

## **CURRICULUM VITAE**

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**Personal Details**

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**Academic Details**

**Master of Philosophy (Urban Studies)**  
University of Western Australia (1991)

**Bachelor of Arts (Honours)**  
Majoring in History and Geography  
University of Western Australia (1971)

**Diploma of Education**  
University of Western Australia (1972)

**Diploma of Recreation**  
Nedlands College (1975)

**Currently enrolled for PhD at Edith Cowan University:**

**Theme: 'Organisations of Hope – the Role and Relevance of Social Purpose Enterprises in Reversing Rural Decline in Australia'**

**Awards Received**

- 2003 Centenary Medal for contribution to Community Development. Project Consultant to the community of Campbell Town (Tasmania), which won the National 'Can Do' Community Award.
- 2000 Project Consultant with the Boonah Economic Development Institute (Queensland), which won the National Local Government Award for Innovation in Community Economic Development.
- 1997 First Australian to be awarded Master Consultant and 'Train the Trainer' status with Business Retention and Expansion International.
- 1991 Project Consultant for the N W. Enterprise Team Project, which won the National Local Government Award for Innovation in Community Economic Development.
- 1986 Selected as a Study Group Leader for the 6th International Duke of Edinburgh Commonwealth Study Conference (International Event).
- 1984/5 Churchill Fellowship to study 'Community Based Responses to Unemployment in Western Europe and North America'
- 1981 Australian Jaycees Outstanding Young Australians Award for Academic Leadership and Services to Unemployed Youth.
- 1969 State Government Scholarship to study Youth Work in New South Wales.

## **Professional Employment History**

### **Since January 1991**

Position: Independent Consultant and Founder and Director of Bank of I.D.E.A.S. (Initiatives for the Development of Enterprising Action and Strategies).

Activities: Assignments related to youth, employment and economic development have been undertaken in every Australian State, including presentations/workshop facilitation in over 600 Australian towns and cities.  
Undertaken project work in 35 overseas countries.

### **In addition - from August 1992 – June 2001**

Position: Co-owner/Manager of 'The Hillside Country Homestead' in York, Western Australia.

### **In addition - since January 1995**

Position: A founding Director of 'The Centre for Small Town Development'.

### **In addition - since August 2000**

National Coordinator of the 'Youth at the Centre' Program and C.R.E.A.T.E. (Creating Rural Entrepreneurial Attitudes through Education) programs.

**In addition – since July 2001 – Member of the Heritage Council of WA.**

### **September 1991 - April 1992**

Special Commonwealth Advisor to the Ministry of Youth and Sport (Government of Namibia).

### **January 1990 - August 1990**

Implementation Manger of the Community Employment Development Unit, New Zealand.

### **June 1986-January 1990**

Position: Director, Employment Division Department of Employment and Training Government of Western Australia.

Activities: Involved in the management of 120 staff, 4 branches and the implementation of over 30 specialist employment and enterprise program schemes.

**1988-1980** Short term secondment to six organisations / departments to undertake the following activities:

- Coordinator, Family and Youth Taskforce, responsible to the Social and Community Development Sub-Committee of Cabinet Law and Order Taskforce, responsible to the Minister for Police
- Consultant to develop a Youth Employment Strategy for the Government of Fiji
- Coordination of, 'Sum Fun '89' Program, responsible to Minister for the Family.
- Consultant for development of Self Employment Entrepreneurship and Informal Sector Promotion Strategy for the Government of Indonesia.
- Consultant for the Review of Youth Self-Employment in Asia for International Labour Office.

**January 1984- May 1986**

Position: Director of the Community Employment Initiatives Unit Department of Employment and Training Government of Western Australia

Activities: Involved in the management of 59 staff and responsible for implementation of a wide range of community based employment initiatives.

**June 1983- December 1983**

Position: Member of the State Employment Taskforce

**1982-1983**

Position: Lecturer and Course Co-ordinator in Career Education and Youth Work at the Western Australian College of Advanced Education.

**1980-1981**

Position: Part-time Lecturer in Youth Work, School of Social Work, Western Australian Institute of Technology and part-time Lecturer in Recreation, Nedlands College.

**1976-1981**

Position: Youth Education Officer at Applecross and Rockingham Senior High Schools.

