



ASIA PACIFIC
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ASIE PACIFIQUE
DU CANADA



First Canadian Women-only Virtual Business Mission to Australia and New Zealand

La première mission commerciale virtuelle exclusivement féminine en Australie et en Nouvelle-Zélande





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In partnership with:



SHEEO

With support from:



INDIGI-X

This mission is supported through
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 AIR CANADA

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MESSAGES



MESSAGE FROM

Her Excellency the Right Honourable Mary Simon

Governor General and Commander-in-Chief of Canada



THE GOVERNOR GENERAL • LA GOUVERNEURE GÉNÉRALE

Message from the Governor General on the occasion of the First Canadian Women-only Virtual Business Mission to Australia and New Zealand – 2021

At a time when our society is facing unprecedented challenges, from the pandemic to climate change to food insecurity, it is vital that we work closely together to solve the world's most pressing problems quickly.

Economic development is certainly part of the solution. I am therefore pleased to extend my warmest greetings to everyone taking part in this event, organized by the Asia Pacific Foundation of Canada in partnership with SheEO and Indigi-X.

Over the next two days, you will explore many fields such as science, technology, engineering and other sectors that are traditionally underrepresented by women, including within Indigenous communities. You will learn more about technological innovations in the areas of infrastructure, smart cities and health technologies. And you will have opportunities to network with your counterparts and share best practices and economic outlooks that incorporate more sustainable systems.

I hope that these discussions prove fruitful and wish you every success during this inaugural women-only virtual business mission.

Mary Simon

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MESSAGE FROM

The Right Honourable Justin Trudeau

Prime Minister of Canada



PRIME MINISTER • PREMIER MINISTRE

Statement from the Prime Minister of Canada

It is with great pleasure that I welcome you all to the First Canadian Women-only Business Mission to Australia and New Zealand, hosted by Asia Pacific Foundation (APF) of Canada, in partnership with SheEO and with support from INDIGI-X.



As APF Canada's fourth women's business mission to the Asia Pacific, this mission will bring together diverse Canadian women entrepreneurs including a number representing the Indigenous communities across Canada with businesses from Australia and New Zealand to promote gender inclusive trade, support SMEs, and catalyze international partnerships between Canadian companies and foreign markets. The mission Chair will be Lisa De Wilde and the Vice-Chair will be Janice Fukakusa.

As trade relations continue to expand between our countries, it is vital to take initiatives – such as this women-only business mission – to ensure we are empowering women and advancing gender parity. Only then, can we achieve balanced, equitable growth that works for everyone.

This past year we faced significant challenges, including the COVID-19 pandemic. I would like to take this opportunity to thank APF Canada for all of their hard work in organizing this important initiative, and to all those that have shown their support.

Please accept my best wishes for a successful virtual trade mission!

Ottawa
2021



MESSAGE FROM

The Honourable Mary Ng

*Minister of International Trade, Export Promotion,
Small Business and Economic Development*

Minister of International Trade,
Export Promotion,
Small Business and
Economic Development



Ministre du Commerce international,
de la Promotion des exportations,
de la Petite Entreprise et
du Développement économique

Ottawa, Canada K1A 0G2

I would like to thank the Asia Pacific Foundation of Canada (APF Canada) for organizing the First Canadian Women-only Virtual Business Mission to Australia and New Zealand, along with SheEO and Indigi-X.

Across Canada, inspiring women entrepreneurs will launch into this historic trade mission, lighting the path forward for others to expand their businesses in the dynamic, growing markets of Australia and New Zealand. This mission could not be more timely or more welcomed as all three of our nations look to recover from the COVID-19 pandemic and build a more inclusive future where all peoples can benefit from trade.

I know that just like APF Canada's previous missions around the world, this initiative will deepen business relationships with our partners in Oceania. This will also be an excellent opportunity to promote the expertise of diverse Canadian women entrepreneurs in traditionally underrepresented sectors in STEM, with a focus on innovative and sustainable solutions. And most importantly, it will provide an opportunity for Indigenous women entrepreneurs to bring their products, services, and solutions to the global stage, building connections and new partnerships along the way.

