



strata
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QLD

2022 SCA (Qld) Board Director Nominations

There are nine (9) nominees for five (5) Board roles.

Nominees in no particular order:

- **Julie MacCarthy**
- **Kristi Kinast**
- **Craig Stanley**
- **Jessica Cannon**
- **Andrew Davidson**
- **Lisa Ketjen**
- **Cath Pashley**
- **Adam Stankevicius**
- **Lysa Neutel**

Board Nomination – Julie MacCarthy

Name: Julie MacCarthy
Place of Employment: Capitol Body Corporate
Years SCA (Qld) Member: 16 years/joined 2006

Qualifications:

CSCM – Certified Strata Community Manager (Qld)
Certificate IV – Property Services (Operations)
Diploma of Accounting
Certificate IV - Accounting

Professional Background

Julie has a varied professional background; her first administration role was working in a Not-for-Profit Organisation raising funds for children with disabilities. Since then, she has worked in varied administration roles, including hospitality and restaurant management. Following this she worked in property management and was a Resident Unit Manager prior to joining Capitol. For details of Julie's career and professional background since joining Capitol see below under "Career Journey".

Career Journey

Julie commenced at Capitol in 2006 as a Trainee Manager, quickly competing her Cert IV and managing her own portfolio of varied schemes, then progressing to Redcliffe Office Manager and eventually a member of Capitol Senior Leadership team.

She was the SCA (Qld) 2019 Anne Shevill Essay Award Winner for her essay on Mental Health in Strata which she remains passionate about improving. The following year she was SCA (Qld) 2020 Senior Strata Community Manager Award Winner. Prior to joining the SCA Education Committee in 2020 she was on the Ad Hoc Committee.

Reason for Joining SCA (Qld) Board

Julie enjoys the experience and challenge of the SCA education Committee and would like to join the Board as a member to foster development in the industry, particularly through education enabling members with varied essential business skills required in this industry.

Her vision is for an equally represented Board of Business Owners, Body Corporate Manager, Insurance and Service Providers that will drive the industry to be a more widely recognised sought-after profession in which strata professionals thrive.

Board Nomination – Kristi Kinast

Name: Kristi Kinast
Place of Employment: Cassels Strata Management
Years SCA (Qld) Member: 7 years/joined 2015

Qualifications:

- Bachelor of Business (Management)
- Cert IV Property Services (Operations)
- UDIA Membership

Professional Background

Kristi has built her career within strata over the last 16 years. She has developed valuable knowledge and experience of the industry and operations of strata management from her roles over that period. Starting as a PA, working as a Body Corporate Manager, and business leader throughout, Kristi is currently the Operations Manager at Cassels Strata Management. Kristi has also contributed to various SCA (Qld) Committees and the Board over the last five years as well as serving as an educator for strata courses via SCA (Qld).

Career Journey

As above.

Reason for Joining SCA (Qld) Board

I have served on the Board of Directors for SCA (Qld) over the last two years and have enjoyed contributing to the shape our industry takes. The next several years promise to be big years indeed, with plenty of opportunity to make meaningful and significant change for the way strata operates and its place in our society. I would be honoured to continue to serve SCA (Qld) and our members by being re-appointed to the Board.

Board Nomination – Craig Stanley

Name: Craig Stanley
Place of Employment: CHU Underwriting Agencies
Years SCA (Qld) Member: 6 years/joined 2016

Qualifications:

Craig has always believed in the importance of education for his career and personal growth and has graduated in the following courses:

- Associate Diploma of Business
- MBA
- Diploma of General Insurance
- Tier 1 Insurance Broking

Professional Background

Craig has a broad experience in the insurance industry working in both small and large companies. Craig worked for Zurich Insurance for 22 years in Property and Financial Lines Underwriting, Property Surveying, eBusiness Development & Sales.

Having left Zurich in 2015 he moved into Strata Insurance quickly specialising in the Underwriting of large schemes prior to becoming the National Sales Manager at QUS and the on to becoming QLD/NT Senior Development Manager at CHU which he has held for 2 years.

