

National Skills Week

- Entrepreneurial skills

CoVE

22 August - 26 August

Microsoft Teams LIVE sessions

Aligning with National Skills Week, the College of Vocational Education is bringing together industry guests covering a range of topics centred on Entrepreneurialism.

Staff and students are invited to join us for these lunchtime sessions. Hear from industry speakers from a variety of organisations and careers, and bring your questions!





— Monday 22 August

Seeking finance or venture capital (12pm - 1pm)

Eve John, Andrew Mastromanno, Adam Kinnest

— Tuesday 23 August

Using data to test your ideas and find your place in the market (12pm - 1pm)

Luca Cella, Aimee Gonzalez, Iolanthe Gabriele

— Wednesday 24 August

Building a digital brand (12pm - 1pm)

Petra Zink

— Thursday 25 August

Working within your ethics and values (12pm - 1pm)

Commissioner Sue-Anne Hunter, Sally Bateman, Heera Ananda

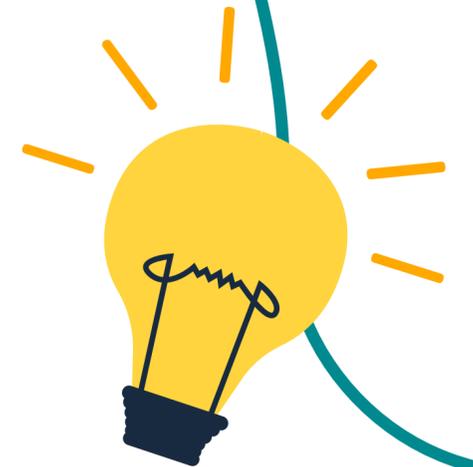
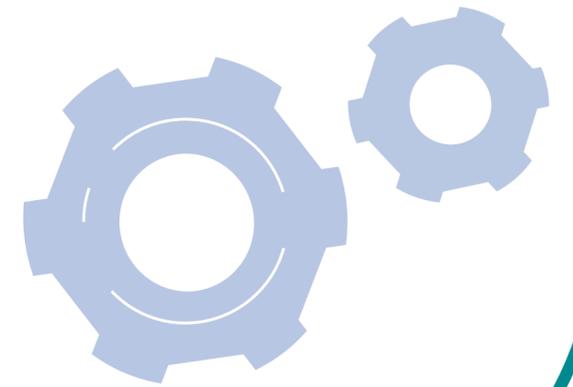
— Friday 23 August

Leveraging your network through collaboration and co-design (12pm - 1pm)

Steph Clarke

Real communication (1pm - 1:30pm)

Gabrielle Dolan





— Eve John

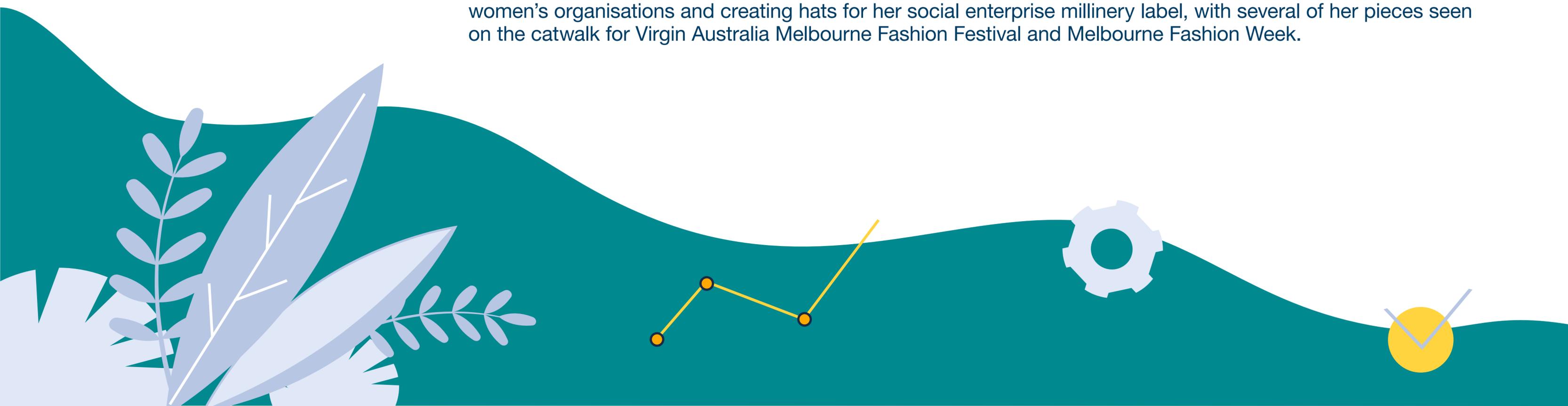
Since 2013, Eve John has been the marketing strategist and copywriter behind the curtains of some of Australia's and the world's most successful and influential, brands, products, and entrepreneurs.

