

CURRICULUM VITAE

JEANETTE McQUEEN

Partner

QUALIFICATIONS:

UNIVERSITY OF WESTERN AUSTRALIA (School of Management)

2004 Master of Business Administration (enrolled)

UNIVERSITY OF WESTERN AUSTRALIA (School of Management)

1988 Certificate Advanced Market Management and Planning

WA DEPARTMENT OF TRAINING

1999 Certificate IV Workplace Training and Assessment

CURTIN UNIVERSITY (Kalgoorlie School of Mines)

1995 Certificate Allen Management Action Program (six week course)

MEETINGS INDUSTRY ASSOCIATION

1993 Certificate I Printing and Publications (ten week course)

GRAYLANDS TEACHERS' COLLEGE

1963 Certificate of Teaching

- Elected to Student Council as Women's President
- WA Historical Society Prize for thesis on Pioneers of Canning District

OTHER

1995 Certificate Aussie Host Customer Service

BOARD / COMMITTEE EXPERIENCE AND COMMUNITY INVOLVEMENT:

| | |
|---|----------------------|
| South East Metropolitan College of TAFE | Governing Council |
| South East Metropolitan Area Consultative Committee | Board of Management |
| Heritage Country Development Agency | Board of Management |
| Kalgoorlie Boulder Tourist Centre | Management Committee |
| Australian Equine Research Foundation | Director |
| Swan Valley Tourism Council | President |
| Heritage Country Tourism Association | Committee |
| South East Region Education and Training Group | Committee |
| Western Australian Bloodhorse Breeders Association | Committee |
| Goldfields Esperance Tourism Association | Committee |
| Kalgoorlie Branch of Women's Advisory Council | Committee |

INDUSTRY INVOLVEMENT (current)

| | |
|---|-------------------|
| WA College of Advanced Education Alumni Association | Foundation Member |
| Australian Institute of Management | Member |
| Hospitality and Tourism Industry Training Council | Member |
| Market Research Society Australia | Member |

SKILLS:

Major

marketing and promotion
business management
public relations
tourism and hospitality
corporate image and relations
project management
education and training

Associated

event management
function organisation
recruitment and selection

CAREER HISTORY

SAVANT SURVEYS AND STRATEGIES

January 2001 - present

Position: Partner

Business: provides consultancy services in:
computer scannable questionnaires
on-line surveys
public relations
education and training
psychological assessment
corporate imaging

sales and marketing
market research
human resources
tourism management
counselling and coaching
promotions

JEANETTE MCQUEEN AND ASSOCIATES

January 1999 - present

Position: Director

Business: provides consultancy services in:
sales and marketing
public relations and promotions
employee relations

business management
all aspects of the tourism industry
training and mentoring

WA DEPARTMENT OF TRAINING Employment Initiatives Division

April 1998 - September 1998

Position: Regional Employment Development Officer (acting) South East Metropolitan Region

Responsibilities:

- to oversee the activities of the Job Link network in the region which covers the area bounded by the suburbs of Victoria Park, Willetton, Serpentine-Jarrahdale and Belmont
- to identify specific employment problems and opportunities in the region and to establish strategies that could be adopted to address these issues

CHAMBER OF COMMERCE AND INDUSTRY OF W.A.

September 1996 - April 1998

Position: Regional Executive Officer - South East Metropolitan Region

Responsibilities:

- to provide advice and information on business matters to members of the South East Metropolitan Region of CCI (Chambers of Gosnells, Armadale and Serpentine-Jarrahdale)
- to market the membership packages and the special services offered by CCI
- to organise meetings and functions to provide education and networking opportunities
- to represent CCI on community committees and action groups

HANNANS NORTH HISTORIC MINING RESERVE

January 1995 - February 1996

Position: Marketing and Operations Manager

Responsibilities:

- promote and market Hannans North to increase the number of visitors
- to develop the best procedures and activities to make their visit memorable and enjoyable
- to manage and enhance the existing attractions on site which included:
 - cafe and retail outlet
 - visitor activities (gold panning, underground tour etc)
 - machinery and static displays
 - inter-active displays (gold pour)
- to develop the site by the introduction of new activities, exhibits and display
- to be involved with the development of the Mining Hall of Fame

THE PERTH MINT (GOLD CORPORATION)

October 1993 - December 1994

Position: Manager Perth Mint Exhibition

Responsibilities:

- to create and establish the layout, design and structure of the Exhibition Area which was to be opened to the public for the first time
- to employ, train and manage staff to be involved in the various activities of the Exhibition
- to attract as many visitors as possible to The Perth Mint, resulting in a lift in profile and public awareness and an increase in the sales of products available in the Gold Shop
- to liaise with tour operators to market regular group visits of overseas visitors
- to introduce special events and exhibitions relating to mining, gold refining and coin minting
- to introduce the Perth Mint as a venue for select up-market functions

HOUGHTON WINES

May 1990 - September 1993

Position: Winery Promotions Manager

- to market the Houghton Wines vineyard to achieve recognition as a major tourist attraction
- to develop a regular schedule of visits from various tour companies
- to develop the property as a function venue suitable for corporate and conference groups
- to encourage an increase in visitor numbers to the Swan Valley vineyard and winery
- to increase the awareness and demand for the wines in the market place as a result of visits
- to manage all activities of the Cellar Sales including sales of wines and related merchandise
- to promote the winery as a venue for private or business functions and events
- to represent and promote the company within the tourism industry and business community

