



AUSTRALIA
ARAB CHAMBER
OF COMMERCE
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غرفة التجارة والصناعة
الاسترالية - العربية

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Australian Arab Businesswomen's Forum Wednesday 6 June, 2012

VIPs

HE Rima Ahmeed Alaadeen, Jordanian Ambassador to Australia and New Zealand
Justine Elliott, Australian Government, Parliamentary Secretary for Trade
H.E. Ms. Reem Badran, Member at the Jordanian Parliament and Second Vice
Chairman of the Chamber.

Welcome 1.50pm-2.00pm

Jaqui Lane, MC and Convenor of the Australian Arab Businesswomen's Network

Keynote speaker 2.00pm-2.40pm Conscious Capitalism
Linda Dunkel, Chairman Emeritus, Interaction Associates

1. Leadership, Education and Mentoring 2.45-3.30pm

Marie Persson, Member of Skills Australia
Yasmina Azhari, Partner/vice president of Trade Coordination Office, Syria
Dr Leanne Piggott, Director, Business Programs Unit, University of Sydney
Business School

3.30-3.345pm Presentation H.E. Ms. Reem Badran, Member at the Jordanian
Parliament and Second Vice Chairman of the Chamber. Arab women breaking
the cement ceiling.

2. Crossing Cultures 3.50pm-4.30pm

Fiona Hill, Owner/Manager, Almanar Consultancy
Catherine Norton, Director, Norton Consulting Group

3. Supporting Women's Empowerment 4.35pm-5.15pm

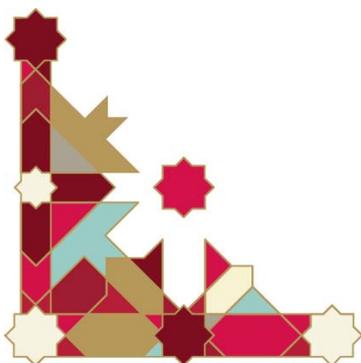
Libby Lloyd, AM. Chair, Violence Against Women Advisory Group, Australian
Government
Elizabeth Broderick, Sex Discrimination Commissioner
Mahboba Rawi, Founder, Mahboba's Promise



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Brief Biogs

Convenor Jaqui Lane

Founder, Global Stories a specialist publishing and storytelling company and a corporate publisher for over 20 years. As a publisher Jaqui has created a range of books on Australia and its major trading partners including Saudi Arabia, the UAE, Indonesia, China and Japan and more recently a book to celebrate the 100th anniversary of International Women's Day titled *The Power of 100. One Hundred Women who have shaped Australia.*

Jaqui is the author of a book on Australian entrepreneurship, *Champions of Enterprise, Entrepreneurship in Australia from 1788-1991*, a Member of NSW Committee, Arab Australian Chamber of Commerce and Industry, Convenor of the Australian Arab Businesswomen's Network, Council Member-The Women's College within the University of Sydney, member of international business women's organization Women Chiefs of Enterprises International and Chairman of The Footpath Library a not-for-profit organisation that provides books at no cost to homeless and needy people across Australia.

Keynote speaker Linda Dunkel

Linda has 30 years' in the business of change management consulting and senior leadership in both Fortune 100 as well as start-up firms. She has served formerly as Chair of the Board of Interaction Associates and was President and CEO for eight years. Today, she consults to board and senior management teams on a global basis. She serves as Chair of the Board of the World Centers of Compassion for Children International (WCCCI), founded by Nobel Laureate Betty Williams, which focuses on the plight of refugee children worldwide. She is also a board member of the Interaction Institute for Social Change and the Bali Institute.

She is a frequent speaker on leadership topics at conferences worldwide, including the CLO Symposia and The Conference Board's Leadership Development Conference. Linda is a recipient of the 2007 Best Bosses Award from Winning Workplaces.

Panel 1

Marie Persson

Marie Persson has broad experience in government policy, education and training reform, organisational development and leadership and management. She has advised Australian State and Federal governments on national and international issues and has participated in a range of delegations including to China, India, Canada, South America and Germany.

