



CHANGEMAKERS AND INFLUENCERS

MEET THE

POWER LIST

In partnership with

Google Ads

Kochie's
**BUSINESS
BUILDERS**

**“Since we started using
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DOGUE



Google Ads

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Inspire Impact Innovate.



Role models shape our behaviour. They influence our actions and inspire us to uncover our potential and push us to do our best. But who are the role models for startups and small business?

Having mentors and role models to look up to helps us all strive to be better. With this in mind, in partnership with our friends at Google Ads, we created our inaugural Kochie's Business Builders Power List.

The KBB Power List shines the spotlight on the most influential players in Australia's small business and startup sector. Our Power List showcases the movers, shakers and influencers who are making their mark. From entrepreneurs to activists, business owners and thought leaders, each one has changed the landscape, impacting our nation's SMEs for the better.

The list was handpicked by our Publishing team and features the 50 people we believe are inspiring, influencing and innovating in the small business and startup ecosystem, whether that is locally, nationally or globally.

Congratulations to all those included. We believe you are paving the way and embrace all the key elements of what it means to be a powerful influencer within the small business and startup sectors.

For the rest of us, I reckon these are the people we should be following... through their LinkedIn, Instagram, Facebook, media coverage and events. I already follow many on this list and am constantly inspired by their achievements and informed by their experiences. I learn so much from their advice.

Australia is a nation of startups and small business owners and the people on this list all had humble beginnings... I believe their achievements will ignite your fire too. I hope those on the list persist in leading the charge - that they continue to inspire and influence more Australian small businesses and startups to follow their dreams and reach for greatness.

David Koch



Google is proud to be partnering with KBB to shine a spotlight on the most influential players in Australia's small business and startup sector.

Small businesses are the backbone of our local economy, and they make our communities special. We've seen what small business owners can accomplish when they combine their strengths with the power of digital tools. That's why Google is more committed than ever to helping small businesses succeed through digital skilling, as well as free & paid online advertising tools. Because when small businesses succeed, it creates a positive ripple effect that helps all of us.

Carolyn Creswell.

Proving delicious can be good for you too.

Carman's founder Carolyn Creswell is an inspirational leader whose success proves that you can run a multinational business, love what you do and have a genuine work-life balance.

As an 18-year-old university student, Carolyn Creswell founded Carman's in 1992. She bought the tiny business for \$1,000. In December 2018 Carman's proudly celebrated its 26th birthday and is Australia's number one selling

muesli brand along with being a leader of deliciously good for you bars and nutritional snacks.

From humble beginnings where Carolyn used to park her tiny hatchback alongside semi-trailers in supermarket loading docks, Carolyn's determination and focus on producing quality products using whole foods, has seen Carman's build a strong following in more than 35 countries around the world.



Abigail Forsyth.

Leading the global campaign to inspire reduce and re-use.

As the co-founder and managing director of KeepCup, known worldwide for its bright, bold and instantly recognisable reusable cups, Abigail is passionate about improving the take-up of sustainable alternatives to disposable single use items. KeepCup is the world's first barista-standard reusable cup, used in cafes and coffee shops the world over. Since June 2009 over ten million KeepCup users have diverted billions of disposable cups from landfill. In this same time, approximately 5 trillion disposable cups have been made and discarded to landfill.



Ben Pfisterer.

Helping businesses run, build and grow their operations.

The Head of APAC for global payments provider Square, Ben is responsible for building, deploying and managing Square's business and operational capabilities across the Asia Pacific region. In his role at Square, Ben is focussed on providing more businesses with access to affordable payment tools and services. Throughout his career, Ben has played an important role in Australia's innovation and technology sectors, particularly in the fintech space. He founded and ran his own business, Kinetik Innovation, before joining Square in 2015..



Brad Krauskopf.

Innovating and transforming the way Australians work.

Brad Krauskopf is an international authority on coworking and flexible work. Brad is the pioneering founder and CEO of Australia's largest locally owned coworking operator, Hub Australia. As part of Brad's vision to connect people and organisations with talent, ideas and resources to achieve their goals, Hub Australia has become home to over 2500 members. With a reach across seven locations Brad and the team at Hub Australia continue to build a nationally engaged coworking community for growing businesses while providing premium coworking spaces.



Christie Whitehill.

Inspiring and educating women across the tech and startup sector.

