

## **IT TAKES BRAINS, A HEART AND COURAGE TO BE A STRATA MANAGER**

More than 350 strata industry professionals are set to gather in Brisbane next week to discuss the challenges of the booming strata sector, how to rebuild confidence in the construction sector and how to service lot owners into the next decade.

Strata Community Association (Qld) represents consumers to the government and industry groups with the objective to create harmonious communities and their annual conference has a focus on professional development for the body corporate sector.

James Nickless, SCA (Qld) President said that the 2020 Conference with the theme of A Brain, A Heart & Courage puts at the centre bullying and harassment which is frequently experienced by both strata managers and lot owners.

As the peak industry body for body corporate and community title management in Queensland, SCA (Qld) members represent more than 300,000 units and apartments in Queensland with its members managing more than \$180 billion in replacement value.

“The conference is the largest gathering of strata industry professionals in Queensland, bringing together managers, service providers and product suppliers to the industry, to exchange ideas how to better service consumers and make a positive impact on strata communities,” Mr Nickless said.

“A new decade will herald significant changes in the strata industry with a focus on customer service that supports consumers that have bought into the lifestyle without full understanding of the complex challenges of strata community living.”

“The conference theme will focus on the professionalism that strata managers bring to the table, the emotive issues that cause distress in communities, and challenges such as faulty building materials and compliance with safety measures,” he said.

Delegates will also hear from independent property analyst Terry Ryder about the next generation of property owners and what impact this will have on their work.

Jane Wilson, Acting Commissioner for Body Corporate and Community Management, will discuss recent developments in bullying, abuse, harassment, nuisance and discrimination issues aimed at all stakeholders in the strata sector.

Thursday keynote speaker, the international humanitarian, best-selling author and hostage survivor Rabia Siddique, is known for making every day count. As a coach and mentor, she will address resilience in crisis, something with which strata managers can identify as they work with many stakeholders to support body corporate committees in managing their schemes.

Li Cunxin, the former ballet dancer turned stockbroker who is currently the artistic director of the Queensland Ballet, will close the conference with his inspirational story of perseverance and determination which strata managers can identify with.

“Just like Li, body corporate managers learn on the job, by practicing, growing with the challenges and never stopping to learn. Focussing on essential characteristics for success is what our objective is for this Conference.

“The conference theme, A Brain, A Heart & Courage, will provide informative sessions to enhance professional knowledge, harness empathy and instil the inner strength required to stand tall in the face of adversity,” Mr Nickless said.

“For a niche professional sector like strata, it is critical to be the best at servicing our clients each and every day. After all, 1.2 million Queenslanders need support to manage their valuable assets, so our annual conference is the go-to event for professionals to get the knowledge they require.

To arrange an interview with Mr Nickless or meet with 350 professionals, please contact Executive Officer Katrin Watson.