

# PUBLIC FORUM

## for Students and Parents

### **Choose Wisely: Matching Course Choice to Career Realities**

Wednesday 2 August 2017 - 5.30pm to 6.30pm

As part of this year's CareersXpo a forum will be held to discuss the rapidly changing nature and flexibility of available and developing jobs into the future. The forum chaired by Kate Carnell, Australian Small Business Ombudsman, with a distinguished panel of forward thinkers from a wide range of fields – Robyn Hendry, CEO Canberra Business Chamber, entrepreneurial businessman Brand Hoff, Professor Mick Cardew-Hall, Pro Vice Chancellor of ANU and Jenny Lambert of ACCI.

The Forum is a new CareersXpo initiative and the theme *Choose wisely: Matching course choice to career realities* – recognises evolving changes in the jobs market, or indeed self-employment, and the need for an open mind about opportunity, multi skilling and innovation. As well as the basic need for quality further education - to acquire skills such as digital engagement, social media, management, financial and people management - as a fundamental to be "ahead of the pack".

Thus, the Forum will focus on the rapidly changing nature and flexibility of available and developing jobs into the future. The call for a renewed focus on science maths and research (STEM). It will invite the interest of parents in encouraging students to consider and understand the nature of future career prospects and new opportunities when choosing a course of study.

While acknowledging the accepted range of professional careers from degree courses, the Forum will highlight the developing range of apprenticeships, traineeships, technology, manufacturing and construction courses - as well as small business career opportunities.

#### **PANEL**

**Kate Carnell AO (Chair)**

Australian Small Business Ombudsman

**Robyn Hendry**

CEO Canberra Business Chamber

**Brand Hoff AM**

Entrepreneurial Businessman

**Prof Mick Cardew-Hall**

Pro Vice Chancellor of ANU

**Jenny Lambert**

ACCI

#### **LOCATION**

Conference Centre EPIC  
Flemington Road  
Mitchell ACT

Arrival: 5.00pm to 5.30pm

Forum: 5.30pm to 6.30pm

*Presentation followed by light refreshments*

**Parents & Students - Free**  
Registration required

**REGISTER HERE**

#### **ENQUIRIES**

Len Goodman AO  
lgoodman@ozemail.com.au  
0409 442 345

**careersXpo**

**Rotary**  
Club of Canberra City



**ACT**  
Government  
Education

Supported by:



**Canberra  
Business  
Chamber**

# ABOUT THE PANEL



## KATE CARNELL AO

Kate Carnell commenced her role as Australian Small Business and Family Enterprise Ombudsman (ASBFEO) in March 2016.

Kate brings extensive experience and knowledge to the role of Ombudsman, having run her own small businesses for 15 years before becoming ACT Chief Minister in 1995 for a five year period.

Prior to her appointment as the inaugural ASBFEO, Kate held the position of CEO of the Australian Chamber of Commerce and Industry, which represents more than 300,000 businesses across Australia. She has also served two years as CEO of beyondblue, four years as CEO of the Australian Food and Grocery Council, four years as CEO of the Australian General Practice Network (AGPN) and three years as CEO of the National Association of Forest Industries (NAFI).

Kate is a pharmacist by profession and was the inaugural chair of the ACT Branch of the Pharmacy Guild of Australia and the first female to become the National Vice-President of the Pharmacy Guild of Australia.

Kate was appointed an Officer of the Order of Australia in 2006 for her services to the community through contributions to economic development and support for the business sector, knowledge industries, the medical sector and medical technology advances.

### JOBS FUTURE:

*Changing Future Employment. The nature of our jobs and our working lives are changing rapidly. The changes have been brought on by globalisation, disruption and digitalisation. This means that jobs will continue to change rapidly. Being an expert in one field will no longer be enough to have a job for life. Global trends suggest that our future working lives will be less about a single career, industry or firm, and more about a life-long series of jobs using different and changing skills. This means that learning new things will be a life-long necessity. So, when choosing what to study, the important thing is to pick an area you are interested in. If you like to build or fix things, do an apprenticeship not everyone should go to university!*



## ROBYN HENDRY

Robyn Hendry is currently the Chief Executive Officer of Canberra Business Chamber. She has held this position since May 2015. The Chamber was established in October 2014 as a result of the Canberra Business Council and the ACT Region Chamber of Commerce coming together to form a single entity to represent businesses in the ACT Region.

Robyn has worked in senior executive positions for over 20 years in Australia, New Zealand and PNG. Most recently, prior to joining the Canberra Business Chamber, she held the position of Chief Executive Officer for the Canberra Convention Bureau. She has also held senior management positions in multinational hotel companies in food and beverage, human resource management, general management and strategic development. At the 2011 Tourism Awards, Robyn was awarded Outstanding Contribution by an Individual for the ACT & Region.

Robyn is currently a Director of the Cultural Facilities Corporation (CFC) and Tennis ACT. She has held numerous Directorships including: President and Director Association of Australian Convention Bureau (AACB), Director Business Event Council of Australia (BECA), Advisory Group Member Department of Immigration Tourism Visa Advisory Group (TVAG), Councilor Tourism Quality Council of Australia (TQCA), Director Exhibition Park Corporation (EPIC), Director Australian Science Festival, and Director Capital Arts Patrons Organization (CAPO).