Christie Whitehill is an award-winning entrepreneur and mentor in the Australian tech space, dedicated to empowering and educating women in startups, tech and innovation. She is the founder and CEO of Tech Ready Women which is an education platform and community for women wanting to create, build and grow tech startups. Tech Ready Women's mission is to provide women with tech and business education, access to world class mentors and connections to startup communities, enabling them to create the businesses of tomorrow.



Dean Foley.

Leading the way in indigenous entrepreneurship and social good.

From humble beginnings growing up within the Aboriginal community in Gunnedah, to serving 5-years in the Royal Australian Air Force, Dean Foley eventually discovered his calling as the CEO and founder of the first Indigenous Accelerator program, Barayamal. Today Barayamal leads the way in Indigenous entrepreneurship. Under Dean's guidance indigenous entrepreneurs are thriving. Dean believes Indigenous entrepreneurship and economic development will help close the disparity gap between Indigenous and non-Indigenous people and create a better world.



Dianna Somerville.

Building stronger and more vibrant regional communities.

Dianna is a frequent commentator on regional issues, ranging from the future of work and state of the regional ecosystem, through to agri-tech and the need for greater connectivity. She was the founder of Regional Grants, Tenders and Corporate Services (RGTC); is the co-founder of several co-working spaces; and a series of regional events accelerating innovation (Regional Pitchfest, Agrihack and 8point8). She is Community Manager of Bridge Hub, a regionally based, globally connected innovation hub for the Agrifood Tech Industry.

Carrie Kwan.

Inspiring women, especially mums, to succeed in business and life.

As the co-founder and Managing Director of Mums & Co, Carrie Kwan is a speaker, communicator and mentor who advocates for women in business, particularly mums. She launched the Mums & Co. business community hub in 2016, which is backed by IAG, Australia's largest general insurer. In 2017 she commissioned the first Australian Mums in Business Report and in 2018 launched MPowered, an innovative annual business conference attended by women and children.

Carrie advocates for more investment in women-led ventures and in 2018 initiated a national pitch competition to champion more women leaders in business, close the gap in pitching knowledge as well as reduce the challenges with funding a business. Carrie founded DailyAddict.com.au in 2008. Prior to this she spent more than a decade in corporate marketing roles at State Street, Ernst & Young and Cap Gemini Ernst & Young.





Flavia Tata Nardini.

Taking businesses to the great beyond.

Flavia Tata Nardini began her career at the European Space Agency as a Propulsion Test Engineer. She then joined TNO, the Netherlands Organisation for Applied Scientific Research to work on advanced space propulsion projects. In 2015, Flavia co-founded Fleet, a connectivity company set to maximise the resource efficiency of human civilisation through low cost, low power remote massive IoT. Fleet launched four of over 100 planned nanosatellites in 2018, enabling the next industrial revolution with a free, ubiquitous connectivity platform.



Fred Schebesta.

Helping everyday Australians find the best options.

Fred Schebesta is a serial entrepreneur, award-winning digital marketer, author, media commentator, mentor and active member of the startup, crypto and small business communities. He is the co-founder of Finder, a global personal finance comparison website, which operates in 10 countries with a further 10 planned in the next year. As one of Australia's most successful entrepreneurs, Fred has countless accolades to his name including Entrepreneur of the Year and ADMA Australian Young Direct Marketer of the Year.



Jane Cay.

Taking regional business to global heights.

As the founder of birdsnest, Jane Cay should give hope to many small, independent businesses trying to adapt to this new global and technology-led world. Hatched in Cooma, in regional NSW in 2004, birdsnest, Jane's little retail store, has grown beyond all expectations. Since launching online in 2008, birdsnest has become one of Australia's most respected online women's fashion retailers. Fast forward eleven years, the business is now 30 times bigger, employs 150 locals in a town of 6,500, with 95 per cent of its revenue coming from online sales.

Dr Stephanie Fahey.

Leading the way for Australia's global trade relations.

Dr Stephanie Fahey is the Chief Executive Officer of Austrade, the Australian Government agency responsible for promoting trade, investment and international education, and tourism policy, programs and research.

