

## DIRECTOR RESUMÉ

**Name:** Geoff Barbaro

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## My Value to Boards

I add value to Boards looking for informed and innovative decision-making:

- People, vision, mission and values focused
- Strategy development using multiple approaches
- Broad environmental awareness and analysis skills
- Understanding of governance and Board reporting
- Understanding of culture, structures, adaptability and flexibility
- Understanding of gaining the benefits of Diversity
- Expert-level communication and marketing skills
- Risk management and legal experience
- Understanding of financial strategy and reporting
- Experience in government and organisations of all types and sizes

## MEMBERSHIPS & QUALIFICATIONS

- ✓ Graduate Member, Australian Institute of Company Directors (GAICD)
  - Graduate, International Company Directors Course
- ✓ MA in Communication Management, University of Technology Sydney
- ✓ Graduate Certificate eLearning, University of New England (awaiting conferral)
- ✓ Graduate Diploma of Legal Practice, SA University
- ✓ Bachelor of Laws, Adelaide University
- ✓ Fellow, Australian Institute of Management (FAIM)
- ✓ Member, International Association of Business Communicators

## DIRECTORSHIPS

- ✓ Director, Sunny Green Investments (Labuan) Ltd: 2015 – current
- ✓ Director, Selamat Persaraan Pty Ltd: 2014 – current
- ✓ Director, Corporate Growing Pains: 2010-2011
- ✓ Director, Yarraville Club: 2007 – 2008
- ✓ Director, Public Relations Institute of Australia (Victoria): 1998 – 2001 and 2004 – 2005
  - Chair, Membership Committee 1999 - 2001
- ✓ Commissioner, Northern Territory Legal Aid Commission: 1990 – 1993
- ✓ Secretary, Criminal Law Association NT: 1987 – 1993
- ✓ Executive Member, Australia & New Zealand Criminal Law Association: 1987 – 1992
- ✓ Director, Salisbury Engineering Pty Ltd: 1984 – 1987

## POSITIONS

### **Australasian College of Physical Scientists and Engineers in Medicine (ACPSEM)**

General Manager (CEO equivalent)  
December 2011 – May 2017

### **Corporate Growing Pains**

Director & Senior Consultant  
February 2010 – December 2011

### **Delaware North Companies International**

Strategic Communications Manager  
May 2007 - January 2010

### **Adelaide City Council**

Senior Strategic Communications Adviser  
October 2005 - January 2007

### **RMIT University**

Program Manager, Undergraduate PR Programs  
January 2002 - September 2005

### **Deakin University**

Lecturer (Public Relations)  
January 2001 – December 2001

### **Melbourne City Council**

Media Adviser  
December 1998 - December 2000

### **Department of Natural Resources and Environment**

Communications Coordinator  
September 1997 - November 1998

### **Yarra City Council**

Communications Officer  
December 1995 - September 1997

## LEGAL CAREER

Jan 1995 – Sep 1995

Mental Health Legal Service      Principal Legal Officer

Jan 1994 – Jan 1995

Federation of Community  
Legal Centres (Vic)      Media and Community Liaison Officer

Sep 1991 – Nov 1993

Self Employed      Independent Barrister (NT)

June 1989 – Sep 1991

Elston & Gilchrist (NT)      Solicitor

May 1988 – June 1989

Royal Commission into

Aboriginal Deaths in Custody      Instructing Solicitor (Manager) NT  
Jan 1986 – May 1988  
Australian Legal Aid Office      Legal Officer (Senior from July 1986)  
Jan 1985 – Dec 1985  
PN Waye & Associates      Solicitor

## Presentations and Publications

### Publications

- ✓ *Planning for the Best: The Tripartite National Strategic Plan for Radiation Oncology (Australia) 2012-2022*, [www.radiationoncology.com.au](http://www.radiationoncology.com.au)
- ✓ *The Leader's Beacon: The 55-minute Guide to Leadership Communication*, 2011, Verb Publishing (UK), ISBN 978-0-95646-726-3
- ✓ *Defining Realities: why community consultation needs to start with the problem, not the solution*, 2006, Vol 10 P 44, Journal of Communication Management (Peer-reviewed)

### Recent Presentations

- ✓ *We've communicated change, it's time to change communication – the Leadership Communication Framework*, AuSAE Conference & Exhibition, May 2016, Canberra
- ✓ *The Association CEO and Leadership, Panel Discussion*, Associations Forum National Conference, July 2014, Canberra
- ✓ *Leadership Communication: A different approach to our communication challenges*, Associations Forum CEO Lunch (NSW), March 2013 Sydney
- ✓ *Creative Practice Management*, National Seminar Series, Australian Institute of Architects, May – June 2011 (Australian capital cities and regional centres)
- ✓ *Architects, Business and Communication: building relationships for sustainable success*, Australian Institute of Architects SA Chapter, February 2011 Adelaide
- ✓ *Strategy Thinking & Planning: How to get your boss behind you and take your team with you*, CPA Australia Congress, November 2011 Adelaide
- ✓ *Remaining true to your values in a questioning world*, Interactive session, Clever Communications Conference for Ark Group, August 2011 Melbourne
- ✓ *Helping your CEO be the best they can be: The role of communication*, IABC Malaysia Chapter, June 2010 Kuala Lumpur
- ✓ *Using the Corporate Business Plan to Redefine Communications Strategies*, Ark Communications Conference, July 2009 Melbourne
- ✓ *Community Engagement Projects: Building Trust for Positive Outcomes*, Community Engagement Conference, April 2007 Adelaide
- ✓ *The role of Communications in the Current World Environment*, International Association of Business Communicators (IABC) International Conference, June 2006 Vancouver
- ✓ *The role of Communications in the Current World Environment*, Presentation, IABC Leadership Conference, November 2005 Melbourne
- ✓ *The 40th Anniversary of the Dr Martin Luther King Jr "I Have a Dream Speech" – Leadership and Communications Lessons for Today* (With Geoff Kelly, Kelly Strategic Influence), PRIA National Conference, November 2003 Hobart

## Director Skill Matrix

### Guide

Excellent (E)	High level responsibility in roles; evidence of achievements; supporting qualifications; ability to drive innovation and growth
Advanced (A)	Responsibility in roles; evidence of achievements; supporting qualifications; ability to drive growth; ability to gain and utilise knowledge required for innovation
Standard (S)	Ability to contribute to Board decisions with appropriate guidance; limited practical experience and responsibility in roles; ability to analyse and question options

### My Skill Matrix (self-assessed)

Skill	S	A	E
Organisation Purpose & Intent			✓
Organisation Values & Foundations			✓
Corporate Culture			✓
Corporate Governance			✓
Corporate Structures & Frameworks		✓	
Strategy			✓
Strategic Thinking & Issues Identification			✓
External/Internal Environment Analysis			✓
Financial Sustainability & Management		✓	
Budget Development		✓	
Market Entry Analysis		✓	
Bidding, Tenders & Grants		✓	
Merger & Acquisition	✓		
Risk Management		✓	
Legal and Regulatory		✓	
Customer Value, Focus and Service		✓	
Employee Focus		✓	
Stakeholder Relationships			✓
Communication (including media)			✓
Social Media and Social Networks			✓
Marketing		✓	
Fundraising	✓		
Business Development and Sales	✓		
Cultural Awareness			✓
Political Knowledge		✓	