Robyn has a Bachelor of Management (Tourism), Advanced Diploma in Hospitality and is a member of the Australian Institute of Company Directors (AICD).

### JOBS FUTURE:

*Jobs in the future are not going away they are just changing. Technology replaces some jobs and others emerge. Humans respond to technology in different ways than we expect however, we continue to find meaningful work to do. Work design will increasingly rely on human skills of communication, empathy, judgement, and prioritisation as well as more specific skills. We will need to continue to adapt and upskill as new circumstances arise to stay relevant.*



## BRAND HOFF AM

Brand Hoff has had a long and successful career in ICT both in Government and Private Industry. Brand is a successful entrepreneur, company director and investor.

In Government Brand developed National Networks for the Department of Finance and the National Library of Australia. He has served as a Director of NICTA, the Australian ICT Centre of Excellence, Taggle Systems, SNAPeWallet and MyTaggles Pty Ltd. Brand also served as Chairman of Canberra Business Council and a Councillor of the NSW Business Chamber. He has served as Chairman Australian Institute of Company Directors (AICD) Canberra Division and as a Director on the National Board of AICD.

Brand has served as Chairman of the Information Industry Development Board and Chairman of the Knowledge Based Economy Board that advised the ACT Chief Minister and ACT Treasurer.

Brand is the Founder of TOWER Software a company he grew from 2 persons to a global enterprise with 240 staff. TOWER Software and its subsidiaries were acquired by HP in a takeover in May of 2008.

Brand has a degree in Computer Studies from the University of Canberra, has served as a Councillor of the University of Canberra and is now an Adjunct Professor at the University of Canberra.

Brand was awarded the 2011 National Pearcey Medal, for a lifetime contribution to Australian ICT and in 2012 he was inducted as a Member into the Order of Australia.

### JOBS FUTURE:

*The world is in a transition where most jobs including professional jobs are effected by "Digital Revolution". New job seekers should think of a job they would like to do and then combine it with a really good dose of digital studies. Do not scrimp on Digital studies as that will limit whatever career you plan to go through. It is not about maths. It is about logic and common sense. It is creative either at the Business Change, Business Systems or Coding levels. The best programmers I ever met were musicians!*



## PROF MICK CARDEW-HALL

Pro Vice-Chancellor ANU (Innovation). Professor Cardew-Hall is a Chartered Engineer and a Fellow of the Institution of Mechanical Engineers and Institution of Engineers Australia. He has held technical and management positions with GEC and Rolls-Royce Aero Engines in the UK prior to joining ANU in 1993. He has been an active researcher in the area of CAD, Computer Aided Manufacture, application of machine learning and knowledge based systems to manufacturing and optimisation of manufacturing processes. Much of this work has been carried out in collaboration with industry partners.

Professor Cardew-Hall was previously CEO of ANU Connect Ventures, a pre-seed venture capital fund associated with ANU and holds a seat on the ANU Connect Ventures Investment Committee. He also held the positions of Head Department of Engineering, Deputy Dean, and Acting Dean of the College of Engineering & Computer Science at ANU.

He is currently Chair of the Boards of Australian Scientific Instruments and the Social Research Centre and CEO of ANU Enterprise. In his role as Pro-Vice Chancellor (Innovation) he manages initiatives to build growth in research and education outcomes through strategic partnerships with industry, government and not-for-profit organisations.

### JOBS FUTURE:

*What is the future of graduate employment? What does the future hold? The reality is nobody can say for certain. There is a fair probability that the careers of tomorrow have not been thought of yet, so preparing for them because tricky. A balance has to be struck between content – stuff you learn so that you have a sound basis of future decisions – and skills, the ability to interact with people and remain flexible. Whilst globalisation has its challenges at present, the world economy is now inextricably connected. Digitisation is bringing disruption to businesses and hence careers. An understanding of both overlaid on a sound discipline base provides a basis for a rewarding career in what will be an exciting time.*



## JENNY LAMBERT

Jenny Lambert is Director Employment, Education and Training with the Australian Chamber of Commerce and Industry. She has been serving the business community for over 30 years as a senior manager within industry associations, including 16 years as a CEO of associations largely in the services sector. Commencing with the Australian Hotels Association as their Industrial & Research Officer in 1984, Jenny then served as Project Manager at Tourism's Industry Training Advisory Board in the early 1990s.

Jenny took on her first CEO role in 1994 as head of Restaurant & Catering NSW, and then jointly held the NSW and national Restaurant and Catering CEO role until 1999. She has also been CEO of Meetings & Events Australia, Nursery & Garden Industry Australia and the National Tourism Alliance, which is the peak body for tourism associations nationally. She commenced with the Australian Chamber in 2011 and is responsible for policy development and advocacy in vocational training, higher education, schools, employment and migration.

### JOBS FUTURE:

*There have been structural shifts in the economy with the fall in employment opportunities in sectors such as manufacturing and the rise in the services sector, including retail, hospitality and construction. One of the largest employers, retail, is coming under sustained change due to growth in on-line purchasing and global shifts. We can't hold back these changes, we can only learn and adapt. Concurrent to these structural shifts has been a change in the nature of work, with digital platforms enabling freelance and shorter engagements to be more readily transacted. However, more traditional employment relationships still dominate and will for some years yet. The rise in part time and casual opportunities does not so much reflect changing employment relationships as it does the structural shifts in where the work is.*

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