Dr Fahey has over 30 years' experience both as an academic and executive working in Australia and overseas. Prior to joining Austrade she was EY's lead partner for education in the Oceania

region, Deputy Vice Chancellor (Global Engagement) at Monash University and Director of the University of Sydney's Research Institute for Asia and the Pacific. Dr Fahey brings an international perspective to her work and a wealth of experience across business and academia. As Austrade's first female chief executive, Dr Fahey has also served on the Australia China Council, the NSW International Education Advisory Board and the European Australian Business Council.



Kate Carnell AO.

Advocating for the needs of the nation's small and family businesses.

Since being appointed Australian Small Business and Family Enterprise Ombudsman in March 2016, Kate Carnell AO has been a powerful independent advocate for small business. The Ombudsman has provided direct support to thousands of businesses involved in disputes. She has delivered 18 inquiries, reviews and research reports into key issues impacting the small business sector

and made over 200 submissions to government to ensure the voice of the small business owner is heard.

Kate is no stranger to the small business sector. In fact, small business has been a constant throughout her career. Carnell ran her own businesses for 15 years and previously served as the CEO of the Australian Chamber of Commerce and Industry.



Jane Lu.

Using the power of social media to engage and thrive.

Jane Lu founded Showpo in 2010 from her parents' garage having previously worked in accounting and corporate finance. After returning from a year abroad, she was inspired to ditch the "cubicle life", to start her own venture. Despite her enthusiasm, Lu's first business failed spectacularly. Undeterred, she got right back on the horse, starting the online fashion brand, Showpo the following month. What began with a laptop and two shelves of clothing, is now an online global fashion empire. Showpo now boasts a cult social following of over 3.3 million engaged followers collectively and ships to over 100 countries.



Jo Palmer.

Connecting Australians with the remote workforce.

Jo Palmer founded Pointer to help her talented friends who had married farmers find meaningful work, remotely. Businesses all over Australia are now able to benefit from access to a talent pool that is relatively untapped - professionals in the regions who can work from home. Jo aims to level the playing field for remote work as location no longer needs to be a barrier to stimulating and rewarding work. With a lower cost per chair, employees who don't sit in peak hour traffic and have an actual work life balance, businesses can now find the best person for a job, regardless of where they live.



Julia Bickerstaff.

Assisting small business owners to grow their business and achieve their dreams.

Julia Bickerstaff is a business author, speaker, mentor, adviser and coach. She's the founder of The 100 Day Goal and The Business Bakery. A former economist and mother of four, Julia spends her days helping people grow their business via her goal setting program The 100 Day Goal; and turning their small ventures into profitable businesses, via The Business Bakery. She is an advisor to a portfolio of medium sized businesses, and the author of the book 'How to Bake a Business'.

Matt Barrie.

Expanding and changing the employment landscape for freelancers.

Matt Barrie is an award-winning entrepreneur and the CEO and Chairman of Freelancer.com, the world's largest freelancing and crowdsourcing marketplace. This serial entrepreneur has changed the way businesses engage creatives and developers for work forever. Freelancer.com now operates in 247 countries and has more than 32 million users on the platform. With Freelancer.com Barrie was able to provide small business owners unparalleled access

to creators and creatives from all over the globe. Recognised as a leader in entrepreneurship, Matt is regularly invited to speak at the world's leading technology and business forums including the Summit Series, and has been a featured speaker at South by Southwest. He is also one of 100 worldwide LinkedIn Influencers, alongside Richard Branson, Barack Obama and Deepak Chopra, where he writes on the topics of entrepreneurship, economics and technology.



Leanne Faulkner.

Championing workplace wellness and mental health support.

Leanne Faulkner works at the intersection of small business ownership and mental health support. As the former business owner and founder of Australian skincare business Billie Goat Soap, she understands the strains and pressures faced by SMBs. It was this lived experience that led her to advocate for more resources to be made available to support the wellbeing of small business owners in Australia. Today she is recognised as a thought-leader in this very unique small business space. She is the Council of Small Business Organisations Australia (COSBOA) Mental Health Ambassador.



Lisa Messenger.

Disrupting traditional media channels and pushing for change.

Lisa Messenger is the vibrant, game-changing CEO of the Messenger Group, as well as Founder and Editor-in-Chief of Collective Hub. She previously worked globally in events, sponsorship, marketing, PR and publishing, has authored and co-authored 25 books and is now an authority on disruption in both the corporate sector and in the start-up scene. With fans including Sir Richard Branson, New York Times best-selling author Bradley Trevor Greive and a highly engaged social media following of 190,000+, Lisa's vision is to build a community of like-minded people who want to change the world.