**1974-1975**

Position: Executive Officer  
Frontier Youth Services

**1973**

Position: High School Secondary Teacher, Denmark Agricultural College

## Summary of Consultancy Project Work Since 1990

### A. Youth Development Strategy Design and Evaluation

- Author of a variety of papers and manuals on 'Developing a National Youth Policy' for the Commonwealth Youth Program (London and Lusaka).
- Facilitator of the process for the development of National Youth Policies for Botswana, Namibia, and Malawi (UNESCO Projects).
- Consultant for the Commonwealth Youth Program on National Youth Policy development in the following countries - South Africa, Maldives, Sri Lanka, Brunei, Bangladesh, Pakistan, and Singapore.
- Commonwealth Secretariat Adviser to the new Ministry of Youth and Sports, Namibia.
- Consultant for the design, development and evaluation of a Youth Employment Strategy for the Government of Fiji (AIDAB Project).
- Evaluator of youth enterprise strategies in Malaysia, Sri Lanka, Bangladesh, Thailand, The Philippines and Indonesia (ILO Projects).
- Evaluator of 'Community Youth Link Employment Program' (Lotteries Commission) and 'Youth Opportunities Program' (Youth Employment Services) in Western Australia.
- Resource Person for the Entrepreneurial Skills Development Project (Commonwealth Secretariat).
- Author of 'Youth Enterprise Matters' – 'Involving Young People in their Economic Futures' publication.
- Project Consultant to the Katutura Youth Enterprise Centre (Namibia).
- Project Consultant to Youth Business Initiative on development of Australia's first Youth Enterprise Centre.
- Resource Person to the '*Young Australian Making the Future Work Project*' (Social Justice Foundation).
- Coordinator and author of National Youth Affairs Research Scheme Study - '*Making Rural Australia Work for Young Men and Women*'.

- Consultant to UNDP and UNICEF in the Middle East – Project Manager of the National Youth Strategy and Action Plan in Bahrain, and adviser to the National Youth Policy formulation process in Jordan and Palestine.
- Researcher for the National Youth Affairs Research Scheme and author *"How to Generate Better Educational and Employment Opportunities for Rural Young People"*.
- Author of a variety of publications and manuals on youth policy and youth enterprise (refer Section E below).
- Co-author of international review of "Youth Enterprise Initiatives in South-East Asia" for the International Labour Organisation
- Organiser, keynote speaker and/or facilitator of a variety of International, State and National Youth Employment/Youth Enterprise Conferences including 5 overseas countries.
- Designer and implementor of the 'Youth at the Centre' Program in Australia and New Zealand.
- Co-founder and secretary of the International Council on National Youth Policy.
- Resource expert for the first U.N sponsored meeting of Ministers for Youth (Lisbon / Portugal).
- Founder and national coordinator of the 'C.R.E.A.T.E.' (Creating Rural Entrepreneurial Attitudes Through Education) Program, including author of the Program *'Toolbox'*.
- Facilitator for the introduction of the 'RU MAD' (Making a Difference) Program' to a range of schools across Australia and South Africa.
- Board member of Fairbridge Youth Organisation.
- Resource person to the 'MAP (Midland Action Partnerships) Program' – education for enterprise program in Midlands region of WA.
- Resource person to a series of regional youth policy workshops – Africa, Middle East, Asia.

**B. Economic Enterprise and Employment Strategy Design and Management**

- Project Consultant for the formulation of Economic Strategies for the following West Australian Regions - Peel, Wanneroo, Armadale-Gosnells, North East Metropolitan and Cape to Cape.

- Project Consultant in the formulation of economic development strategies for a wide variety of Australian communities eg. Dorrigo and Holbrook (NSW), Mansfield, Delatite, Mt Buller, Shepparton (Victoria), North West Tasmania.
- Consultant for the design and management of the 'Wanneroo Goes for Jobs' Strategy.
- Consultant for the design of the 'We Can Do It' Initiative (Eastern Province, South Africa).
- Co-ordinator and manager of the Natal-Kwazulu Job Creation and Enterprise Development (South Africa).
- Consultant for the preparation of a redundancy response strategy for Tioxide (Australia) in Burnie, Tasmania.
- Consultant for the design of the process for the establishment of an Economic Development Strategy for Western Australia (Deputy Premier's Office)
- Resource Person to the Namibia National Chamber of Commerce and Industry in terms of regional economic development strategies.
- Evaluator of Indonesian employment and enterprise promotion strategies (ILO Project).
- Consultant for the design of three major enterprise promotion strategies for the Government of Indonesia (ILO Project).
- Consultant to twenty five (35) government departments in Australia on employment and economic development policies and programs.
- Facilitator of a series of eight workshops for towns in the South East Development Region (NSW and ACT).
- Consultant for the design and implementation of the 'Streetlife Program' in Victoria.
- Consultant for the preparation of a strategy on the theme 'Women in Alternative Tourism Projects' in Indonesia (ILO Project).
- Consultant on Enterprise Driven Development for the National Economic Initiative (South Africa).
- Project consultant to the '40 Towns Project' of the National Small Business Council of South Africa.
- Project Consultant to the 'Streetlife' strategy for the City of Darebin (Victoria).
- Project Consultant to the 'Streetlife' strategy for the Shire of Southern Grampians (Victoria).