Since joining CHU, Craig has been instrumental in driving a service culture throughout the QLD Business. He has also been instrumental in ensuring that education is top of mind and was responsible for the National implementation of monthly webinars with Body Corporate Managers & Insurance Brokers/

Craig was the winner of the Business Development Manager of the Year for Insurance Business Australia 2021. This was against all Business Development Managers in the General Insurance Industry in Australia.

Career Journey

Craig has previously held Committee positions in the Australian Professional Indemnity Group (5 years) when he was a Director & Officers & Professional Indemnity Insurance Underwriter as well as the Secretary of the Norths Junior Rugby Union Club (2 years).

Through these positions including underwriting Directors & Officers Insurance he learnt how critical good Corporate Governance is which he would bring to any future Board positions.

He feels strongly about good communication and was the website administrator in both of these positions.

Reason for Joining SCA (Qld) Board

Since joining CHU in 2020, Craig has become active in the QLD chapter of the Strata Community Association being a regular trainer of new Strata Managers in respect of Insurance & Risk Management for the A100 & Strata Starter.

He is quite passionate in respect of the areas of Risk Management including proactive maintenance in buildings and would like the opportunity to drive changes to improve Strata Living in Qld for all residences.

Craig feels strongly about the importance of the work the Strata Community Association does to raise the profile of the industry through education as well as getting changes to laws to make Strata Living better for all.

We are also facing challenges such as Climate Change which we need to prepare for now for the future and I would like to be part of driving this change.

Board Nominations – Jessica Cannon

Name: Jessica Cannon
Place of Employment: Grace Lawyers
Years SCA (Qld) Member: 2 years/joined 2020

Qualifications:

- Bachelor of laws and a Bachelor of International Relations, majoring in government and politics
- Admission to the Supreme Court in January 2012
- Admission to the High Court January 2012
- Membership to SCA Qld
- Membership on the SCA Qld Legislation Committee
- Membership to the Australian College of Strata Lawyers; and
- Gold Sponsor of People in Strata

Professional Background

Jessica Cannon's professional background commenced when she started a dual degree in law and international relations, majoring in government and politics, in 2006. Jessica graduated from her two degrees in 2011. However, Jessica's profession in strata started in 2011 when she commenced a volunteer clerkship at a Gold Coast based law firm, MBA Lawyers. At the time Jessica was 23 years old and was eager to kick start her legal career.

Since 2011, Jessica hasn't left the world of strata and is now approx. 11 years post admission experience in practicing almost exclusively in strata law. While meeting challenges along the way, Jessica has never looked back nor regretted her decision to specialise in such a nice, yet diverse, area of the law.

Career Journey

During Jessica's law degree she undertook a variety of different placements within law firms to get a taste for different areas of law and volunteered her time with a number of committees focused on environmental and international law research. Of particular importance to Jessica was her work in the West Timor Project.

However, her placement in 2011 at MBA Lawyers is where she really found her feet and love for the law, more relevantly strata law. Over the next 6 years Jessica learnt all things strata, front end and back-end work, and moved her way up through the ranks of the firm from a volunteer law student to an associate of the firm, heading up the strata department. When Jessica had her second child at the age of 28, she reassessed her career and where she wanted to be in the next 5 years.

At the age of 28, with a 6-week-old baby and a 2-year toddler, Jessica opened Cannon + Co Law, which was established in July 2016. Jessica knew she had the knowledge, but more importantly had the dedication, ambition, and love for strata law, to make something of her own.

Cannon + Co Law grew from strength to strength and in 2022 it was nominated as one of two finalists for strata services business award at the SCA (Qld) Conference.

After establishing and growing Cannon + Co Law for approx. 5 years, Jessica reflected on what she had achieved, but also importantly on where she wanted to be in the next 5 years. For Jessica, her passions were for the law, educating in the industry and seeing formidable changes in an industry which is rapidly growing and evolving.