Kate Morris.

Empowering consumers and disrupting the retail space.

After realising that most women found department stores intimidating and unpleasant, Kate Morris was inspired to create a disruptive beauty shopping experience that empowered consumers. As the CEO and founder of Adorebeauty.com.au, Kate started Australia's first beauty e-commerce site in 1999 from a garage in Melbourne at the age of 21 with a \$12,000 investment and just two products. Adore Beauty has since grown to more than 160 brands, and 12,000 products. She was inducted into the Business women's Network Hall of Fame in 2015.

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**If you really
look closely,
most overnight
successes took
a long time.**

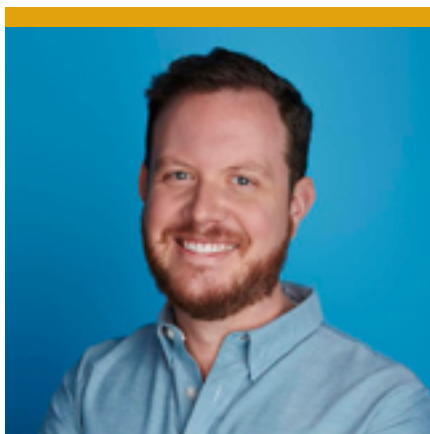
Steve Jobs



Professor Jo Barraket.

Leading the campaign for social enterprise in Australia.

Professor Jo Barraket is Australia's leading researcher of social enterprises and is passionate about their contributions to an inclusive economy. Now the director of the Centre for Social Impact Swinburne, Jo co-founded her first social enterprise when she was just 20, and has been actively involved in developing the field for 25 years. Jo regularly advises governments, businesses, and international bodies on developing social enterprises, and has written more than 60 publications on the topic. She is Chair CERES Environment Park, and a board member of the Westpac Foundation.



Richard Flanagan.

Upskilling small businesses on the power of digital.

Richard Flanagan is Head of SMB Ads & Brand Marketing at Google Australia where he helps Aussie businesses grow and find new customers through Google My Business and Google Ads. He launched Grow with Google, a free digital skills training platform to help business owners, job seekers and students learn the skills needed for today's digital economy. He also leads a national live training roadshow that has been to dozens of locations in every state and territory showing thousands of business owners how to make Google tools work for their business.



Trent Innes.

Bringing people and numbers together for more powerful business.

Trent Innes is the Managing Director of Xero Australia, the global small business platform. Guided by a strong people-focus, he has developed and grown Xero's teams to help small businesses thrive. Passionate about the power of using data to help policymakers make informed decisions, Trent launched Xero Small Business Insights in 2017, the first true snapshot of the sector's health. Since launch, the insights have helped to shape thinking on the Australian small business economy.

Peter Strong.

Advocating for the needs of the small business community.

Peter Strong is the CEO of Council of Small Business Organisations of Australia. He is a passionate advocate for the small business community representing business owners on issues of importance to government and industry agencies. Peter participates in various advisory groups to the Australian government including: Chair of the Digital Business Council, former Chairman of Treasury's Business Advisory Forum on Standard Business Reporting (SBR); a Board

member of the SBR Board; a member of the Australian Tax Commissioner's small business stewardship group.

He also participates in a series of Mental Health Advisory groups as well as the Business Advisory Forum for ASIC. Peter is passionate about workplace relations and actively campaigns for the removal of government red tape and centralised decision making to greater empower the small business community.





Naomi Simson.

Disrupting the experience marketplace and driving innovation.

An entrepreneur and business leader, Naomi Simson co-founded the Big Red Group (BRG) with business partner David Anderson in 2017. The BRG's purpose is to shift the way people experience life and is at the forefront of digital disruption for experiences in Australia. As the third largest experience gifting business in the world, BRG has grown to become a customer-centric, \$100m enterprise. In her role as a judge on Shark Tank Australia Naomi's passion for innovation has assisted dozens of entrepreneurs.



Melanie Perkins.

Making beautiful designs possible for everyone.

Melanie Perkins is CEO and cofounder of Canva, an online design and publishing tool which makes graphic design simple. Since launching in 2013, Canva has grown to over 15 million users across 190 countries, with more than 1 billion designs created, at 36 designs per second - it is used by more than 80% of the Fortune 500, plus small/medium businesses, nonprofits, teachers and students. With over 600 team members - across offices in Sydney, Manila and Beijing - Canva is working to empower everyone to design anything and publish anywhere.