I couldn't be more pleased to support this virtual trade mission for women entrepreneurs through our government's Women Entrepreneurship Strategy, which has already helped thousands of women entrepreneurs across Canada overcome the unique barriers they face when developing and growing their businesses.

Once again, thank you to APF Canada for its leadership in organizing this critical virtual mission which will support our nation's best and brightest entrepreneurs. And to those very entrepreneurs: I hope this mission will help you propel your businesses across oceans and to new success. Thank you for representing Team Canada.



JOINT MESSAGE FROM

Lisa de Wilde

*Chair of Canada's First All-Women Virtual Trade Mission to Australia and New Zealand
Bell Media Professor of Media Management,
Schulich School of Business, York University, and
Former Chief Executive Officer, TVO
Vice-Chair of the Board of Directors, Asia Pacific Foundation of Canada*

&



Janice Fukakusa

*Vice-Chair of Canada's First All-Women Virtual Trade Mission to Australia and New Zealand
Chancellor, Ryerson University,
Vice Chair, CanWIN*

It gives us great pleasure to lead this dynamic group of women on the Asia Pacific Foundation of Canada's First Canadian Women-only Virtual Business Mission to Australia and New Zealand. This mission is intended to help women entrepreneurs succeed in business by presenting opportunities to access growth markets in the Asia Pacific region. The mission is also enabling dialogue on gender equality and Indigenous women's empowerment to help move the dial forward for women, Indigenous and non-Indigenous alike, in Canada, Australia and Aotearoa New Zealand.

Our delegation highlights Canada's cultural diversity and includes some leading women in business and thought leadership, and inspiring women entrepreneurs. These women represent Canada's best and brightest in business with mission entrepreneurs carefully chosen for their innovative technologies, products and services in the areas of infrastructure, smart cities, sustainable solutions, and health technology. We endeavour to connect delegates with Australian and New Zealand businesses to secure partnerships, research collaborations, investment as well as domestic and/or regional distribution. Our overall goal is to achieve mutually beneficial outcomes for Canadian, Australian and New Zealand businesses.

Australia's and New Zealand's dynamic domestic economies are positioned to make large strides when they begin re-opening to international visitors post-pandemic. The mission, which connects women in business, academia and the public sector, convenes panel discussions on growth opportunities for women-led SMEs and Indigenous women's trade opportunities, while introducing Canadian women entrepreneurs to potential partners in Australia and Aotearoa New Zealand through business to business (B2B) matching and pitch sessions.

We would like to take this opportunity to recognize the tremendous efforts of the Asia Pacific Foundation of Canada, led by Christine Nakamura, Vice-President of the Toronto Office, for organizing what promises to be an exciting and fruitful mission. In closing, we would like to express our sincere thanks to the Government of Canada, presenting sponsor Air Canada as well as the mission partners and supporters in Canada, Australia, and Aotearoa New Zealand for investing in this worthy and progressive initiative.



MESSAGE FROM

Katherine Ruiz-Avila

Acting High Commissioner, High Commission of Australia to Canada

I am pleased to welcome the first Canadian Women-only Virtual Business Mission to Australia and New Zealand. Australia and Canada enjoy a close relationship that grows stronger each year, and this Virtual Mission will build on, and deepen, those ties.

Our trade relationship dates back over one hundred years. Two-way trade today is over CAD4 billion annually.

While Australia is a commercial destination in its own right, it is also a springboard to Indo-Pacific markets for many Canadian businesses. The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) will also open further opportunities across the Indo-Pacific region.

Australia is the fifth largest global destination for Canadian direct investment, and the largest destination in Asia and Oceania. Australia's economy is coming back strongly from the COVID-19 pandemic. We have outperformed every major advanced economy, with almost one million jobs added since the peak of the crisis. With Australia's borders beginning to re-open, this is an excellent time for the first Canadian Women-only Business Mission to occur.

This Virtual Trade Mission will help provide women-led Canadian businesses greater access and insights in accessing these markets.

Australia is committed to women's economic empowerment both at home and abroad. It's

therefore exciting to welcome this dynamic and diverse group of women entrepreneurs - particularly the Indigenous women entrepreneurs.