Appreciating what Jessica had learnt in her time at both MBA Lawyers and Cannon + Co Law, she knew what she wanted for her future and that was an opportunity to focus on the law, education and reform in the strata industry.

It was with those ambitions that on 1 March 2022 Jessica and the full Cannon + Co Law team joined forces with Grace Lawyers. Jessica joined Grace as a national director of the firm however, along with Jason Carlson she manages the Queensland operation of Grace Lawyers.

While only 6 months into the merger, Jessica could not be happier or prouder to be part of Grace.

In July 2020, Jessica was elected to the SCA Legislation Committee and since such election has been an eager and active participant in the once 25-year reforms to strata law.

Since its inception in 2020, Cannon + Co Law and now Grace Lawyers have been a Gold Sponsor of the People in Strata Association – an association that promotes support and encouragement among those working in all aspects of the strata industry.

Those who know Jessica know that her passion is education and advocacy. She is regularly asked to speak at SCA conferences (both state and national levels) and at webinars, she writes regular articles and thrives on education new and young professionals through the industry.

Reason for Joining SCA (Qld) Board

Apart from being able to give back to the community and be a voice driving for reform, Jessica has two key reasons for her desire to contribute to the SCA (Qld) Board of Directors.

1. Strata Reform and Advocacy

SCA (Qld) is the leading association driving strata reform, education and advocacy. It is the paramount association leading the industry and the key player in the legislation working group. With approx. 11 years' experience of practicing almost exclusively in strata law, Jessica's commitment, involvement and desire to progress the industry is stronger than ever.

It goes without saying that the strata industry is navigating its way through a crucial period of change. The effect, impact and extent of that change will be heavily reliant on the voices of the stakeholders, more relevantly SCA (Qld).

Jessica's desire to be a Board member is to contribute to these reforms in every way she possibly can, to ensure that the voices of the community are heard and that the reforms enacted by the government reflect the true, practical and real-lives of these living and owning in strata titles in Queensland.

These reforms have taken 25 years to be tables and considered, and while it is hopeful reforms are considered more regularly in the future, SCA (Qld) is seizing the

opportunity to advocate reforms to best protect their membership, but also owners/occupiers at large. Jessica's desire is to assist the SCA and be a trusted set of hands to advocate its position to other stakeholders.

2. Advocating for Professionalism in the Strata Industry

Time and time again, people are leaving the industry because of burn out, stress or bullying.

Jessica's ambition is to advocate for 'professionalising' the strata management industry, ensuring that our members and strata managers are treated with respect, professionalism and courtesy.

Board Nomination – Andrew Davidson

Name: Andrew Davidson
Place of Employment: Team Body Corporate
Years SCA (Qld) Member: 7 years/joined 2015

Qualifications:

- The Executive Program (TEP) Darden Graduate School of Business Administration, University of Virginia, USA
- General Management Development Program, Ashridge Management College, Berkhamsted, UK
- La Trobe University Arts, Melbourne
- Cert IV – CSM

Director Noosa Chamber of Commerce

Professional Background

Andrew has extensive business experience working in Senior Executive Management roles in the Fast-Moving Consumer Goods and Retail sectors in New Zealand, Australia, The Asia-Pacific and USA. His experience in a number of successful organisations has involved him in all aspects of both public and private companies including initial Public Offerings (IPO's) takeovers and mergers and the sale of companies.

He has strong philanthropic background including being a founder of Kids help line in NZ and Board member of Barnardos NZ.

He has worked as a business mentor to a number of young entrepreneurs.

Married with two wonderful daughters. Completed 10 Ironman events including Kona in Hawaii.

Andrew is a current Board Member and Fellow of Strata Community Association (Qld).