Marie has held senior executive positions in the Australian public sector at state and national levels for over 20 years. From 2005 to 2010 Marie was the head of



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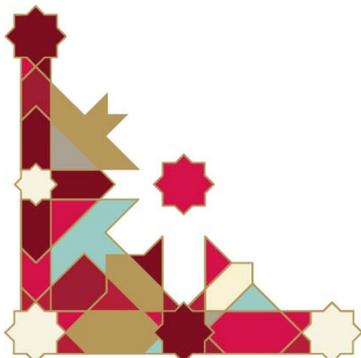
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NSW TAFE and Community Education, the largest public sector education and training provider in Australia. During this time she led a major reform of the organisation's strategic direction and structure: TAFE in the 21st Century.



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Marie has been a member of the Federal government's Board of Skills Australia since its inception in 2008. Marie is the recipient of several awards recognising her skills and contributions including the NSW Telstra Business Woman of the Year (2003), the Australian Telstra Community and Government Award (2003) and the International Literacy Year medal (1990). As a Board member and reviewer, she has brought her policy and leadership skills to the NSW Board of Studies, the YWCA, the NSW TAFE Commission, the University of Melbourne LH Martin Institute of Leadership and Management in Higher Education, as well as the Australian Government's Expert panel on Australian Apprenticeships.



Yasmina Azhari

Yasmina Azhari is partner/vice president of Trade Coordination Office (TCO), a shipping agency which represents Maersk Shipping in Syria. She is a dynamic businesswoman, and in addition to her high powered logistical role, she is founder, owner and general manager of the mall management corporation, Mira Trading and owner of import, export and general trading group, Al Yam. Azhari is also the administrative board member at the Syrian Chinese business council and the Syrian Dutch business council. Yasmina has been decorated by Her Majesty the Queen of The Netherlands as a Knight.

Mrs. Azhari is an exceptional businesswoman in many respects. In addition to excelling in her business, she has been a board member and advisor for many organisations, selected twice by Forbes as one of the 50 most powerful Arab Business Women and twice chosen among the most 100 powerful women in the Arab World by *Arabian Business* magazine, nominated as the best entrepreneur of the year 2011 by Ernest Young: Country winner for Syria.

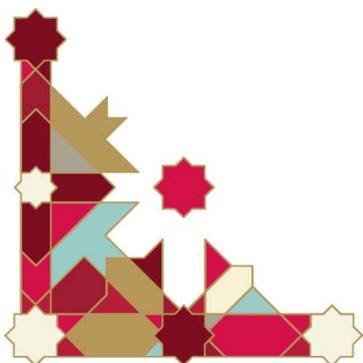
She founded Mawared, an NGO to support female ventures; a committee to protect "Slounfeh and Kassab" forests and was elected president of Bashaer Al Nour, an NGO that cares for individuals with autism and down syndrome.

Elizabeth Broderick

Elizabeth Broderick was appointed Sex Discrimination Commissioner in September 2007 for a five year term. She was also the Commissioner responsible for Age Discrimination from September 2007 until July 2011.

Lawyer and businesswoman, Elizabeth was the 2001-02 Telstra NSW Business Woman of the Year and Australian Corporate Business Woman of the Year.

Prior to her appointment as Sex Discrimination Commissioner and Commissioner responsible for Age Discrimination, Elizabeth was a partner at Blake Dawson and developed the firm's business case for flexibility in the workplace. Her efforts



contributed to creating a workplace where more than 20 percent of the law firm's workforce now uses flexible work arrangements.



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Panel 2 **Fiona Hill**

Fiona Hill, Owner of Almanar Consultancy, is an Arabic speaking anthropologist with 25 years experience across a range of commercial and cultural projects in the Middle East and North Africa (MENA). She provides clients with cultural context for their business decisions and with up-skilling of their personnel through briefings, chaperoned introductions in Arab countries, and complete 'boutique' itineraries for Arab country visits.

Fiona's work also focuses on the special needs of women and on female professional and personal development. She arranges and leads Australian women missions and tours to Arab countries in which participants meet professional counterparts, government, business, community, and arts leaders, and experience the unique sites and cultural aspects of each country. Fiona has led Australian women-only visits to Syria (2006, 2010, & 2011), the Kingdom of Saudi Arabia (2007), Kuwait (2008), the UAE (2012), and Oman (2012), and will lead a women-only tour of Morocco in October 2012.



