't?
- Understand the intrinsic pressures that shape an Executive's thinking.
- Focus on Executive priorities instead of administrative ones.
- Understand how organisations work, what drives decisions, and what determines priorities.

by Liza Pavlakos



## 2.45 PM BRING MAGIC INTO YOUR WORKPLACE



Embrace Change and Activate Your Team's Creativity By Adopting a Magician's Mindset

We're entering a brand new world, full of the unexpected. We can't take old patterns, processes and habits into this new space and expect them to fit. Our old ways of approaching work are outdated. Instead, we need to imagine, create and find solutions with openness, curiosity and wonder; a fresh approach... A magical approach.

Through sharing her own entertaining story of discovering her inner magician, Jordana will teach you and your team how to adopt a magician's mindset to embrace change with enthusiasm, to problem solve in brand new ways, and even manage the unexpected with joy.

You'll learn simple and powerful techniques to step out of habitual thinking and activate your imagination so you can collaborate and innovate at a higher level with more productivity - and most importantly - have way more fun in the process!

Jordana will show you how to use the power of imagination, play and curiosity to tap into your own inner magician which will inspire you, your colleagues and your clients.

by Jordana Borenstjan

## 3.30 PM BREAK

## 4.00 PM LEADING AS AN EA



Stepping up as an EA requires you to have a mindset that acknowledges your leadership and authority within the organisation. Imagine a crisis occurring and you're unable to contact any of the Executive team. Would you be able to make decisions responding to the crisis in their absence?

The highest performing EAs are able to do this, and do it well. Being able to step into your executive's shoes demonstrates the EA role at its most strategic.

In this session we'll address what it takes to have both the confidence and competence to stand and lead with authority in your organisation.

- Do you have the skills to step into your Executive's shoes during a crisis?
- What does it take to perform at a higher level?
- How to feel empowered when the stakes are high.
- High Performance Leadership skills.

by Mark Dobson

## 4.45 PM THE RULES OF BELONGING



The EA role is perfectly positioned to help amplify and drive an organisation's culture. Yet culture is one of the most widely discussed and widely misunderstood concepts in business today. It's impossible to have a sensible conversation about it without a shared understanding of what you're discussing.

One of the reasons so many organisations fail to make progress on culture is because it has been vastly overcomplicated, which often relegates it to the 'too hard' basket. In this session Fiona Robertson will provide you with an understanding of culture and how you can play a significant role in influencing it.

- What Culture is and how it works.
- Develop a shared language for culture.
- Get clarity and make understanding culture change simple.
- Understand the pervasive impact culture has on every aspect of organisational life.

by Fiona Robertson

## 5.30 PM CLOSE OF SERIES

## 5.30 PM COCKTAIL FUNCTION

## 7.30 PM CLOSE OF DAY

"Success isn't always about greatness. It's about consistency"

Dwyane Johnson

## Culture – The EA as the Transformation Driver

The modern executive office has been evolving over the past couple of decades and a major aspect of that is Corporate Culture. If you want to play buzzword bingo, talk to a consultant about culture! A lot is said on this topic yet there's not a great deal of substance.

Often, corporate culture is implied, never expressly defined, developing organically over time from the cumulative traits of the people the company hires. Culture has been hard to maintain over the last couple years. After all, it's tough to nurture a shared set of beliefs and behaviours when people are distant, and the work is dispersed.

The talent revolution and the number of people leaving their jobs is perhaps the best evidence that organisational cultures are struggling. EAs have identified that Executive Assistants are a key position to building and maintaining a positive and supportive workplace culture.

According to a 2019 Society for Human Resource Management report, toxic workplace cultures have driven 20% of employees out of their jobs in the past 5 years — at a turnover cost greater than \$223 billion.

A positive workplace culture improves teamwork, raises the morale, increases productivity and efficiency, and enhances retention of the workforce. Job satisfaction, collaboration, and work performance are all enhanced. And, most importantly, a positive workplace environment reduces stress in employees.