Career Journey

- 2015 – Current: Principal/ Owner Team Body Corporate (Formerly Noosa District Body Corporate Management)
- 2004- 2011: Managing Director Lighthouse Ventures Ltd
- 2002-2004: Deputy Director heading up Westfield NS Ltd Shopping Centres
- 1998-2002: CEO Woolworths NZ
- Company Directorships – Dairy Farm International HK, Hansells Food Group, Pharmacy Brands Ltd, Green Cross Health, Boltmasters Aust, Woolworths NZ, Westfield Trust NZ, Lighthouse Ventures, Kids Help Line NZ, Barnardos NZ, Chairman NZ AFL, NZ Grocery Industry Council

Reason for Joining SCA (Qld) Board

Andrew is seeking re-election to the Board for a third term. He is passionate about being part of a team that can contribute to raising standards and helping create the future of our industry, in particular the regulatory pathway for Body Corporate Mangers.

Being the owner of a small/medium business is important in providing diversity to the Board. His contribution during his first term of office lead him to being Chair of the Education Committee as well as being on the National Education Committee (EBAG) and the National Industry Insurance Task Force (SCANSIT).

During his second term responsibilities included leading the Accreditation Pathway, being a member of the Education Committee, as well as National responsibility on the National Insurance Task Force (SCANSIT) and the newly formed Respect Task Force.

Board Nominations – Lisa Ketjen

Name: Lisa Ketjen
Place of Employment: Usher Group
Years SCA (Qld) Member: 0.5 years/joined 2022

Qualifications:

- University of Pretoria
- Bachelor's Degree, Social Sciences Bachelor's Degree, Social Sciences
- Activities and societies: Played Field Hockey for TUKS (UP)
Member of the RAG Charity Fundraising Committee
Member of Radio TUKS
Member of the Social Council
- Activities and Societies: Played Field Hockey for TUKS (UP) Member of the RAG Charity Fundraising Committee Member of Radio TUKS Member of the Social Council
- Lisa graduated with a degree in social sciences from the University of Pretoria – a leading South African University. University of Pretoria has more than 57,000 students in total and is listed as one of the top Universities in the world.
- Estrada College
- Diploma of Marketing, Business, Management, Marketing, and Related Support Services
- Sarina Russo Institute English
- Certificate 111 in Business Administration 2020 -2021
- Blue Card
- Queensland Government

Professional Background

My role is to engage all clients, bring in new business, explore new business opportunities, look after the brand aspect in promoting all that the Usher Group does and grow the various silos within the business. Looking after a vast cross section of business in and across various industries. This was a newly created position within the Usher Group based on the connections I have within various industries.

Career Journey

Usher Group - Full-time Usher Group - Full-time Nov 2021 - Present -

Business Development & Marketing - SRC- Qld Business Development & Marketing - SRC- Qld Scouts recycling Mar 2019 - Oct 2021 - 2 yrs 8 months

Retain and Develop New Business & growth Opportunities

Working closely with key stakeholders adding value, awareness & increase growth for SRC Qld

Identify opportunities to deliver value add in what SRC Qld offer

Develop & advance our competitive position achieving business growth for SRC Qld

Engaged Customer Service
Customer Focus is Paramount

Realised a profit within 18-months, with 2021/2022 budget in excess of \$3M

Over 425 customers

Contracts with preferred suppliers including Comiskey Family (Sandstone Point), McGuire's Hotel Group, SCentre Group (Westfields) Accor Group (Mantra, Novotel, Pullman, Peppers, Mercure, Breakfree & Ibis), JW Marriott & Sheraton Mirage, Spicers Resorts, Spicers Retreats & Bushcamps, Hilton, Hyatt & Ovolo Hotels, Australia Zoo -

Marketing & Business Development Manager – Scouts Qld /Scouts Australia

Scouts Qld · Full-time Scouts Qld · Sept 2016 - Oct 2018 · 2 years 2 months

Engaged in this role to assist with & grow the Business aspect of the properties & assets within this Global Organisation, position grew due to my skills in the corporate & business sector, my knowledge in the property industry and I managed & grew the business side of the “Glamping Model” of the business, worked across the properties owned and looked at various ways to bring in constant revenue streams.

