



2023 Director Nominations

Thank you to all our members who have nominated for our vacant Directors positions on the Geelong Chamber of Commerce Board.

We have three current and dedicated Directors standing for re-election plus additional nominees. It's a privilege to have had such an incredible response and the Board feels this willingness to contribute will strengthen the position of the Chamber in years to come.

All nominations are included below with five Directors to be elected at the November AGM and adjudicated by a third party.

The AGM is a face-to-face event only. Only members who are present at the AGM will be able to vote and each member organisation is only entitled to have one voting representative.

Elected Directors are appointed for an initial two-year term with the option of reappointment.

We thank our nominees for their interest in joining the Board and look forward to sharing the outcomes with our wider business community following the AGM.

Summary of nominations:

1. Cathryn Walley – LBW Business & Wealth Advisors (standing for re-election)
2. Karl Morris – Goop Digital (standing for re-election)
3. Renee Jovic – Zenith Business Advisory (standing for re-election)
4. Jacqui Edge – Envisage HR Solutions
5. Jeanette Farren – Lighthouse for Business
6. Julie Hunter – Huntercorp Investments
7. Justine Frost – DeakinTALENT
8. Lauren Hogan – Fruition Recruitment
9. Luke Outerbridge – Proxy Design & AMDA Foundation
10. Maree Herath – Havest HR
11. Raechel Gleeson – Lifeline Geelong

Cathryn Walley - Accountant & Business Principal, LBW Business + Wealth Advisors

Current Board member. First elected November 2021.

My vision for Geelong Chamber of Commerce is to support and grow Geelong so that our community thrives, creating amazing opportunities for our businesses, community and our families.

Geelong Chamber of Commerce provides opportunities for our business leaders to strengthen their networks and influence all while providing support for their business advocacy, skills training and workplace requirements.

Cathryn Walley is Associate Principal LBW Business + Wealth Advisors.

Our Geelong accounting firm is one of Geelong's largest, locally owned public accounting practices, delivering insightful financial partnerships for more than 30 years.

My passion is working with business owners and investors and helping them towards their retirement goals. I love solving problems with clients and seeing the huge impact of successful strategies on their wealth and lifestyle.

Karl Morris - Managing Director, Goop Digital

Current Board member. First elected November 2021.

Karl Morris ingrained in the online industry since the early 2000s, has been a driving force in revolutionising digital marketing for small businesses in regional Australia. As the landscape evolved, Karl foresaw the decline of traditional avenues like Yellow Pages and steered his focus towards digital solutions. His company, GOOP, has garnered over 600 small business clients, becoming a significant player in the digital marketing sphere. Karl's expertise extends to delivering insightful presentations on topics like website development and social media utilisation for small businesses. Specializing in website optimisation, social media, and Google Places optimization, he also boasts a 12-year tenure in online media, preceded by 3 years at Zenith Media in media planning and buying. His keynotes often highlight the importance of digital strategy in today's business world.

Karl envisions his role on the board of the Geelong Chamber of Commerce as a catalyst for transformation and modernisation in the Geelong business community. He aims to harness his extensive experience in digital marketing and his deep understanding of small business dynamics to foster a digitally savvy, innovative, and economically vibrant Geelong. By continuing as a board member, Karl seeks to drive initiatives that empower local businesses to thrive in the digital era, ensuring they are equipped with the tools and knowledge to capitalise on online opportunities.

Renee Jovic - Accountant & Business Advisor, Zenith Business Advisory

Current board Member. First elected November 2021

I am standing for re-election on the Geelong Chamber of Commerce board with complete confidence that we are heading into an exciting time of growth, collaboration, support and connection for our members, Greater Geelong community and the organisation.

With my background in Accounting and Business Advisory, having run a business in Geelong since 2004, as well as having been involved in not-for-profit board, local sporting, and business organisations, I am well placed to contribute to the Chamber from several different viewpoints.

I still maintain my vision of being an organisation that supports our members and partners. Providing them with tools, training and diversified services that strengthen the relationship of those involved in the Chamber. As we move forward, I believe the Chamber and all its key stakeholders have a period of dynamic growth ahead, and the need for us to support member businesses and our partners, of all sizes, is what will establish us as the most successful Chamber in Australia.