In this new normal, it is apparent that people are no longer willing to work for organisations that don't align with their values. Today we look at the crucial role that EAs play in amplifying workplace culture and ensuring they are helping build a supportive and satisfying workplace.

### 1.00 PM WELCOME

#### 1.15 PM THE PRAGMATIC EA GUIDE TO DRIVING CULTURE



Culture can be seen as a shared set of beliefs and an accepted set of behaviours.

For better or worse, it's "the way things get done around here," or "what people do when no one is looking." It's that uncomfortable feeling you get when you feel you don't fit in.

How much influence can an EA have over an organisation's culture?

This session will look at what Culture is and the elements and rituals that imbed it into an organisation. Introduce you to the tools that build employee engagement and get employee buy-in across the organisation. Whether you are looking to influence a small team, or have a greater impact across the whole organisation, understanding culture and how to influence it will be your greatest ally.

- What do we REALLY mean when we talk about culture?
- How to build a culture that's resilient in the face of uncertainty
- Strategies that have impact, both personally and professionally
- Building a workplace with heart and meaning

by Rik Rushton

### 2.00 PM DEVELOPING YOUR LEADERSHIP SKILLS: CREATING YOUR PERSONAL BRAND POWERHOUSE



Your ability to have an impact in your workplace begins with you. Powerful communication and expression skills are essential when developing your career, building your leadership skills and growing your personal brand. For far too long EAs have been comfortable in the background, allowing their Executives to take the spotlight. However, not being seen will hold you back in your career and stop you from achieving your full potential.

As we enter a new work paradigm, it's time to step outside your comfort zone. In this fun, high-energy, and hands-on session, Jordana shares valuable techniques to help you feel empowered to find your voice, express your ideas with passion, and become a leader within your organisation. Jordana will share techniques and strategies to:

- Build your communication and presentation skills
- Deliver your key messages with clarity and impact
- Use your body language and voice for maximum impact
- Transform fear into positive energy
- Showcase your unique point of difference
- Enhance your power of influence to deliver your key business messages in a memorable way

We'll cover tools to build your Personal Brand both in your workplace, and online, to ensure your expression, messaging and unique voice are consistent in all areas. Now is the time for you to be seen, be heard and to lead with influence.

by Jordana Borenstjan



## 2.45 PM BUILDING A BETTER CULTURE



This session is all about you and what makes you tick.

Through this interactive and highly engaging session you'll discover how you align with your organisation's culture and what it takes to truly thrive. We'll look at practical ways to ensure you remain effective and passionate in every area of your life. By understanding your own motivations and behaviours you'll understand how to change for the future.

- Moving beyond your comfort zone with ease
- Controlling challenges and maintaining momentum
- The habits and rituals of success
- How to ensure your success is a certainty

by TBC

## 3.30 PM BREAK

## 4.00 PM THE CHALLENGES THAT PERSIST - IT'S NOT THE PERSON, IT'S THE CULTURE



If only the workplace was all smooth sailing. The EA role is perfectly positioned to influence the culture of an organisation. Influence is the ability to alter the actions of other people. Positive Influence is the ability to do so for good, rather than for evil.

Using more positive influence in the workplace has significant consequences on the efficiency and happiness of the teams we work with, as well as the contentment of the clients we seek to satisfy and retain.

This session will give you the tools to improving positive influence, trust and a more positive corporate culture.

- The surprising way your level of individual influence is determined (it doesn't quite work the way you think).
- Seven smart and simple strategies to improve your own degree of positive influence
- How positive influence can change the culture of an organisation.
- Contribute towards creating a more positive and trusting work culture.

by Darren Isenberg

## 4.45 PM HAVING THE CONFIDENCE TO SUCCEED



The EA role is unique one in the organisation. Often overlooked, under-valued and unrecognised, it takes a special kind of person to perform and thrive in the role. Your number one supporter should be yourself, but all too often self-doubt gets in the way.