I'm also delighted by the focus on opportunities in science, technology, engineering and other sectors which are traditionally underrepresented by women. Sectors such as infrastructure, power and renewables, and digital industries and advanced technologies, in particular pose opportunities for Canadian companies in Australia.

I wish you every success, and hope that this mission delivers new insights, connections and access into the thriving Australian market. I also congratulate the Asia Pacific Foundation of Canada and its partners for initiating this mission.



MESSAGE FROM

Martin Harvey

High Commissioner, High Commission of New Zealand to Canada

Kia ora koutou katoa,

It gives me great pleasure to endorse the first Canadian Women-only Virtual Business Mission to New Zealand and Australia, in December 2021.

There is no better time for this visit to be taking place. First, it comes hard on the heels of Aotearoa New Zealand's successful hosting of APEC 2021, where understanding the impacts of the COVID-19 pandemic on women's economic participation and the importance of an inclusive recovery were central to our objectives. We worked with Canada to identify the opportunities for APEC economies to leverage recovery measures to address long-standing barriers to women's engagement in the economy. The APEC Women and the Economy Forum and the APEC CEO Summit also helped push forward Canada's and Aotearoa New Zealand's shared objectives.

Second, the Business Mission also supports our shared objectives to promote opportunities provided by the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). This trade agreement is proving itself to be an effective tool in supporting the growth of trade and investment between our two countries and in ways that support successful women's entrepreneurship in the trade space.

Third, Aotearoa New Zealand and Canada share the value of promoting and enhancing inclusive trade. Together we are embarking on a journey around indigenous cooperation, building on productive bilateral work, as well as together in APEC. The framework and action plans that we will jointly implement will support indigenous women in business wanting to forge new links between our

countries across a wide spectrum of potential activities.

Let me extend my very best wishes for the success of the Mission, as well as my thanks to the Asia Pacific Foundation of Canada for its amazing work in bringing it together. This Māori whakatauki (proverb) speaks to the spirit of cooperation, which will no doubt be present in discussions over the next two days.

*Nāu te rourou, nāku te rourou, ka ora ai te iwi.
With your food basket, and my food basket, the people will thrive.*



MESSAGE FROM

The Honourable Pierre Pettigrew

Chair of the Board, Asia Pacific Foundation of Canada

It gives me great pleasure to welcome everyone to the First Canadian Women-only Virtual Business Mission to Australia and New Zealand. The agenda promises to be filled with rich discussions on gender economic development, as well as strategies for entering the international markets with women business leaders, and Indigenous women entrepreneurs from Australia, Canada and New Zealand. The mission also features a pitch session at which our Canadian delegates will introduce their products and services to potential partners in-market. I hope that the next two days will be

fruitful, leading to agreements and collaborations that will benefit our three economies and societies.

While Canadian businesses have been expanding their presence in the region for many years, women-led small, and medium enterprises have traditionally focused on our domestic market. Happily, that is now changing and the time is right for Canadian women-led companies to diversify into international markets. Australia and New Zealand, open, mature economies that value innovation, technology, and collaboration, are ideal partners for Canadian women-owned and -led businesses and this mission

is a testament to the positive opportunity that lies before us.

I would like to congratulate the Canadian women delegates who have been carefully chosen for the mission from across our country. I also extend my sincere appreciation to the efforts of the Asia

Pacific Foundation of Canada team, led by Christine Nakamura, Vice-President of the Foundation's Toronto Office, for bringing this ambitious and inspiring vision to reality.



MESSAGE FROM

Jeff Nankivell

President and CEO, Asia Pacific Foundation of Canada

On behalf of the Asia Pacific Foundation of Canada (APF Canada) I am delighted to welcome all participants in the First Canadian Women-only Virtual Business Mission to Australia and New Zealand, the Foundation's fourth gender-based business mission to the Asia Pacific region. In our efforts to support economic growth and women's economic advancement, we encourage Canadian women in business, and in particular women entrepreneurs leading small and medium enterprises, to consider diversifying their target markets to include the burgeoning markets of the Asia Pacific. This unique mission is the latest in a series of missions to Asia to be organized by the Foundation under the leadership of Christine

Nakamura, Vice-President of our Toronto Office, and the third mission supported by the government of Canada's Women Entrepreneurship Strategy's Ecosystem Fund.