Nic Marchesi & Lucas Patchett.

Making homelessness part of the national conversation.

In October 2014, two best mates had a crazy idea to put two washing machines and two dryers in the back of a van, and wash and dry clothes for free. Nicholas Marchesi and Lucas Patchett, the 2016 Young Australians of the Year, founded Orange Sky - a world-first, free mobile laundry service for people experiencing homelessness. On a mission to improve hygiene standards, Nic and Lucas stumbled on something more significant - the power of a conversation. Now facilitated by more than 1,600 volunteers, Orange Sky aims to positively connect the community.

Peta Ellis.

Driving change & innovation within the startup and entrepreneur ecosystem.

Peta is a change maker and community leader in the entrepreneurial landscape. With more than 20 years of experience under her belt she has launched and exited four ventures before turning 30. In the last six years she has mentored over 1000 entrepreneurs and hosted more than 1500 startup events at River City Labs. As CEO of RCL, Brisbane's leading Innovation and Startup Hub she founded the Conduit Corporate Innovation Program and the Young Entrepreneurs Network

(YEN), which is a community focused on connecting young entrepreneurs with industry, schools, course providers and program facilitators.

In 2019 she has managed the national expansion of the RCL brand to Sydney with HarbourCityLabs and to Melbourne with BayCityLabs in partnership with the Australian Computer Society (ACS). Peta is passionate about innovation in the entrepreneurial space.



Steven Marshall.

Driving tech and startup innovation on a national scale.

Steven Marshall is the Premier of South Australia. Responsible for the portfolios of Defence and Space Industries, Aboriginal Affairs and Reconciliation, the Arts, Veterans' Affairs and Multicultural Affairs, Marshall has been setting an agenda of innovation for South Australia that is the envy of other states. As premier, Marshall rolled out the launch of the Skilling South Australia program to create 20,800 new traineeships and apprenticeships; he initiated a record infrastructure program, and secured the

Australian Space Agency and mission control headquarters in Adelaide. While other Premier's talk about innovation, Steven Marshall walks the talk. He is personally connected with the startup community, built the Lot 14 innovation hub and established Australia's first space centre in Adelaide

Marshall's message to investors and emerging industries is – South Australia is open for business



Zoe Lamont.

Setting the agenda for women's financial security.

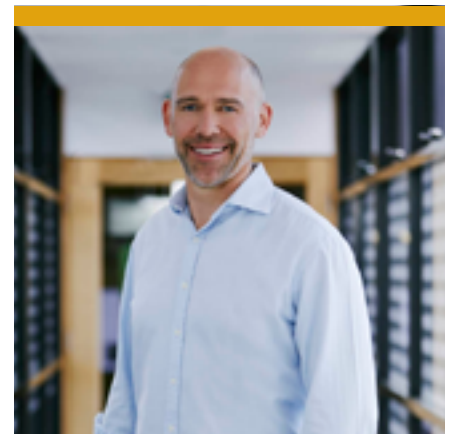
Driven by a passion for women's financial wellbeing and equality, Zoe is a pioneer of women's financial education in Australia. A fellow of the School for Social Entrepreneurs, in 2009 she founded the 10thousandgirl campaign and over the next eight years ran financial wellbeing programs for over 10,000 women, many across regional and remote Australia. Zoe recently launched Verve Super, Australia's first superannuation fund designed for women, by women. Verve Super aims to close the retirement savings gap and grow the collective financial power of women to change the world.



Maggie Zhou.

Helping small business conquer the Chinese market.

Maggie Zhou is Managing Director for Australia and New Zealand Alibaba Group. As one of the key veterans of the company, she is responsible for establishing a local presence for Alibaba in Australia and to further develop infrastructure to help local merchants enter the vast China consumer market. She works closely with the Australian Trade Commission (Austrade), showcasing the value of the China e-commerce market to Australian brands and businesses. Maggie has been a key contributor to Alibaba Group's international strategy - to make it easy to do business anywhere.



Tim Reed.

Delivering solutions and driving change across small business management.