Believing in yourself is critical when you are faced with the uncertainty and stress of an EA role. Having an attitude of "I've got this", no matter what the circumstances will give you the edge when it comes to performing. This can do, never fail attitude is infectious and will influence those around you to great performance.

Self confidence makes everything easier. From networking to dealing with a difficult colleague, and responding in a crisis. In this session we look at Self Confidence, what it is, how to build it and ensure you retain it.

- The science of self-confidence
- Keeping perspective when under pressure
- Maintaining composure when egos attack
- The daily habits that build a bullet-proof mindset

by Kaley Chu

## 5.30 PM CLOSE OF SERIES

## 5.30 PM COCKTAIL FUNCTION

## 7.30 PM CLOSE OF DAY

"Company Culture is the backbone of any successful organisation"

Gary Vee

## DAY 3 - 5 SEPTEMBER

# FOCUS ON YOU - PURPOSE, MOTIVATION & FULFILMENT

Chances are, over the past two years you have been waiting for things to settle down. Treading water, hoping to get back to a relative "normal" status quo.

Well, that's all in the past - today's all about you!!

Dust off those goals and inspirations, it's time to be bold.

Remember what you wanted from life. Think of all the things you've put on hold for the past couple of years and shake off those doubts.

Today provides the opportunity to dream bigger, so start dreaming BIG!!

We know you want more out of work and life, and today is all about reminding you just how unstoppable you can be.

Today's five exceptional speakers will inspire you with their own stories and lessons learned through hardship and success. They know what it takes to build momentum after adversity and focus on results. Use today to reconnect with your purpose and get serious about your future.

## 1.00 PM WELCOME

## 1.15 PM PREPARING TO SUCCEED WITH A SMILE ON YOUR FACE



There is a pressing need to focus on Mental Health and emotional well-being – of ourselves, our colleagues, our families and those we love. This first session addresses the pressures the modern world can place on people, especially within the EA role.

Creating a resilient mindset is a skill. And like any other skill, you can get better at it with training and practice. Being emotionally resilient not only helps create your best working life, but it also allows you to go beyond your own perceived limitations.

Start the day off right – with insights into how to be at your best.

- Understanding the importance of wellbeing and why it's never been more important in an uncertain world
- Learn the practical and actionable strategies, tools and techniques that empower you to invest into your wellbeing to have better days every day
- Create genuine opportunities for you, your Executive, your people and your organisation to thrive
- How EA's can lead their organisation in creating safe workplace environments and positive cultures for all employees

by Wayne Schwass



## 2.00 PM ACHIEVE YOUR NATURAL HIGH

High energy, low stress, life balance, work success.

Being healthy, happy & productive is easier than you think.

Mark's research into the secrets of the world's healthiest people, age-old Eastern health wisdoms (Ayurveda), and the latest modern science has unlocked the secret to simple, 'time-friendly' methods for living a healthy, high-performing, balanced work-life.

In his engaging signature keynote Mark will show you how to:

- Reduce stress/anxiety up to 30% & improve work-life balance by 40+%
- Sleep better & enjoy greater vitality, mental focus & a healthier weight
- Use sunlight and earthing to significantly improve emotional health & attitude
- Simplify modern-day health advice, reduce sick days & improve workplace morale
- How the super-productive stay motivated & still make time to exercise, sleep and eat well

by Mark Bunn



## 2.45 PM THE CHALLENGE OF ALIGNING TO SUCCESS



What does it take to make it to the top? This session will explore your own drivers and motivations, your weaknesses and strengths, and how to harness these to propel you forward. You need to understand what works for you and how to balance this in the workplace and home.

There is no one size fits all. So let's size you up for success.

by TBC

## 3.30 PM BREAK

## 4.00 PM 8 KEYS FOR AVOIDING BURN OUT



There is a pressing need to focus on Mental Health and emotional well-being – of ourselves, our colleagues, our families and those we love. In this first session you will learn simple and actionable daily 'keys' that will help you unlock your true potential and avoid burning out.