Successfully worked on the Frontier Outback Festival, 3 days festival generated \$120 000 profit to the organisation with our Glamping Tents.

Successfully sat on the National Board with DR Ken Cato & created the new Scouts Australia Logo and new Branding that was rolled out to industry at the Australian Jamboree.

Marketing & Branding Consultant

Snap Fitness 24/7 & Sam Riley Swim Jul 2014 - Jun 2015 · 1 year

Responsible for Marketing, Branding and Media at Snap Fitness 24/7 and Sam Riley Swim Schools

Brand development

Social Media Campaigns and Growth

Develop Branding strategy

Marketing Consulting, including business plans & future development.

Media Campaigns and placement

Responsible for Marketing, Branding and Media at Snap Fitness 24/7 and Sam Riley Swim Schools Brand development Social Media Campaigns and Growth Develop

Branding strategy Marketing Consulting, including business plans & future development. Media Campaigns and placement

Managing Director -Global Business -Australasia

IVY LEAGUE CONSULTING IVY LEAGUE CONSULTING

Jan 2008 - 2014 · 6 years 1 month

Ivy League is a search and talent consulting company in Australia. The company has over a decade of local and international recruitment and relocation experience, having worked in Australia, Southern Africa and the UK. The success of Ivy League is simply based on a different approach to servicing clients recruitment needs, as well

as having access to the very best talent!

Managing Director

Creative Fingers Group Jan 1998 - 2008 · 10 years 1 month
Australia, UK & South Africa

Reason for Joining SCA (Qld) Board

Growing up in the property & building business, I have a good understanding across industry and believe in adding value where I can and believe I could do this for the SCA Qld.

Board Nominations – Cath Pashley

Name: Cath Pashley
Place of Employment: North Shore Strata Management
Years SCA (Qld) Member: 21 years/joined 2001

Qualifications:

Diploma of Accounting
Real Estate Licence
Cert IV in Training and Assessment
Cert IV in Body Corporate Management
Cert III in Water Rescue
A member of ARAMA
Fellow Strata Community Manager SCA (Qld)

Professional Background

Cath started her profession as an Accountant within a small accounting firm in Nambour on the Sunshine Coast.

She became a Company Accountant for the Fitzgibbon Group of Hotels in Brisbane for 3 years.

She then started in Body Corporate in 1997 and joined the CTIQ in 2000 after obtaining her Cert IV in Body Corporate from Howard Stewart and she has been the Principal of North Shore Strata for the past 25 years.

Career Journey

Cath joined CTIQ in June 1999 and was practising within her family real estate business. In 2008 Cathy joined the Board of the CTIQ and held her position until 2016, when family matters required her to retire from the Board. In her time on the Board, she headed many sub-committees, including education, conference and events, and performed all the roles of the CEO attributed to renewing and obtaining sponsors when she SCA was without a CEO for a period of 8 months during 2015. From 2008 to 2015 Cathy was also the Trainer and Assessor for all students obtaining the Cert IV in Property Operations (Strata) and saw many wonderful additions to our industry learn the ins and outs of the industry.

Reason for Joining SCA (Qld) Board

Cath retired from the Board in 2016 for family reasons but loved contributing to the wonderful industry we have. Now, as Cath has grown her business and more time available within her business, she would like to assist the Board with shaping the future of the industry. She feels her business and education skills will be of great benefit and ensuring the interests of a smaller family company are heard. Cath believes her knowledge of the industry over the past 22 years and her business acumen will allow her to work with Board to provide a great future for our industry.