We provide our members with more than networking, we provide them with relationships, education, support, promotion, and the opportunity to diversify and partner with other members and organisations to create opportunities. It is an exciting time in the Chamber with our new dynamic CEO and team, and I am honoured to have the opportunity to be part of this journey.

Jacqui Edge - HR Consulting, Envisage HR Solutions

Director of Envisage HR Solutions servicing SME's across Geelong, Jacqui has worked across the corporate landscape in private, publicly listed and large mutual organisations. Jacqui has also been a small business owner in a highly competitive and regulated market. Active in Trader Associations and currently on the board of the Collingwood Children's Farm, she intrinsically understands organisational needs, concerns, and wants of business leaders from engagement, operations and governance – and brings a big-picture strategic vision to your table.

The Geelong Chamber of Commerce is well positioned for strategic reinvigoration that will retain the

existing membership group and attract a new membership demographic who are the next generation of contemporary business owners in our region. 2024 could mark the year the Chamber review its membership proposition. With a focus on member engagement through valued programs and experiential opportunities the Chamber could nurture a more active and dynamic culture that oozes member value. With a more highly engaged membership body attracting intergenerational and cultural diversity, the Chamber will continue to drive business growth, reduce business barriers and advance Geelong's future.

Jeanette Farren – Director, Lighthouse for Business

As a passionate small business owner, I look forward to a Directorship with The Geelong Chamber of Commerce as a realistic and experienced 'voice' for Geelong's rapidly expanding business community. It's crucially important for business owners to feel supported and advocated for and most importantly to be able to easily access information and assistance by a reputable organisation who is a leader in driving economic growth for its region.

Research and education are at the frontline of building a best practice business model inclusive of its people, operations and business values. As a supporter of the Bcorp accreditation program, academic research transference into business practices and an ethical business model with a high level vision, my advice and contributions to the Board will be drawn from extensive experience in start-ups, systemisation, franchise modelling, finance, high level business leadership practices and research.

I look forward to contributing to the Geelong Chamber of Commerce and my local business community.

Julie Hunter - Chief Financial Officer, Huntercorp Investments

Julie Hunter is a seasoned finance professional recognised for her strategic leadership and unwavering community dedication. With over two decades of experience, she currently serves as the CFO and Business Owner at Huntercorp Investments Pty Ltd, excelling in providing competitive finance solutions for both business and government asset needs. Previously, she played a crucial role as a joint business owner of SC Technology Group, earning prestigious accolades like the Geelong Business Excellence Awards. Julie's notable achievements include developing critical financial systems, cultivating a loyal team culture, and contributing to SC Technology Group's financial success.

During her tenure as a Business Development Officer at Deakin University, she significantly increased external research income by coordinating externally funded projects and identifying strategic opportunities. Julie holds a Diploma of Finance and Mortgage Brokering, a Bachelor of Commerce, and actively contributes to various community initiatives. This includes over seven years as a Board Director and Treasurer for the Committee for Geelong, three years as an Advisory Member of the Victorian Chamber of Commerce and Industry, Geelong Business Council, and ongoing participation as a professional business mentor at Business in Heels. Her dedication exemplifies a commitment to excellence and leadership within the Geelong business community.

Chamber of Commerce Vision for the Future:

In envisioning the future, I see collaboration as the cornerstone of success. As a member of the Geelong Chamber of Commerce, I am committed to leading and fostering meaningful connections and partnerships with businesses. Embracing innovation is our goal, cultivating an ecosystem that nurtures the exchange of ideas, resources, and best practices, propelling businesses toward heightened competitiveness.

In terms of Strategic Advocacy, my vision involves passionately advocating for the interests of all businesses in Geelong. Through tireless engagement with local and regional authorities, we will shape policies that foster a supportive business environment, ensuring that businesses are recognized as vital contributors to economic growth.

Justine Frost - Head of Talent Development & Employer Services, DeakinTALENT, Deakin University

Justine has more than 15 years' experience working across the consulting, banking, and higher education sectors in London, Melbourne, and Geelong. For the last 10 years she has lived in Geelong and is currently working at Deakin University as the Head of Talent Development and Employer Services. Justine's time at Deakin has provided her with many opportunities to work closely with the Geelong business community, specifically supporting organisations of all sizes to recruit outstanding young talent.