Looking at the 'key' drivers of strong mental, physical and emotional health, this session will not only help you in terms of your own selfcare, but also help others around you to do the same. Set up practices that help create a 'culture of health' in the organisations where you work.

Start the day off right – with insights into how to remain at your best.

- Understanding how burn out affects you physically, mentally and emotionally.
- Learn the key components and foundational blocks to empower you to build a culture of health and wellbeing.
- Learn the simple life hacks to thrive in the corporate environment.
- Create greater opportunities and possibilities to navigate whatever life throws at you.

by Olly Bridge

## 4.45 PM OVERCOMING THE IMPOSSIBLE



What do you do when all the odds are against you?

In this final session we'll hear exactly what is possible when those around you are telling you to be "realistic". When others say you "can't", that's the time to dig deep and really show the world what you can achieve.

Our final speaker has overcome tremendous odds and found a way to overcome the challenges. We cannot control what life throws at us, we can only control how we respond to it. Each and every one of us has a choice in life, and our choices should not be limited by our circumstances.

One of the greatest pleasures in life is achieving things people say can't be done! Hear the inspiring story of triumph over adversity and apply these lessons to your own life.

- Be inspired and overcome your own limitations.
- Seek out challenges and stretch yourself for greater success.
- Make the impossible possible.
- Hear what Passion and Determination can achieve in spite of adversity.

by Beau Vernon

## 5.30 PM CLOSE OF SERIES

## 5.30 PM COCKTAIL FUNCTION

## 7.30 PM CLOSE OF DAY

"Leadership is not about a title or a designation. It's about impact, influence and inspiration."

Robin S Sharma

# COCKTAIL FUNCTION



EA SIGNATURE SERIES

NETWORKING EVENING  
COCKTAILS & CANAPES

5.30 PM - 7.30PM

LANGHAM MELBOURNE

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## ROSIE YEO

Rosie is the go-to strategist for boards, executive teams and business leaders because of her skill in helping leaders and teams collectively imagine and achieve a better future.

Drawing on decades of experience as a strategist and comprehensive knowledge of strategic theory, Rosie offers a fresh, engaging take on future planning that cuts through the jargon to provide practical advice and inspiration. Her keynotes and workshops inspire us all to become more powerful strategists in our life and work.

Rosie is the author of "Go for Bold: How to create powerful strategy in uncertain times".

## LIZA PAVLAKOS

Overcoming homelessness, abduction, intense abuse and human trafficking to achieving extraordinary success.

Liza Pavlakos is a successful entrepreneur and a powerful speaker who has inspired over 100,000 audiences across six continents. Founder of Positive Breakthroughs, working with a team of experienced chartered psychologists, psychotherapists, counsellors and coaches who are passionate about improving mental health and committed to offering therapy to all individuals regardless of their age, race, culture, disability, sexual orientation, or socio-economic background.

Liza is a qualified psychotherapist and transformational executive coach empowering others to succeed in the face of adversity.

## JORDANA BORENSTJAN

Jordana Borensztajn is a keynote speaker, MC, social media strategist, humourist, public speaking trainer, author and... a magician! Jordana loves creativity, new ideas, and bringing dreams to life.

Jordana was a News Corp Australia journalist, she worked at Nova Entertainment as online music editor, content producer and social media manager, she's written two business-marketing books and an illustrated children's book, and she's performed two sold-out shows in the Melbourne International Comedy Festival.

When Jordana's not on stage, or online, delivering high-energy and interactive presentations and workshops, she's busy seeking out small animals to take selfies with to boost her Instagram following.

## MARK DOBSON

Mark works with leaders, businesses and athletes where the goals are ambitious, the stakes are high and the challenges are multifaceted. His job is to have them access a level of talent and strategy they didn't know was possible.

## FIONA ROBERTSON

Fiona Robertson is an expert in organisational culture and leadership who holds an MBA from London Business School.

She is the former Head of Culture for the National Australia Bank, where she spent twelve years in senior executive positions including heading their market research function and several transformation roles. Her tenure as Head of Culture included the introduction of a set of values and the development of a new purpose.