Board Nomination – Adam Stankevicius

Name: Adam Stankevicius
Place of Employment: Ernst Body Corporate Management
Years SCA (Qld) Member: 14 years/joined 2008

Qualifications:

Member of UDIA

Professional Background

I have been in the Strata industry since 2008, commencing as a Trainee BCM, progressing to BCM, Senior BCM and Branch Manager Gold Coast for Ernst Body Corporate Management. In 2016 I left Ernst to work at Cambridge Management Services to broaden my skills and experience in dealing with the Hope Island integrated resort. This provided me with exposure to IRDA and BUGTA legislation. In 2017 I accepted a role at Mantra Group, one of the biggest Management Rights operators in the country, as an in-house Strata Relations consultant. In 2019 I accepted the role of State Manager QLD for Smarter Communities whereby I am responsible for overseeing the operations of Ernst Body Corporate Management in Brisbane and the Gold Coast, in addition to sister company Challenge Strata Management.

Career Journey

Prior to Strata, I had careers in the banking sector (NAB) and the hotel industry. I am currently the Company Secretary for one of Ernst's prestige company titled buildings. Experience with the SCA to date includes regular attendance at conferences, workshops and events, training seminars/webinars and networking. I am currently an Accredited Strata Community Manager. I have a passion for the Strata industry and a solid work ethic in seeing projects to completion.

Reason for Joining SCA (Qld) Board

My interest in wanting to join the Board of Directors is for 3 main reasons:

- 1) I am an advocate for raising the profile of Strata as a sound career choice. I would like to see Body Corporate Management promoted as a sought-after career, not something which most people simply fall into. I believe that this could be achieved by engaging with High Schools, training organisations and Universities across Brisbane and the Gold Coast. I would like to drive that engagement.
- 2) Training is key to raising the standards and reputation of the industry. With a limited talent pool, and challenging recruiting, it has become evident that hiring is mainly limited to candidates with little to no experience. It takes years to become an experienced, competent, and well-rounded Body Corporate Manager. Training is not only the technical aspects, but 'soft skills' (time management, prioritizing, dealing with conflict etc.) are crucial to the success of the modern day BCM. I would like to help SCA continue to deliver high quality education and training services that all strata management companies can trust and use.

3) I believe that the governing legislation can be improved further. There are many areas where the current legislation falls short. One example is small schemes where no owners take an interest despite repeated communication. This results in no Committee being appointed and no one voting at General Meetings. The Body Corporate is then left in limbo and the Body Corporate Manager left without a current contract.

SCA (Qld) is the leading voice for industry reform, and I think that voice can be used to help strata managers left to deal with small, inactive schemes.

Board Nomination – Lysa Neutel

Name: Lysa Neutel
Place of Employment: Body Corporate Services
Years SCA (Qld) Member: 9 years/joined 2013

Qualifications:

I have a Bachelor's degree in Peace & Conflict Studies from the University of Waterloo, Canada (2009). I did several postgraduate courses/certificates in Mediation, Facilitation, and Alternative Dispute Resolution following this.

I have completed my Cert IV in Property Services (Operations) in 2015 to achieve Certified Community Strata Manager status with the SCA.

Professional Background

I graduated with a Bachelor's degree in Conflict Resolution in 2009 in Canada, and shortly thereafter travelled to Australia. I did some work managing a variety of businesses including tourism photography and backpacker hostels before finding my way into Strata in 2013. I worked for 3 years as a strata manager before taking maternity leave with my first child, and then came back to part time admin/reception work in a strata business in order to continue spending time at home which quickly turned into managing a portfolio 3 days per week. When I was ready to take on full time hours again, I progressed into a deputy branch manager role, then branch manager, and now regional general manager for Body Corporate Services.

Career Journey

I grew up in a Christian faith community which was heavily based around volunteering and giving service to the community, and while I have stepped away from this during my travels and eventual settlement here in Australia the idea of giving back to community resonates deeply with me on a personal level.

I have done some sporadic volunteer work here including with Cairns Regional Council working on event coordination and management for Children & Youth.

Reason for Joining SCA (Qld) Board

I am passionate about strata, and about the future of our industry – while I spend a lot of time on transformational projects inside our business, I am excited about the possibility of joining the efforts around this more broadly.

I also see an opportunity for better inclusion and support of the regional areas of Queensland in the SCA, and would see this as an opportunity to ensure better representation in the organisation.