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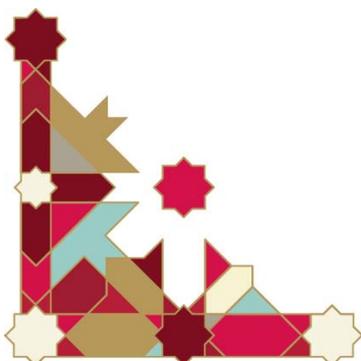
Catherine Norton

Dr Catherine Norton has a PhD in interpersonal communication from Purdue University in the United States. Her areas of expertise include leadership, communication, teamwork, organisational change; organisational structure and culture; benchmarking; leadership development; team accountability; team coaching and development; innovative communication strategies; strategic development and renewal.

Catherine has worked with more than 300 organizations across the world, including multinational companies such as Federal Express, BHP Billiton and IBM. She has implemented change management programs in a variety of government agencies and communities, including among indigenous groups in Australia. She has also worked with over 100 professional associations in team development, and has developed programs that help leaders successfully guide their teams through organizational culture change.

In addition, she has created and delivered workshops that help women be successful in life and the workplace throughout the Middle East and North Africa.

Catherine is author of the book, *Life Metaphors: Stories of Ordinary Survival*, which explores the relationship between the stories and metaphors people tell themselves and the influence that has on their lives.



Panel 3

Libby Lloyd, AM

Libby Lloyd was Chair of the Australian Commonwealth's Violence against Women Advisory Group (VAWAG) (2009-2011) and also served as the Chair of the former National Council to Reduce Violence against Women and their Children (2008-09) which delivered *Time for Action – the National Council's Plan to Reduce violence against Women and their Children* to former Prime Minister Rudd. This report formed the basis of Australia's *National Plan to Reduce Violence against Women and their Children 2010-2022*, agreed on by all Australian governments through COAG in February 2011.

Libby is also a member of the Council for Australian Arab Relations (CAAR) and the Ministerial Advisory Council for Asylum Seekers and Detention (MACASD). She is Patron of the Indigo Foundation which supports grassroots community development internationally. Libby is a past President of UNIFEM in Australia and is a founding and continuing Board Member of the White Ribbon Foundation.

Libby previously worked as professional staff for a range of UN agencies in various countries including with UNHCR in Indonesia and Iraq during the mass movements of people from Vietnam to SE Asia and from Iraq and Kuwait during the Gulf Crisis. She has also worked in the Australian Public Service and in the private sector and has been director of a number of community-based organisations in Australia.

Dr Leanne Piggott

Dr Leanne Piggott is a graduate of the University of Oxford and the University of Sydney. She is the Director of the Business programs Unit at The University of Sydney Business School where she teaches political risk management and related topics on the global business environment.

Leanne's research interests focus on Middle East security. She is the author of the book, *The Arab-Israeli Conflict: A Timeless Struggle*. Leanne's research interests also include energy security, in particular, oil market fundamentals and the role that the geopolitics of the Middle East contribute to the supply side of the global market. Her other publications include *The Evolving Terrorist Threat to Southeast Asia: A Net Assessment*, a jointly authored book published by the RAND Corporation.

Leanne is a member of the Editorial Advisory Board of the Australian Department of Foreign Affairs and Trade. She is currently co-writing the official government history of Australia's relations with the Middle East.



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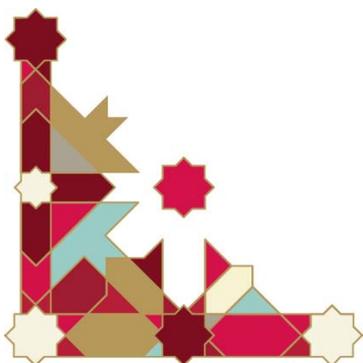
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Mahboba Rawi

Mahboba's Promise is an Australian non-profit voluntary organisation dedicated to the women and children of Afghanistan. Mahboba's Promise was founded by Mahboba Rawi, herself a refugee from Afghanistan, now an Australian citizen.

As a school girl, Mahboba's life changed forever when the Russians invaded Afghanistan. In 1984 she was forced to flee Kabul after leading a student demonstration and she walked for ten days over the Kyber Pass to escape the threat of imprisonment.

Mahboba lived for two years in a Pakistan refugee camp.

As a teenager she married and moved to Australia and settled into the Australian way of life. Further tragedy touched her life in 1992 when she lost her son in a drowning accident at Kiama's blowhole on the NSW coast.

Despite personal hardship, Mahboba began to successfully raise money and awareness among the Australian community for the plight of widows and orphans in Afghanistan.



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