



strata  
community  
association®  
WA

RETHINK • TRANSFORM • ACHIEVE



# STRATA PROFESSIONALS PROGRAM

FRIDAY 20 NOVEMBER 2020  
CHU SCA (WA) 2020 CONVENTION



## 2020 CHU Strata Community Awards



Join our fellow community to  
celebrate our achievements as a  
group and individually this evening.

It will showcase those companies  
and individuals who have strived  
for excellence and recognised for  
their achievements.

**6.30pm • Crown Ballroom,  
Crown Perth**

## Welcome

**Message by WA President  
Catherine Lezer**

Welcome to Transform. What other theme would we choose for the 2020 SCA WA conference!

2020 has seen immense change and it is pleasing to see the strata sector rise to the challenge. Not just because of Covid19, not just because of the strata law reform, but also because all strata sector stakeholders are demanding more.

Dr Margaret Mead was famously quoted as saying: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has". Dr Mead could have been talking about the strata sector: and sometimes it sure does feel like changing the world, one strata company at a time.

Now is the time to focus on your development, either as a business or personally. Now is the time for strata professionals to rethink processes and systems. Now is the time for strata suppliers and strata managers to set themselves apart and deliver greater value to stakeholders.

Now is the time for the strata sector to transform.

SCA WA is here to support you. We have carefully crafted the Transform conference program to ensure you leave here informed, enthused and ready to achieve. With a different format this year, a shorter day, shorter speaking sessions and interactive technology – we hope you enjoy it more than ever.

Thank you so much for being here.

A handwritten signature in purple ink, appearing to read 'C Lezer', positioned below the text 'Thank you so much for being here.'

# Exhibitors



# Program

8:00AM - 9:00AM

**Registration, Exhibition and Networking Opportunities**

9:00AM - 9:15AM

**Welcome**

**MC Sean Macfarlane and SCA (WA) President, Catherine Lezer**

9:15AM - 9:30AM

**An update from Landgate**

**Kelly Whitfield, Landgate**

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The introduction of community titles, a new form of land tenure, brings with it a brand-new role - the scheme manager. A role that utilises skillsets of a strata manager, but with broader functions due to the tired nature of community title schemes. This introduction to community titles will provide an overview on community titles and context to enable feedback on the community title regulations.

9:30AM - 9:35AM

**Trade Interviews**

9:35AM - 9:45AM

**Competent to Courageous**

**Anthony Quahe, Civic Legal**

The current demand on strata managers is forcing a change. This session will transform your management style to enable you from being competent (knowing what functional rules to follow) to being courageous (knowing how to fulfil their duties in the spirit of the law).

9:45AM - 10:05AM

**Sustainable Apartment Design**

**Dr Jemma Green, Power Ledger**

With electricity pricing increasing and the environment being more on the homeowners' mind, this session will introduce you to a carbon neutral model used by sharing a case study on a new apartment complex in Fremantle. Through electricity and environmental commodity trading, this complex is a benchmark for sustainable apartment design and will save owners fifty per cent on their annual strata levies.

10:05AM - 10:10AM Trade Interviews

10:10AM - 10:20AM Collaborative Place Design  
Dr Anthony Duckworth, Collaborative Place Design

Ensuring respect and trust in the process of urban development as well as helping generate a genuinely shared approach to changes in our urban areas, this session will introduce a community engagement method which helps everyone collectively imagine and build their future home, neighbourhood, or place.

10:20AM - 10:50AM MORNING TEA BREAK

Make the most of this opportunity to grab your cuppa and connect with exhibitors for your chance to go into the prize draws and simply get networking with sponsors and fellow peers.

10:50AM - 10:55AM Trade Interviews

10:55AM - 11:15AM Apps for All Generations  
Kyra Murphy, Richardson Strata Management Services

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Accessing apps on mobile devices can save time and provide users the agility to perform tasks on the go. This session will showcase a variety of different apps that can be used as tools by lot owners, strata managers and contractors to improve working in our strata community environment.

11:15AM - 11:25AM Service Delivery – The New Age  
Glenn Fairey, Schindler Lifts

Service Delivery companies are entering a very new age of communications, transparency, and efficiency. Accessing information, facilitated by technology, has never been easier. Monitoring devices and this new technology enable companies to diagnose issues remotely and if possible, fix them before the customer even realises there is a fault. This session will share how strata managers and owners can now have access to web-based systems that allow communication with scheme assets and major equipment in real time.