Tim Reed has been CEO of MYOB since 2008. He's passionate about the potential of digital technology to transform society and help businesses succeed. Tim has overseen MYOB's transformation to become an innovative accounting and business management solution to more than 1.2m businesses across Australia and New Zealand. Tim has been instrumental in driving changes to simplify tax compliance, leading the work with Business Council Australia to introduce the Australian Supplier Payment code and advocating for e-invoicing and digitisation to make life easier for SMBs.



Dawn Hough.

Setting the agenda for diversity and inclusion in the workplace.

Dawn Hough is the Director of ACON's Pride Inclusion Programs. All the programs provide employer support for all aspects of Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) inclusion either within the workplace, Australian Sport or through health and wellbeing service provision. In 2009 Dawn established the Australian Workplace Equality Index, a national benchmark on LGBTI workplace inclusion. Since that time, the program has grown substantially and gained an international reputation for its leading practice and gold standard index.



Mike Cannon Brookes and Scott Farquhar.

Driving digital innovation for all businesses.

Mike Cannon-Brookes and Scott Farquhar are the co-founders and co-CEOs of Atlassian. Arguably Australia's first tech billionaires, Mike and Scott are leading the agenda for digital innovation across the business space. Their platform Atlassian allows developers to collaborate like never before. Both Mike and Scott have been recognised as Australian Entrepreneurs of the Year and are members of The Forum of Young Global Leaders. They remain active contributors to Sydney's startup scene via seed fund StartMate and VC Blackbird Ventures.



Annie Parker.

Accelerating Australian startups and assisting founders to connect.

As the global head of startups at Microsoft, Annie Parker brings a wealth of experience in the digital startup and technology space. Recognised by the Australian Financial Review as one of the 100 Women of Influence in Australia for 2018, Annie is passionate about helping founders to achieve their full potential. Prior to joining Microsoft Annie was the co-founder of muru-D; a startup accelerator program. She is the director of Code Club Australia and cofounder of Techfugees, a global movement connecting newly arrived refugees with the technology ecosystem.

Daniel Flynn.

Striving for social good and making a difference to people in need.

Daniel established Thankyou alongside a group of co-founders at the ripe old age of 19 and every day he continues to drive Thankyou's vision to see global poverty eradicated with the goal to help millions of people in need.

A self described 'ideas man' through and through, Daniel is a big advocate for living out your dreams. You'll often hear him say, "Impossibility is only someone's opinion, not a fact" and if you ask him how

the organisation is going, you probably won't get much more out of him than "it's just the beginning".

What you won't hear him talk about are epic achievements that include writing a bestselling book called Chapter One, and winning some cool awards like 2014 Victorian Young Australian of the Year. Go Daniel!





Justin Dry.

Championing consumers in the retail space.

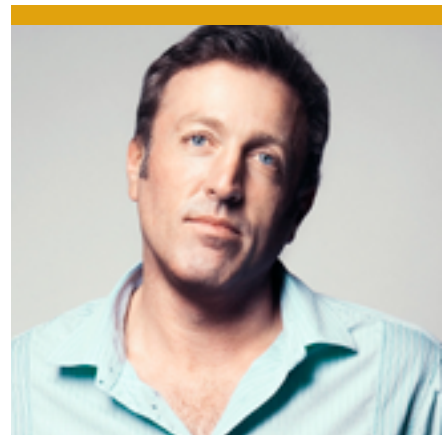
Justin Dry is an entrepreneur, investor and co-founder plus CEO of Vinomofo, one of Australia's fastest-growing companies. Launched in April 2011 from a little garage in Adelaide, Vinomofo now operates in Australia, NZ and Singapore where it has grown quickly to turnover \$50million in annual revenue, has a membership base of 500,000 and employs a team of 100 staff. Justin has been named one of the Top 50 People in E-Commerce 2016, 2017, 2018 and 2019 by Internet Retailing. He is a proven game-changer in the wine industry, taking on retail giants and challenging the 'Bowties and BS' attitudes of elitist wine snobs.



Nick Molnar.

Delivering new finance options to consumers and small businesses.

Nick Molnar is a serial entrepreneur with extensive experience in online retail. Nick is co-founder and CEO of Afterpay, a leading Australian retail payments innovator and one of Australia's fastest growing fintech companies. Afterpay facilitates commerce between retail merchants and their end-customers - offering a 'buy now, take now, pay later' service that does not require end-customers to enter into a traditional loan or pay any upfront fees or interest to Afterpay. Afterpay currently has over 3.1 million customers and over 20,000 retail merchants.