Justine has worked passionately to promote the incredible lifestyle and job opportunities available for young people in Geelong by encouraging students studying at other Deakin campuses to consider living and working in our region.

I see my role on the Board as two-fold; to support the Chamber with developing and enhancing their strategy to encourage young people, both across Victoria and more broadly, to stay in, and/or migrate to, our region; as well as advising local businesses on strategies to attract the emerging talent they need to continue to evolve and thrive.

Lauren Hogan – Director, Fruition Recruitment

I'm Lauren Hogan — a Geelong local, business owner, SHC alumni, former Deakin student and proud Chamber member since 2004. Grounded in hands-on, practiced-based experience and complemented by professional studies, certifications and accreditations across business, HR and change management, I'm member of a number of associations and local business groups, have previous board experience and am a graduate of the AICD.

Passionate about Geelong, I'm committed to leading and influencing objectives to increase local talent, jobs and economic growth and have a strong track record of shaping strategic imperatives and delivering creative, valued and insightful contributions to encourage positive change. By virtue of partnering with a wide range of local employers, and continuous placement of employees over a number of years and roles, I have a deep industry knowledge related to our community, corporate culture and employer challenges, from start ups and SMEs to larger companies, national and international organisations. Because of this, I stand for all Chamber members. My Chamber vision is for 'more in 2024' – more representation, more member value, more advocacy, more championing, more collaboration, more resources and more prosperity for our great region

Luke Outerbridge - Creative Marketing Services, Proxy Design & AMDA Foundation

As I am reaching my maximum term on the Geelong Young Professionals committee, I have thoroughly enjoyed my experience in strategically helping the Geelong business community by organising networking opportunities and I believe my knowledge and experience would be a valuable asset to the future of the Geelong Chamber of Commerce. I also believe my position would be a great representation for Sole Traders and professionals who feel as though they're "too old" for the Geelong Young Professionals yet think they're "not quite ready" for the Geelong Chamber of Commerce.

Since moving to Geelong in 2007 at the age of 19 and trying to support the start-up of my own business Proxy Design, I cannot advocate business relationships and networking opportunities enough as that is where the majority of my business has originated. From this, I was able to turn Proxy Design into my sole income in 2013.

Maree Herath – Director, Harvest Talent & People Solutions

Maree, a seasoned professional with 30 years in recruitment and HR services, is the Director of Harvest, a boutique HR firm. Honoured as Geelong Business Leader of the Year 2022, Maree actively contributes to organisations including G21, Committee for Geelong, and Barwon Community Legal Services.

Maree's seven-year committee involvement with the Geelong Business Club, and in her role as President, reflects her commitment to an inclusive and collaborative business community.

Maree, a Geelong Chamber of Commerce Silver Partner and Australian Human Resource Institute (AHRI) member, is an avid supporter of Chamber's role as a connection point for business in Geelong, promoting growth and celebrating success. Maree believes she could add significant value from a business (member) lens, combined with her oversight of a business membership body and people management skills to champion the Chamber Vision forward, ensuring the Chamber's success as well as that of the Geelong business community.

Raechel Gleeson – Corporate & Community Partnerships, Lifeline

I have more than 13 years in the profit-for-purpose and social impact sectors including roles in governance, membership, philanthropy, volunteer management, events, and corporate engagement.

I hold a Masters Degree in Social Investment and Philanthropy (2020) and have completed various supplementary courses in business management and leadership.

I am a past Director of the Australian Lions Childhood Cancer Research Foundation, helping to fund genome research into childhood brain cancers. I hold a Lions' Certified Practitioner accreditation which has seen me facilitate residential leadership development courses across Australia and New Zealand.

I envision the future of the Geelong Chamber of Commerce as one which strives to support its members by embracing innovation, exploring bespoke and practical resources, and continuing to be a vibrant and inclusive business community. The future is one of collaboration and growth, and this is a pathway to a stronger Chamber and a stronger business community.