11:25AM - 11:30AM Trade Interviews

11:30AM - 11:40AM Moving to Community Title  
Ray Haeren, Urbis

Community title has been actively pursued by sectors of the planning and development industry based upon the opportunities afforded which are specifically attractive for master planned urban re-developments, precinct scale development sites, brownfields redevelopment sites and also for smaller scale mixed-use development. This session will outline the benefits of community titling for projects and share case studies to explain how they could have been transformed differently using community title.

11:40AM - 11:50AM Generating Income for your Strata Asset  
Damien Moran, Energy-Tec

Innovation can drive both energy savings and profitability with the right energy purchasing structure combined with renewable technology. This session will highlight how occupiers consuming energy within a strata asset can make the body corporate money by putting money back into their sinking fund and supporting their 10-year plan for the benefit of all owners.

11:50AM - 11:55AM Trade Interviews

11:55AM - 12:15PM Rethinking Strata  
Sean Macfarlane, Lavan

Transforming how you address crucial strata problems faced every day, this session will guide you through the minefield of the amended Strata Titles Act 1985, quiz you on some key points and help you achieve greater clarity. Maximum effort and audience participation will be rewarded.

12:15PM - 12:25PM Education Transformed  
Theresa Boylan, Strata Community Association (WA) Inc

With the transformation of new education requirements for strata managers, this session will unpack the role SCA (WA) will play in supporting members in attaining the essential qualifications required.

12:25PM - 12:30PM Trade Interviews

12:30PM - 1:30PM

LUNCH BREAK

1:30PM - 2:00PM

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### Coping with Change - Ask the Experts Panel

This year has posed great challenges to the strata community with the introduction of the new strata reforms and outbreak of COVID-19. Our strata expert panel members are specialist in their areas. This session provides attendees the opportunity to ask their most challenging questions of industry leaders.

- Leon Pascarl, CHU
- John Park, Kott Gunning Lawyers
- Scott Bellerby, B Strata
- Jordan Dinga, Abode Strata
- Karen Richardson, Richardson Strata

2:00PM - 2:50PM

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### KEYNOTE

#### Rabia Siddique

By sharing experiences as a former terrorist and war crimes prosecutor, international humanitarian, retired British Army officer, hostage survivor and mother of triplets, Rabia will provide valuable insights on how to make the most of our lives and our businesses. By sharing her personal story of resilience, courage, strength and forgiveness, in addition to her psychology, military and legal training, Rabia will talk about authentic leadership, resilience, equality and diversity to inspire you to want to be the best version of yourself.

2:50PM - 3:00PM

Official Close  
Draw the door prizes

## Speaker Profiles



### RABIA SIDDIQUE

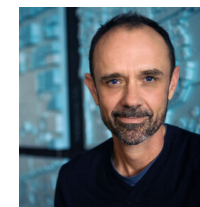
Named as a finalist in the 2016 Australian of the Year Awards, one of Australia's 100 Most Influential Women in 2014 by the Aust Financial Review & Westpac Bank, and a 2014 Telstra Business Woman of the Year Finalist; I'm a humanitarian, certified speaking professional (CSP), best-selling author of "Equal Justice" (Pan MacMillan, 2013), retired British Army officer, former terrorism and war crimes prosecutor, hostage survivor and mother of 11 year old triplet boys! Rabia shares her unique story of courage, strength, and grit, shining light on issues relating to resilience, authentic and ethical leadership, equality, and diversity.

KEYNOTE



### DR JEMMA GREEN

Setting her career trajectory early on, Dr Green became the voice of sustainability and corporate social responsibility in the business of big money lending while at J.P. Morgan in London. She then went on to complete a PhD in electricity market disruption and become a research fellow at Curtin University, was Deputy Lord Mayor of Perth, helped set up Australia's first fossil fuel free pension fund and has sat on numerous boards championing sustainable business such as the Water Corporation, Carbon Tracker and Climate-KIC Australia. In 2016 Jemma cofounded blockchain technology company Power Ledger and in 2018 received the EY Fintech Entrepreneur of the Year award.



### DR ANTHONY DUCKWORTH

Anthony Duckworth-Smith is an urban design practitioner who educates and researches at the Australian Urban Design Research Centre (AUDRC). His background spans engineering, transport planning and architectural practice. He has always loved making models, and during his architecture training was referred to as 'model man'. He brings a spirit of collaboration, precision and playfulness to projects, backed up by the research environment at AUDRC, and is able to design innovative tools to bring people together, generate understanding and move projects forward in an inclusive manner.





**GLENN  
FAIREY**

Glenn Fairey has owned strata property since 1989 and has been involved on several councils of owners including being chairman on and off for 15 years. Before joining Schindler lifts Glenn worked in the naval communications branch, worked in IT in technical and sales roles and an account role in a technology/messaging company. Since joining Schindler in 2009 Glenn has had various roles in operations, account management and sales in the service team of Schindler WA.