Sean Ashby.

Leading product innovation in the global retail space.

Sean Ashby is founder and managing director of the highly successful Australian underwear and swimwear brand, aussieBum. Combining his passion and drive with a unique idea, saw aussieBum succeed and become one of Australia's most iconic brands internationally. Since launching 15 years ago, aussieBum is now sold in more than 120 countries around the world and turns over more than \$20 million each year. aussieBum was the first Australian fashion brand to sell online to an overseas audience. In recognition of his work, Sean has twice been awarded Australian Exporter of the Year for Manufacturing.

Kia Dowell.

Delivering innovation & social purpose in the indigenous business space.

Kia Dowell is a Gija woman from Warmun Community (Turkey Creek) in the East Kimberley of Western Australia. Her traditional Aboriginal name is Wadjbarreyal and her skin name is Nangala. She joined Indigenous Business Australia (IBA) in 2017 from Codeswitch, an Indigenous strategic advisory and consulting firm she co-founded. Kia is passionate about working to support the growth of profitable and sustainable organisations that serve a greater social purpose for Aboriginal communities.

As head of Strategy and Innovation, Kia oversees the development, implementation and performance of IBA's strategic plan, market research and insights, impact measurement and evaluation, thought leadership and advocacy and strategic partnerships. Before co-founding Codeswitch, Kia spent 5 years working with a global mining company implementing Native Title Agreements in the East Kimberley and Pilbara regions of Western Australia.



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**Ideas are easy.
Implementation
is hard.**

Guy Kawasaki,

Tyson Koh.

Putting the importance of a city's nightlife & culture back on the agenda.

Tyson Koh is the director of anti-lockout campaign Keep Sydney Open and producer of the ABC's long-running music program Rage. Since starting Keep Sydney Open in 2015, Tyson has been a leading voice on Sydney's nightlife and the city's cultural vibrancy. He has helped to make the issues facing Sydney's nightlife a major talking point through a series of successful rallies and several mainstream media appearances. Tyson is now a key contributor to the State

Government on the future of Sydney's night-time economy. Keep Sydney Open has since organised inner-city precinct activations in an effort to restore confidence and participation in the city's night-time activities.

In his capacity as a music programmer Tyson has worked on major events such as the Sydney Festival, Darling Harbour's NYE fireworks and the Commonwealth Games in Delhi.



Deborah Jenkins.

Driving the tax agenda for the nation's small business owners.

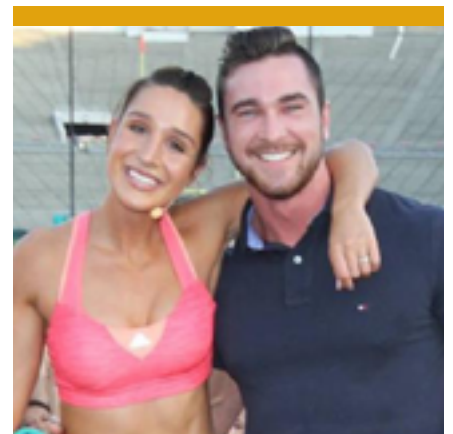
Deborah Jenkins is the Deputy Commissioner Small Business at the Australian Taxation Office. As an energetic leader with multi-national experience Deborah brings practical governance and risk management experience to her role at the ATO. She is passionate about diversity and inclusion in the workplace and takes a collaborative approach in working with stakeholders and in leading diverse teams. She is committed to working with the government to assist small businesses in dealing with tax issues.



Katy Barfield.

Leading the war on food waste.

Katy Barfield is Australia's leading food waste warrior. As the founding CEO of SecondBite, she assisted in collecting and redistributing over two million kilograms of fresh food waste. Katy then turned her focus on the commercial food sector and in 2014 founded Yume, Australia's first surplus food online marketplace. Yume enables food suppliers to sell their quality surplus products to buyers in the foodservice industry. Already, Yume - which works with hundreds of leading food manufacturers - has sold over 850,897kg of quality surplus food, returning \$2.7 million to Australian farmers and manufacturers.



Kayla Itsines & Tobi Pearce.

Transforming women's health and fitness journeys.