- Project Consultant for the Business Centres Project of the City of Caloundra.
- Facilitator of the Two Bishops Employment Rally and Strategy (Hunter Region).
- Facilitation of the City of Darebin Employment Strategy.
- Coordinator of national study on 'Success Factors in Outstanding Rural Enterprises', and author of the publication – *'Good Enough Never Is – Study of 20 Exceptional and Inspirational Businesses in Rural and remote Australia'*.
- First Australian Master Consultant accredited by Business Retention and Expansion International. Subsequently designed Australian program and authored resource kit – now used in 4 states. Also assisted with its implementation in South Africa and New Zealand.

### **C. Community Development Projects**

- Speaker and facilitator at over 40 workshops and conferences across Australia on 'Healthy and Sustainable' Communities.
- Coordinator of National events on 'Youth Philanthropy'.
- Member of national 'think tank' on social capital (Dept of Family and Community Services).
- Member of the Heritage Council of WA
- Member of the State and Territory Advisory Group on 'Stronger Families, Stronger Communities'
- Facilitator of a range of Asset Based Community Development and Appreciative Inquiry Projects – Imagine Kwinana (WA), Positive Kentish Futures (Tasmania), Imagine Kilburn (SA), Give me Geraldton Any day (WA), Wonderful Willagee (WA), Go Goo (WA)
- Coordinator of national series of workshops with Judy Kretzman (Ascot Based Community Development Institute, Chicago) and Bliss Browne (Imagine Chicago).
- Founding Member of Community Foundations of Australia/Asia and its Vice President.
- Project consultant to the community of Stutterheim (South Africa) since 1997.
- Consultant to the Mt Buller Management Board in designing an action plan for the conversion of Mt Buller for a 100-day a year ski resort to an all year functioning community.

- Founding member of the University of Notre Dame School of Counselling and Behavioural Science External Advisory Board.
- Project Commitment to the community of Hermanus, (South Africa).

**D. Rural Community Survival and Revival Development Projects**

- Workshop facilitator/presenter in over 600 small rural towns in Australia, New Zealand, South Africa, USA, and Namibia.
- Facilitator of community planning events in over 100 rural communities.
- Project Consultant to the Small Towns Strategy in South Africa.
- Project Consultant for the design and implementation of the '*Doing More with Agriculture*' Initiative in Western Australia.
- Project Consultant for the design and implementation of the '*Community Builders Leadership Program*' in Western Australia, South Australia, and regional areas of Queensland and Victoria.
- Project Consultant to the 'Wylie on the Move' Campaign.
- Evaluator of the Aboriginal enterprise initiatives in the South West of Western Australia.
- Co-ordinator of six rural development study tours to rural USA.
- Co-ordinator of three national conferences on the theme of 'Windows of Opportunity for Rural and Remote Australia'.
- Project Consultant to the Small Towns Project in Western NSW.
- Keynote speaker at 30 state and national conferences on rural development in Queensland, Victoria, South Australia, New South Wales, Western Australia, Nebraska (USA), Oklahoma (USA), Wales and South Africa.
- Researcher for the National Youth Affairs Research Scheme on "*How to Generate Better Educational and Employment Opportunities for Rural Young People*".
- Inaugural member of the New Industries Partnership (Agriculture Western Australia).
- Project Consultant to the Avon Arc Agricultural Tourism project.
- National keynote speaker at the Australian National Rural Summit, (2000).
- Project consultant to the services of communities in the US State of Oklahoma on 'Small Town Development'

- Project consultant of the Yalgoo Employment and Social Development Strategy.
- Facilitator of a series of rural and regional heritage projects including roadshow '*Life in the Past Lane*'.
- Ambassador for the 'Year of the Outback' (2002).
- Project Coordinator of the 'Derby Revitalisation Strategy'.
- Regular keynote speaker at national and state conferences in New Zealand, South Africa, USA, Canada and UK on rural Community and economic development.

### **E. Resource Production Experiences**

- Author of '*Ready, Set, Go*' - A Community Economic Development Resource Kit (manual and 8 videos).
- Project Consultant for the production of the video - '*Survival and Revival in Rural Communities*' (Municipal Association of Victoria and Office of Local Government).
- Author of '*Youth Enterprise Matters*' - A Guide to Involving Young People in Economic Development'.
- Co-author of '*Young People and Self Employment in Australia*'.
- Author of '*Guide for Formulating and Implementing National Youth Policies in Africa*' (Commonwealth Youth Program).
- Author of '*The Commonwealth Youth Charter*'.
- Author of resource paper on '*Youth Policy Development*' for Youth Ministers in Commonwealth countries.
- Consultant for the production of the '*Streetlife*' videos in Victoria
- Author of '*Taking the Lead - A Community Resource Kit for Local Economic Development*' (South Africa).
- Co-author of "*Formulating and Implementing National Youth Policies - A Commonwealth Handbook*".
- Designer of several resource tool kits on community economic development ('Streetlife' program, 'Doing More with Agriculture' program, Community Builders Program etc).
- Author of a variety of community and economic tools.
- Co-Producer of the IDEAS Information Service.