Known as the 'Half-A-Billion-Dollar-Woman' her words have sold over \$500 million of products and services in a variety of industries including construction, health & fitness, professional coaching, the workshop/seminar business and entrepreneurial services for clients including Telstra, Swisse, Commonwealth Bank Australia and Fitness First.

Eve is also a 3 x Best Selling Author, has shared the stage with celebrities and business powerhouses like Arnold Schwarzenegger, Michelle Bridges, and Mark Bouris. She has been seen in over 52 media outlets, TV, radio, podcasts and in print.

Her systems and frameworks are built around creating powerful marketing strategies that educate and entertain your potential clients, positioning you as the go-to expert in your industry.

When not #wordnerding, Eve is the chairwoman of several Bendigo Community Banks, teaching for not-for-profit women's organisations and creating hats for her social enterprise millinery label, with several of her pieces seen on the catwalk for Virgin Australia Melbourne Fashion Festival and Melbourne Fashion Week.





— Andrew Mastromanno

Andrew Mastromanno is the founder and CEO of BBA Mastro & Ship2Anywhere – a global marketplace of shipping solutions. He has held various senior leadership roles in the logistics and shipping technology industry. Over the past several years Andrew has successfully scaled his high-growth technology venture across multiple international markets including UK, USA, Australia and joined forces with some of the largest retail, warehousing and shipping companies globally.



— Adam Kinneest

Adam Kinneest is the Associate Director for CEDA, based in Perth, leading the national member and government engagement strategy. Adam has over 15 years of experience in various leadership roles, serving on different advisory groups and boards in Australia and the ASEAN region in Access and Inclusion, Health Technology, Education, and business and innovation commercialisation.

Adam has a Master of Business Administration from Murdoch University. He is currently completing his Doctorate at the University of Notre Dame in Western Australia in the area of entrepreneurs living with disabilities, focusing on creating equal educational opportunities for those looking to start their businesses or develop new employability skills.

Adam has worked with governments and innovation hubs across the region with a keen interest in the innovation start-up sector. He has competed on a global stage, winning the Murdoch University Global Entrepreneur competition in 2017 and being a national finalist in 2018 for Pitch@Palace.



— Luca Cella

Luca Cella's cultural background is quintessentially diverse. A proud dual Italian-Australian citizen who migrated Down Under in the mid-2000s, married to a Filipina, Luca has worked in international marketing and sales for more than 15 years, and has travelled extensively across South and South-East Asia, North America, the Middle East, and Europe. After holding senior future student recruitment and business development roles at RMIT, Deakin, and the University of Queensland, Luca shifted to the wondrous world of EdTech in March 2021. The move was both career-driven and pandemic-induced.

Luca is passionate about technologies that enable better interactions between student cohorts and loves solutions that enhance human capabilities rather than replacing them. At The Ambassador Platform, a platform that connects prospective students with university ambassadors, he's responsible for leading and coordinating all operations in the Asia-Pacific.



— Aimee Gonzalez-Cameron

Aimee Gonzalez-Cameron is a web developer turned UX practitioner with ten years' experience across academia, government, healthcare, and start-ups, as well as running her own business. She was formerly at Uber and on the teaching team for UX Engineering at Harvard. She also created the concept of “designing like a teacher.”





Iolanthe Gabriele

Iolanthe Gabriele is the Director of Melbourne-based social media agency Ruby Assembly. A senior communications strategist and business mentor, Iolanthe views female business ownership as an essentially empowering feminist act.