**RAY HAEREN**

Ray Haeren is a strategic thinker and high profile member of the WA Planning community. Ray chairs the Perth Local Development Assessment Panel and is the current WA Board member and former WA President of the Planning Institute of the Australia. Ray is known as a thought leader and advocate for urban infill and providing new housing options and lifestyle choices in Perth and has wide-ranging experience in statutory strategic planning and is adept at managing complex jobs and leading multidisciplinary teams. Ray is a trusted advisor to a number of key clients on complex and often controversial projects and has well established reputation at senior levels within State and Local Government.



**SEAN  
MACFARLANE**

As Special Counsel in Lavan's Property and Leasing team, Sean specialises in strata and community title. Sean was Lead Advisor in Parliament to the Minister for Lands during debate and passage of the Strata Titles Amendment Bill 2018 and the Community Titles Bill 2018, the most significant reforms to property law in WA in over 20 years. Sean was dedicated to the strata reforms for over six and a half years as Instructing Officer for the Strata Titles Amendment Bill 2018 and he instructed parliamentary drafters on the Community Titles Bill 2018 and the Strata Titles (General) Regulations 2019.



**ANTHONY  
QUAHE**

Anthony Quahe is one of the most senior lawyers in the commercial and local government sectors in Western Australia. He is the Managing Principal of Civic Legal, a leading WA boutique law firm. Civic Legal provides advice and representation in all aspects of strata law. Anthony's commitment to strata is reflected in his membership of both the Australian College of Strata Lawyers and the Strata Communities Association WA Inc. He also writes articles to assist the strata community via the LookUpStrata platform and is passionate about encouraging management professionals fulfil their roles better.



**KYRA  
MURPHY**

Kyra is one of the Partners of Richardson Strata Management Services and has been working in the Strata Management sector for the past 20 years. From an operations standpoint, Kyra has established robust policies & procedures in her business and is driven by finding efficiencies and better ways to do business for her team & clients, including being instrumental in seeing Richardson's achieve SPS Accreditation. As an Educational Trainer for SCA WA, past Board & Sub-committee Member (Professional Standards & Professional Development) and now a Level 4 Fellow Accredited Strata Community Manager, it is Kyra's passion to educate and willingness to share good practices with her peers that brings her here today to show you a vast range of business processes and Apps that can help the Strata Community industry as a whole.



**DAMIEN  
MORAN**

Damien is the Managing Director and an owner of Energy-Tec. Since acquiring the business back in 2015, he has repositioned the company from its foundations of meter reading and billing, to deliver energy technology solutions, roadmaps, and projects for the WA property sector. Damien's vision was to leverage Energy-Tec's 25 years of data and expertise, combining his energy market knowledge to deliver value from renewables, energy technology and innovation.



**THERESA  
BOYLAN**

Formerly a Director/Licensee of a successful real estate office and full time Property Services Trainer, Theresa joined SCA (WA) as Education Manager in late 2020. Appointed to assist develop SCA (WA)'s new Certificate IV in Strata Community Management and expand the professional development training options for Members, she comes with a passion for teaching and a solid understanding of strata legislation. Prior to joining SCA (WA) Theresa was employed at NBN Co for 8 years in Network Deployment, initially working on the primary WA brownfields roll-out and later moving into the complex area of Serviceability, resolving issues affecting unserviceable and underperforming premises.



**KELLY  
WHITFIELD**

Kelly Whitfield, Senior Manager of Legislation and Policy at Landgate is leading the strata reform team to introduce community titles into WA. Kelly worked on the original policy scoping stage of the strata reforms and supported the passage of over 600 pages of legislation through both House of Parliament.



## 2020 CHU Strata Community Awards



### CELEBRATE EXCELLENCE

**THE CHU SCA (WA) 2020 STRATA COMMUNITY AWARDS RECOGNISE AND REWARD THOSE WHO MAKE A SIGNIFICANT CONTRIBUTION TO THE STRATA INDUSTRY AND COMMUNITY.**

Participating in the CHU SCA (WA) 2020 Strata Community Awards allows you to highlight your most outstanding qualities, biggest successes, and most innovative initiatives.

Each and every organisation, individual and committee within the strata community is unique but all striving for excellence.

Excellence is a journey and not a destination. To help with this journey the CHU SCA (WA) 2020 Strata Community Awards provides a means of measuring and benchmarking within our industry in Western Australia.

### INDIVIDUAL AWARD CATEGORIES

#### **Strata Community Manager Rising Star**

Recognises a new entrant to the industry who has shown outstanding progress early in their career.