Australia, New Zealand, and Canada are established economic partners with mature trading relationships that have the potential to deepen further under the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), of which we are all signatories. The government of Canada's feminist agenda complements efforts of both Australia and New Zealand and, as such, collaboration through this project promises to result in mutually beneficial socio-economic outcomes. Promoting women's

economic empowerment isn't just good for women, but good for society and good for business as well.

I would like to take this opportunity to recognize our Mission Chair, Lisa De Wilde, and Mission Vice-Chair, Janice Fukakusa, both of whom have dedicated a great deal of time for this mission, and to thank our numerous public and private sector partners in Canada, Australia, and New Zealand for their generous support. The realization of this ambitious and inspiring project is a team effort – thank you to all our sponsors, partners, collaborators, and contributors. I hope that your meetings and discussions are productive, and I look forward to the mission's positive results.



AGENDA

Day 1 Mission Agenda

Time EST	Component	Speaker	Speaker Title
7:00pm	Introduction by M.C	Christine Nakamura	Vice-President Toronto Office, APF Canada
7:02pm	Land Acknowledgement and Opening Prayer	Elder Joanne Dallaire	Elder and Senior Advisor, Indigenous Relations and Reconciliation, Ryerson University
7:07pm	Mission Context	Christine Nakamura	Vice-President Toronto Office, APF Canada
7:13pm	Welcome Message and Reading of Message from Her Excellency Mary Simon, Governor General of Canada	Lisa de Wilde	Mission Chair, Bell Media Professor of Media Management, Schulich School of Business, York University, and Former Chief Executive Officer, TVO, and Board Member, APF Canada
7:16pm	Remarks and Reading of Message from the Right Honourable Justin Trudeau, Prime Minister of Canada	Janice Fukakusa	Mission Vice-Chair, Chancellor, Ryerson University
7:19pm	Introduction of Minister	Sara Wilshaw	Assistant Deputy Minister and Chief Trade Commissioner, Global Affairs Canada
7:22pm	Ministerial Message	The Honourable Mary Ng	Minister of International Trade, Export Promotion, Small Business and Economic Development

Time EST	Component	Speaker	Speaker Title
7:30pm	HEALTH BREAK AND PROMOTIONAL VIDEO MESSAGE		
7:40pm	Australia and New Zealand: Growth Opportunities for Women SMEs with Q&A	Moderator: Vicki Saunders	Founder, SheEO
		Theresa Gattung	Investor & Director; New Zealand Lead, SheEO
		Lesley Gillespie	Co-Founder & Director, Bakers Delight Holdings, Cobs Bread
		Amanda Healy	CEO, Warrikal Pty Ltd; Managing Director, Kirrikin
		Traci Houpapa	Chair, Federation of Māori Authorities
8:55pm	Closing Remarks Day 1	Christine Nakamura	Vice-President Toronto Office, APF Canada

Day 2 Mission Agenda

Time EST	Component	Speaker	Speaker Title
7:00pm	Context and Introduction of CanWIN Chair	Christine Nakamura	Vice-President Toronto Office, APF Canada
7:05pm	Welcome Remarks	Dr. Lois Nahirney	CanWIN Chair and APF Canada Board Member
7:10pm	Indigenous Women's Trade Opportunities Panel	Moderator: Raylene Whitford	Founder, INDIGI-X
		Carol Anne Hilton	Founder, Global Center for Indigenomics
		Cheryl Bailey	CEO, Indigenous Technology
		Jenn Harper	Founder & CEO, Cheekbone Beauty Cosmetics
		Kiri Nathan	Co-Founder, Kiri Nathan Ltd.