Kayla Itsines and her partner Tobi Pearce are the founders and CEO (respectively) of meal-planning and work out app, Sweat. The couple are passionate about helping women reach their health and fitness goals and are considered to be amongst the most influential people in the global fitness industry. In March 2016, Time magazine named Kayla one of the 30 most influential people on the Internet. Today Kayla has 11.5 million Instagram followers, more than 25 million Facebook followers and her app has been downloaded more than 30 million times.

Usman Iftikhar.

Change maker and social entrepreneur inspiring migrantpreneurs.

Usman Iftikhar is a social entrepreneur, passionate about utilising the power of entrepreneurship to solve issues such as global warming and the global refugee crisis.

He's the CEO of an award-winning startup pre-accelerator called Catalysr, which supports migrant and refugee entrepreneurs to launch their own startups in Australia. Usman also sits on the expert panel for Impact Investment

Ready Growth Grants funded by Department of Social Services, providing impact businesses with grants. He is also a WEF Global Shaper, Westpac Social Change Fellow 2019, AMP Tomorrow Maker 2018, FYA Young Social Pioneer Alumnus, and the Australian lead for G20 YEA.

For his work Usman was named the 2018 Commonwealth Young Person of the Year amongst 1.4 billion young people living in the 53 Commonwealth nations.



Robbie Cooke.

Bringing the power of fintech to small businesses across Australia.

Passionate about customer centric and technology driven businesses, Robbie Cooke joined Tyro as CEO in 2018 after clocking up five years as MD and CEO of Tatts Group. In his role at Tyro, Robbie drives the fintech's strategy of providing frictionless banking and access to lending for Australia's under-served Small & Medium Enterprises (SMEs). Tyro uses disruptive technology and agile methodologies to design innovative products together with a better payments and banking experience for its customers.



Tim Fung.

Empowering Aussies to use their skills to increase their earning potential.

After recognising the unconscious bias driving employment discrimination in Australia, Tim Fung co-founded Airtasker, a community marketplace that connects people looking for local services. With a driving mission of empowering people to realise the full value of their skills, Airtasker creates \$6million each week in earning opportunities for its Taskers. Fung is passionate about entrepreneurship. He is a mentor at the Founders Institute, Sydney and is also the cofounder of Sydney CBD tech co-working space Tank Stream Labs.



Emma Isaacs.

Inspiring women be bold and passionate in business.

Emma Isaacs is the founder and Global CEO of Business Chicks, Australia's largest community for women, and is passionate about encouraging women to be bold, to be courageous and to take risks. Business Chicks produces over 100 events annually; publishes a magazine called Latte and facilitates thousands of new connections every week for its members and 250K+ social media following through its engaging content. In 2016, Emma packed up her young family to move to California where she launched the USA arm of Business Chicks.

Matt Hall and Andy Sum.

Putting Aussie game developers on the map.

Hipster Whale is an Australian gaming studio founded in 2014 by Matt Hall and Andy Sum.

The duo hit the big time when their first game, Crossy Road, proved an instant crowd pleaser. Downloaded more than 200 million times, Crossy Road, made \$10 million in its first three months of release and put the developers on the map. Hipster Whale have since gone on to release further successes working with

mainstream studios including PAC-MAN 256 in 2015 with Bandai Namco and Disney Crossy Road in 2016 with Disney, on mobile platforms.

In 2015 Hipster Whale won an Apple Design Award for Crossy Road, Studio of the Year at the Australian Game Developer Awards and won the Creative Industries category of The Governor of Victoria Export Awards. The pair continue to innovate in the gaming space.



Shainiel Deo.

Expanding the footprint of game development in Australia.

Shainiel Deo is the founder of Brisbane-based Halfbrick Studios, the creators of some of the world's most popular mobile phone games.

After several years developing games for other companies, on DS and PSP, Halfbrick struck gold after taking the plunge into mobile gaming. The company had massive success with two games, Jetpack Joyride and Fruit Ninja. Fruit Ninja has since been downloaded more than 400 million times

and is one of the biggest success stories of the local gaming industry. Since founding Halfbrick with a group of QUT friends in 2001, Shainiel has grown Halfbrick to become one of the most successful independent gaming studios in the world.

Shainiel is the only founder to remain at the company and after almost twenty years in the business, he continues to be passionate about the future of Australian gaming.



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There are no secrets to success. It is the result of preparation, hard work, and learning from failure.

Colin Powell

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