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#### **Strata Community Manager**

Recognises a strata community manager who has demonstrated excellence in customer service, a commitment to professional development, business acumen and innovative ideas.

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#### **Senior Strata Community Manager**

Recognises a senior strata community manager who has demonstrated excellence in customer service, a commitment to professional development, leadership, business acumen and innovative ideas.

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#### **Support Team Member**

Recognises a person behind the scenes in a management or supplier business who has made an outstanding contribution to the success of their team.

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STRATA COMMUNITY  
INSURANCE

#### **Essay Award**

Recognises a person of influence who shares their insight, innovative ideas, and knowledge through a 1000-word essay on a current topical strata issue.

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### BUSINESS AWARD CATEGORIES

#### **Strata Community Management Large Business**

Recognises a large-scale strata community management business (more than 4,000 lots under management) that has devised and implemented strategies for service excellence with a focus on staff training, professional conduct, and innovation.

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#### **Strata Community Management Medium Business**

Recognises a medium-scale strata community management business (more than 1,500 and less than 4,000 lots under management) that has devised and implemented strategies for service excellence with a focus on staff training, professional conduct, and innovation.

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#### **Strata Community Management Small Business**

Recognises a small-scale strata community management business (less than 1,500 lots under management) that has devised and implemented strategies for service excellence with a focus on staff training, professional conduct, and innovation.

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#### **Strata Services Business Award**

Recognises a strata services business that has devised and implemented strategies for service excellence with a focus on staff training, professional conduct, and innovation.

### JUDGES

The judging panel is made up of individuals who have exposure to the industry and a great interest in fostering excellence. Our judging panel comprised:

**John Jasiak,**  
Trainer/Educator and  
Assessor,  
North Metropolitan TAFE

**Pepita Adams,**  
Account Manager,  
Landgate

**Ray Haeren,**  
Regional Director WA Group  
Director - Planning, Urbis

## OUR NOMINEES IN THE CATEGORIES ARE:

### SUPPORT TEAM MEMBER

**Cassandra Enkel**, Richardson Strata Management Services

**Ivy Ling**, Realmark Strata

**Inga Marshall**, B Strata

**Sharon Martin**, ESM Strata

**Erin Richards**, ESM Strata

**Rashmi Rodrigo**, ESM Strata

**Fraser Ward**, ESM Strata

### ESSAY AWARD

**David English**, Oban Group

**Annie Fenech**, ESM Strata

**Brad Kneebone**, ESM Strata

**Ivy Ling**, Realmark Strata

**John Monahan**, Oban Group

**Claudia Van Dijk**, ESM Strata

### STRATA COMMUNITY MANAGER RISING STAR

**Cory Brecknell**, Strata Alliance

**Xian Burton**, A Class Strata Service

**Paul Cvetko-Lueger**, ESM Strata

**Adrian D'Alesio**, ESM Strata

**Ben Del Dosso**, Colliers International WA

**Mitch Dufty**, Richardson Strata Management Services

**Shannon Hodgkinson**, Colliers International WA

**Shanae Jeakes**, Richardson Strata Management Services

**Bianca Pinzone**, WA Strata Management

**April-Lee Wade**, B Strata

### STRATA COMMUNITY MANAGER

**Luke Brown**, ESM Strata

**Eve Cook**, ESM Strata

**Taryn Linfoot**, Degrees Strata

**Gonzalo Maldonado**, ESM Strata

**Savannah Meade**, Richardson Strata Management Services

**Tanya Peck**, Realmark Strata

**Belinda Pfister**, ESM Strata

**Ellen Toczyłowski**, B Strata

### SENIOR STRATA COMMUNITY MANAGER

**Courtney Butters-Kerr**, B Strata

**Amy Cooper**, Colliers International WA

**Clare Edwards**, WA Strata Management

**Jake Kneebone**, ESM Strata

**Marietta Metzger**, magixstrata

**Kyra Murphy**, Richardson Strata Management Services

**Karla Roche**, Realmark Strata

### STRATA COMMUNITY MANAGEMENT SMALL BUSINESS

**A Class Strata Service**

**Degrees Strata**

**magixstrata**

### STRATA COMMUNITY MANAGEMENT MEDIUM BUSINESS

**Colliers International WA**

**Realmark Strata**

**WA Strata Management**

### STRATA COMMUNITY MANAGEMENT LARGE BUSINESS

**B Strata**

**ESM Strata**

**Richardson Strata Management Services**

### STRATA SERVICES BUSINESS

**BCB Perth**

**Energy Tec**

**Home Integrity Building**

**Consultants**

**Oban Group**

**Reserve Fund Plans**





[www.wa.strata.community](http://www.wa.strata.community)