GOODWOOD HOLDINGS

June 1988 - May 1990

Position: Bloodstock Insurance Broker

Responsibilities:

- to act as a broker in bloodstock insurance advising clients in bloodstock/stud insurance needs
- to act as client liaison and public relations for the company
- to market the agency's various auction and private sales activities

AMERICA'S CUP CELEBRATION BALL (January 1987)

October 1986 - April 1987

Position: Operations Manager (six month contract)

Responsibilities:

- to co-ordinate organisational detail necessary to stage the event which included:
 - catering and beverage companies
 - hire equipment
 - entertainment and music
 - décor and refurbishment of the venue
- to manage liaison and coordination of media, both in the lead-up and during the event
- to organise accommodation and travel arrangements for entertainment artists and crews, sound/lighting crews and catering staff
- liaison and organisation of attending service organisations (police, security, fire, etc)
- liaison with government organisations (eg. Health Department)

SPASTIC WELFARE ASSOCIATION OF WA

June 1985 - October 1986

Position: Co-ordinator Spectrum

Responsibilities:

- to approach and enlist business and professional people to form the administration council
- to enlist members and to assist with their fund raising events or functions
- to coordinate and direct formulation of:
 - a marketing plan for Spectrum
 - advertising and presentation packages
 - negotiate sponsorship with private enterprise

KEELAWARRA THOROUGHbred FARM

1972 - 1985

Position: Part Owner, Director and Manager

Responsibilities:

- to manage the sales and marketing of the breeding stock and yearling racehorses
- client liaison and promoting the stud to prospective buyers of stock or agistment clients
- to manage and supervise staff, including recruiting and training
- for day-to-day operations and organisation including veterinary care and horse handling

WARRAKILA GRAZING PTY LTD

1967 - 1972

Position: Part Owner, Director and Manager

Responsibilities:

- to co-manage a farming operation that controlled two properties of 3,000 hectares
- to be involved in the business of growing wheat and sheep in an area between Quairading and Corrigin in the Western Australian central wheatbelt region

EDUCATION DEPARTMENT:

1969

1964-

Position: Primary and Secondary School Teacher

Responsibilities:

- to teach the subjects contained within primary school curriculum
- to teach secondary school English and Mathematics

LECTURING AND TRAINING

WA DEPARTMENT OF TRAINING COLLEGES OF TAFE

May 1995 to present

POSITION: Lecturer (Casual) **Central / Challenger / Midland / Kalgoorlie**

RESPONSIBILITIES:

- to lecture in courses offered by each College of TAFE from Certificate 1 to Diploma level
- the programmes within these Colleges include:

| | |
|---------------------------------------|--------------------|
| Travel and Tourism (M.I.C.E sector) | Business Studies |
| Management and Marketing | Airport Management |

EXAMPLES:

Central College Of TAFE (Perth Campus)

February 2001 to present

DEPARTMENT: TOURISM AND MANAGEMENT

position: LECTURER: Diploma In Meetings, Incentives And Conventions

Lecture Module:

- | | |
|----------------------|-----------------------------|
| Organising Functions | Developing Sponsorship |
| Project Management | On Site Meetings Management |
| Itinerary Planning | Plan and Manage Meetings |

West Coast College Of TAFE (Joondalup Campus)

February 2003 to present

DEPARTMENT: TOURISM AND MANAGEMENT

position: LECTURER: Diploma In Tourism Studies

Lecture Module:

- Monitor Work Operations

Swan College of TAFE

June 1999 to present

DEPARTMENT: AIRPORT MANAGEMENT AND AVIATION STUDIES

POSITION: LECTURER - Diploma Of Airport Management

Lecture Modules:

- | | |
|---|--------------------------------------|
| Public Relations | Tourism Marketing Principles |
| Effective Working Relationships | Recruitment, Selection and Induction |
| Goal Setting and Performance Management | |

Swan College of TAFE

January 1999 to December 1999

DEPARTMENT: TOURISM

POSITION: LECTURER TEMPORARY PART TIME

Lecture Module;

- | Certificate 1 | Certificate 2 | Certificate 3 |
|--------------------------------|------------------------------|------------------------------|
| Customer Service | Work Team Communication | Public Relations |
| Sales Techniques | Display Products | Tourism Marketing Principles |
| Occupational Health and Safety | Visitor Information | Tourism Law |
| Introduction to Tourism | Business Calculations | Operations Co-ordination |
| Cultural Awareness | Cross Cultural Communication | |
| Interpersonal Skills | Site Presentation | |
| Job Seeking Skills | Stocktake and Record Keeping | |

Challenger College of TAFE

June 1996 to present

DEPARTMENT: BUSINESS STUDIES

POSITION: LECTURER Diploma In Management And Marketing

Lecture Modules:

- | | |
|-----------------------------------|-------------------------------------|
| Advertising and Promotion | Recruitment and Selection |
| Customer Service | Sales Team Management |
| Effective Workplace Relationships | Selling Techniques and Sales Skills |
| Market Research and Information | Training and Development |
| Occupational Health and Safety | Workplace Team Building |
| Productivity and Innovation | |

Kalgoorlie College of TAFE

May 1995 to December 1995

DEPARTMENT: BUSINESS STUDIES

POSITION: LECTURER- Small Business Management Certificate

Lecture Modules:

- | | |
|------------------------------|--------------------------------------|
| Marketing for Small Business | Customer Relations for Your Business |
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