She is an author of 'Rules of Belonging – change your organisational culture, delight your people and turbo-charge your results'.

## RIK RUSHTON

Rik Rushton is a "time tested" Peak Performance Coach, Platform Speaker, and Trainer to leading brands, (Emirates, Holden, CGU, NAB), as well as professional sports organisations, (Collingwood Football Club, Cricket Victoria, Cricket Australia), throughout Australasia.

Rik is an 'in-demand speaker' throughout the Asia Pacific market place as well as the USA! He is the Best Selling Author of "The Power of Connection", (How to become a master communicator in your workplace, in your headspace and at your place) which made the "best-sellers list" in 2018

## DARREN ISENBERG

Darren Isenberg is one of Australia's leading Conference speakers and MC's and is exceptionally skilled at keeping people engaged and entertained with his warmth, wit and wonderful wordplay. As a qualified educational professional (a former economics teacher!), he brings his expertise in educating whilst creating a positive experience for all.

He knows that education doesn't occur by simply sitting people in front of a speaker and is passionate about uplifting the effectiveness of education in the corporate world.

Particularly pertinent to the interesting times in which we live, Darren's session promises to be engaging, entertaining and inspiring for all.

## KALEY CHU

Kaley Chu is an author, keynote speaker, confidence coach and the founder at 100 Lunches.

She has been featured in mainstream media such as ABC and Herald Sun, and speaking at major events such as TEDx and Pause Fest, to inspire thousands of audiences to achieve more in life.

Her inspirational story has not only inspired many to get out of their comfort zone, it has the power to cut through corporate hype and encourage immediate, life-changing action. She will be sharing with the participants her lessons and tips on how she took off her masks and became her real, authentic self, and help you to do the same.

## WAYNE SCHWASS



Wayne Schwass, is a former successful Australian Rules football player and has become a leading mental health advocate after speaking publicly about his own experiences with mental health conditions in 2006.

Wayne founded and created the Sunrise Foundation, a Not for Profit organisation which delivered mental health programs to secondary school students across Melbourne.

This passion and commitment has been the driving force behind the creation of PukaUp, a social enterprise which focuses on mental health, emotional wellbeing and importantly suicide prevention.

## MARK BUNN



Former AFL Footballer and three-time best-selling author, Mark Bunn helps people simplify the shift to health and happiness, go 'beyond mindfulness' and become leaders in the 'future of business performance'.

An internationally speaker, Mark understands the difficulties facing individuals & organisations today – high stress/anxiety, poor sleep, low motivation, negativity, burnout and lack of work-life balance.

Mark shows people simple steps to supercharging their resilience, becoming more naturally positive and looking after their No.1 resource – themselves.

## OLLY BRIDGE



Olly has 25 years of health and wellbeing experience and served as an Executive Director of the Workplace Health Association of Australia (WHAA). Olly originally trained as a Sport & Exercise Scientist at the University of Bath and proceeded to work with elite athletes at Benetton/Renault Formula One and the British Olympic Gymnastics Team.

For the last decade, Olly has held various senior corporate health and wellbeing roles and has successfully transferred these sports science rules to the 'Corporate Athlete'. Olly has proved that regardless of whether it's on the sports field or in the boardroom, it's the little things, the 1%ers each day, that add up for athletes and everyday people alike to live their best lives.

## BEAU VERNON



On June 23rd 2012 Beau's life changed forever. A normal incident in a normal game of Aussie rules football left him with C5-C6 quadriplegia. In an instant he went from a 23 year old who never sat still to spending 8 months in hospital and looking at the prospect of spending his life in a wheelchair.

Things have definitely changed for Beau, but his mission is to share his experiences of living with a spinal cord injury and the difficulties that come with it. From the support he has received from family, friends and strangers, he just wants to show everyone what they have helped him achieve and that he is going to live a normal and happy life, even if it is in a chair.

OUR THANKS  
TO INSPIRE SPEAKERS  
AND THEIR  
AMAZING TALENTED  
SPEAKERS