



Welcome to WiBF

I'm delighted to announce the appointment of Amanda Dobbie as WiBF's first Chief Executive Officer. Amanda joins us having most recently been the Managing Director of Bloomberg in Australia, a position that she held for over 10 years. She devised and led the strategies that leveraged Bloomberg's technical strengths and built it into what it is today - the dominant information distribution platform within the Australian financial industry. That experience aligns perfectly with our approach at WiBF - which is about leveraging strengths into success - for our organisation and our members.

The CEO role has been in planning for some time now, as WiBF has outgrown its capacity to run on a purely volunteer basis. With our members asking us to work with them on their diversity agendas more than ever, the Executive Committee realised that we would need committed resources. For those of you who are new to WiBF, we are a Committee of 12, all of whom have fairly demanding day jobs within the industry. WiBF is a passion for us, but we couldn't take it to the next phase without changing the model.

We have also appointed an in-house Administration and Events Manager. Bek Richards is a familiar name and face to many of you, having also had a great deal of experience in the local banking sector.

Amanda and Bek's first priority is to get out and meet all of our members, suppliers and stakeholders, in addition to finding a permanent office. We are temporarily located at 20 Hunter Street in premises that have been generously donated for a number of months. Setting up an office from a zero base has been a fascinating experience - we all now know more about IT, stationery and building administration than we ever thought we would need to.

And of course, our new team has joined just in time for our flagship event, the WiBF Annual Forum sponsored by Deutsche Bank.

As always, the planning for this event has been taking place over many months. We had such a positive response to our keynote of last year, Dr Daniel Shapiro of the

Harvard Negotiation Project that we have decided to run with a communication theme again. While technical skills in our specific field of work are a given, we know that it is how we get our message across that gives us the competitive edge. This year, our keynote is Dr Louise Mahler, a communication specialist who will bring her own unique perspective to the topic. Having seen Louise in action earlier this year, I can't wait to see her in front of the WiBF audience.

Adam Spencer, who is now part of the WiBF family having been our host for 4 consecutive years, will host the Forum. Adam will facilitate the discussion with our panel of high profile leaders who will share their insights into the topic of effective communication. We are privileged to welcome Elizabeth Bryan AM (Caltex Chair); Neil Lawrence (CEO Lawrence Creative Strategy); Dr Lisa O'Brien (CEO Smith Family); and Jennifer Westacott (Chief Executive Business Council of Australia) to the stage with Adam this year. And of course, there will be a few surprises and the opportunity to meet friends, colleagues and our guests at a cocktail reception afterwards.