A vibrant business is the vehicle which supports entrepreneurs to live life on their own terms. As the Director of Melbourne's social media agency Ruby Assembly, Iolanthe knows the freedom, self-determination and extraordinary personal development that results from going off grid and owning a business.

Iolanthe is the author of 100 Days of Brave, a prolific business writer and podcaster (Sell Less, Mean More). Her great loves include Eurovision, oracle cards, coworking spaces and fabulous clothing.

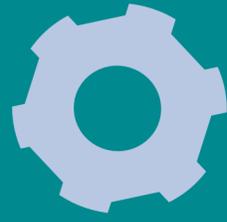


Petra Zink

Petra Zink is a certified Personal Brand & Digital Strategist, official Forbes Coaches Council Member, international speaker, educator at universities + podcast host.

The founder and CEO of impaCCcT and The360Talent.Co, Petra's mission is to help talented professionals get their message heard through her coaching and consulting programs, keynotes, her podcast and her recently published book, 'Trusted Authority: From Technical Expert to Trusted Authority: Go from Unknown to Known'.





— Commissioner Sue-Anne Hunter

Ms Sue-Anne Hunter is a Wurundjeri and Ngurai illum Wurrung woman and is Deputy Chair and Commissioner for the Yoo-rrook Justice Commission.

Ms Hunter was the National Sector Development Manager for SNAICC – National Voice for our Children. As Deputy Chair of SNAICC between 2013 and 2016, Ms Hunter spoke on the Royal Commission into Institutional Sexual Abuse of Children in Care and sat on the working group for the National Framework for Protecting Australia's Children.

Ms Hunter is a trained social worker and has worked in the Aboriginal children and family welfare field for over 18 years. She previously had oversight of all the cultural clinical healing services at the Victorian Aboriginal Child Care Agency. Ms Hunter also was Co-Chair of the 'Family matters' campaign to end the over-representation of Aboriginal children in out-of-home care.





Sally Bateman

Sally Bateman was appointed the Chief Executive Officer of Make-A-Wish Australia in 2018. Make-A-Wish is one of the country's most inspirational charities for children. As CEO, Sally is responsible for overseeing the creative wish program for over 850 critically ill children and their families, and leading strategy and performance for more than 1000 volunteers and 70 employees. In 2018 and 2019 Make A Wish was named one of the most reputable charities in Australia and in 2022 You Gov named Make-A-Wish one of the top 10 most considered charities amongst Australians.

Prior to Make-A-Wish, Sally was Penguin Random House's inaugural Asia Pacific Director of Digital, Marketing & Publicity following the global merger of Penguin and Random House. This followed a 17-year career with Penguin Australia.

An RMIT alumna (B.A. Public Relations), Sally also holds a Graduate Diploma of Psychology and a Bachelor of Arts in Public Relations, and is a Graduate of the Australian Institute of Company Directors.



Heera Ananda

Heera Ananda is an award-winning designer, educator and communications strategist working with founders to build transformational businesses.

Heera founded brand design consultancy, Brand Tomorrow, which she was director of for two decades. Her client list included Bed, Bath N' Table, Allen & Unwin, Pacific Brands amongst others. In 2015 she graduated with a research degree in Communication Design from RMIT.

Heera believes great branding should be available to everyone committed to transforming their customer's lives.





— Steph Clarke

Steph Clarke helps businesses reimagine their learning & development, and teams have hard conversations. She's the host of Steph's Business Bookshelf podcast, where each week she shares the three big ideas from the best non-fiction books in 15 minutes or less. Originally from the UK, she's lived on Wurundjeri country since 2014, loves live music, and has recently been trying her hand at ceramics and improv.



— Gabrielle Dolan

Gabrielle Dolan is considered a global expert in business storytelling and real communication. She is a highly sought after keynote speaker and best selling author of seven books.

Her client list is extensive including the likes of Visa, Amazon, EY, Uber, Accenture, Telstra, Australia Post and the Obama Foundation. The professional highlight of her career so far is meeting Barack Obama while delivering storytelling training for the Obama Foundation.

Gabrielle is the founder of Jargon Free Fridays and her dedication to the industry was recognised when she was awarded Communicator of the Year for 2020 by International Association of Business Communicators.



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