- Author of the *Business Retention and Expansion Program Kit* (manuals, handbooks, surveys).
- Author of *'Community Builders' Handbook*.
- Editor of *Small Town Renewal Handbook*.
- Author of *Youth Policy Formulation Manual* for United Nations.
- Author of C.R.E.A.T.E. (Creating Rural Entrepreneurial Attitudes Through Education) toolkit.
- Co-author of 'How to Generate Better Educational and employment Opportunities for rural Young People'.
- Author of *'Good Enough Never Is – the Story of 20 Inspirational and Exceptional Businesses in Rural and Remote Australia'*.

#### **F. Training/Workshop Leadership Experiences**

- Co-Creator of the Boonah Community Economic Development Institute.
- Facilitator of community planning workshops in over 100 communities in Australia, New Zealand and South Africa.
- Keynote Presenter at 35 Australian national conferences on themes associated with economic and employment development.
- Workshop Trainer at over 30 national or regional workshops in 12 countries on issues associated with employment creation and business development.
- Co-ordinator of five national conferences.
- Organiser and presenter of a week-long National Workshop in Fiji on Youth Enterprise (AIDAB Project).
- Workshop presenter on Youth Development and Enterprise in Cyprus, Greece, Maldives, Indonesia, Thailand, New Guinea, Malaysia, Sri Lanka, Namibia, USA, and the United Kingdom.
- Presenter to over 80 service clubs on issues related to employment and economic development and youth development.
- Co-ordinator of the first 'Commonwealth International Conference on Local Economic Development' in Goa, India and subsequently the first Convener of the Commonwealth Association for Local Action and Economic Development.

- Assisted with the establishment of the national Aussie Host Customer Award program.
- Co-ordinator of the Youth Enterprise Workshop Roadshow (Victoria).
- Co-ordinator of the 'Doing More With Agriculture' Roadshow in Western Australia.
- Presenter in three roadshow projects on local economic development in Southern Africa.
- Regular presenter to business groups on topics associated with business development. Eg. 'Avoiding the Bland in Marketing', 'Offering Positively Outrageous Customer Service', 'Motivating Staff'.
- Trainer of facilitators in community economic development in Victoria, NSW, Western Australia, South Australia, Queensland, Tasmania and South Africa.
- Design and implementation of the Community Builders Leadership program in the states of Western Australia and South Australia, and as a regional initiative in Mackey (Queensland) and Yarra Ranges (Victoria).
- Facilitator of strategic planning exercises for a range of community and government agencies.
- Coordinator and facilitator of Asian Workshops on 'National Youth Policy Formulation' in Goa, India.

## **Professional Skills and Interests**

### **Skills**

- Motivation
- Facilitation
- Policy and strategy design
- Public Speaking
- Asset mapping
- Opportunity identification and assessment
- Project implementation and management
- Information collection and dissemination
- Project evaluation
- Training
- Appreciative Inquiry

### **Interest Areas**

- Employment and income generation
- Enterprise promotion
- Small town economic survival and revival
- Business Retention and Expansion
- Skills of enterprise
- Local economic profiling
- Community participatory planning
- Youth development initiatives
- Youth enterprise

- National Youth Policy formulation
- Community enterprise
- Customer service
- Heritage tourism

**Referees**

- Mary Wooldridge  
Executive Officer  
Foundation for Young Australians  
Phone: 03 9670 5436
- Vicki Buck  
Former Mayor City of Christchurch  
Phone: 0011 64-3-364 9034
- Bill Angel  
Former Director  
Youth Bureau  
United Nations, New York  
Phone: 0011 431-9252513
- Trish Rushton  
Assistant Secretary (Youth and Students)  
Department of Family & Community Services  
Canberra ACT  
Phone: 02 6212 9436
- Nick Bogiatzis  
Assistant Secretary (Regional Services)  
Department of Transport and Regional Services  
Canberra ACT  
Phone: 02 6274 6288
- Heather Le Roy  
Executive Officer  
Education Foundation  
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- Mark Anderson  
CEO  
Fairbridge WA  
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- Rhonda Gallbally  
CEO  
'Our Community'  
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- Nico Ferreira  
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