Time EST	Component	Speaker	Speaker Title
8:00pm	HEALTH BREAK		
8:05pm	Delegate Pitch Sessions <i>Three Breakout Sessions by Sector</i>	Breakout 1: Software Dr. Lois Nahirney	CanWIN Chair and APF Canada Board Member
		Breakout 2: Manufacturing Lisa de Wilde	Mission Chair, Bell Media Professor of Media Management, Schulich School of Business, York University, and Former Chief Executive Officer, TVO, and Board Member, APF Canada
		Breakout 3: Professional Services Christine Nakamura	Vice-President Toronto Office, APF Canada
8:58pm	Closing Remarks	Christine Nakamura	Vice-President Toronto Office, APF Canada



BIOGRAPHIES

SPEAKERS



The Honourable Mary Ng

*Minister of International Trade, Export Promotion,
Small Business and Economic Development*

The Honourable Mary Ng was first elected as Member of Parliament for Markham-Thornhill in 2017. She has previously served as Minister of Small Business, Export Promotion and International Trade.

Minister Ng is a devoted community leader who has always believed in the power of public service. She has 20 years of experience in the areas of education, women's leadership, job creation, and entrepreneurship.

Minister Ng immigrated to Canada from Hong Kong with her family, and grew up learning about the struggle and eventual success that many new immigrants experience in Canada.

Her years working for the Ontario Public Service, Ryerson University, and the Ontario Ministry of Education led to her being recognized as one of Canada's top-performing public sector leaders. She later served as Director of Appointments for Prime Minister Justin Trudeau.



Joanne Dallaire

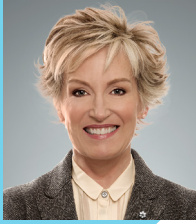
*Elder (Ke Shay Hayo) and Senior Advisor on
Indigenous Relations and Reconciliation,
Ryerson University*

Joanne sits as the Elder and Senior Advisor on Indigenous Relations and Reconciliation for Ryerson University, Ryerson's Aboriginal Education Council, and the Truth and Reconciliation directive and co-chair to the Egerton Ryerson Task Force. Joanne sits as an Elder for the Toronto District School Board (TDSB), the Urban Indigenous Education Center of the TDSB, and is the chair for the Urban Indigenous Community Advisory Committee, where she provides direction, consultation and training.

Joanne has dedicated her career to counselling, advising and educating on Indigenous concerns, empowering and capacity building and advocating for change in broader societal relationships between Indigenous and non-Indigenous people. Her 36-year social service career has contributed to transforming individuals' lives, the culture of agencies, training on Colonization and Residential Schools, the Truth and Reconciliation Commission, and the recognition and respect for Indigenous contributions.

Joanne has worked in a range of capacities with the Ontario government, with universities and colleges in Ontario, Legal Aid Ontario, Aboriginal Legal Services Toronto, Native Child and Family Services; North York Arts; Toronto's Indigenous Agencies, with Dr. Janet Smylie at Well Living House/St. Michael's Hospital, and the YWCA.

Joanne is a recipient of an Honorary Doctor of Laws from Ryerson University, the Minaake Award for Leadership, a Herbert H Carnegie Amazing Aces Award for Courage, and the City of Toronto Access, Equity and Human Rights Awards – Aboriginal Affairs Award.



Lisa de Wilde

*Chair of Canada's First All-Women Virtual Trade Mission to Australia and New Zealand
Bell Media Professor of Media Management, Schulich School of Business, York University, and Former Chief Executive Officer, TVO
Vice-Chair of the Board of Directors, Asia Pacific Foundation of Canada*

Lisa de Wilde is a visionary and transformational leader. As CEO of TVO she transformed the educational broadcaster from an analog operation to an innovative, fully digital leader. While also building up a current affairs powerhouse at TVO, Lisa's sharp focus on education technology created groundbreaking new tools and programs to position TVO as an award-winning global leader in EdTech.

Lisa is the Bell Media Professor in Media Management in the Schulich School of Business MBA Program in Arts, Media and Entertainment Management and currently serves as a Board Member of TELUS, Toronto Global, the Asia Pacific Foundation of Canada, and École de danse contemporaine de Montréal. She is also a former board member and Chair of the Board of Toronto International Film Festival (TIFF).

She is a lawyer by training who began her career at the CRTC, was a partner at a major law firm, and served as President and CEO of Astral Television Networks.

She has residences in Oakville and Montreal. Lisa is a recipient of the Queen's Diamond Jubilee Medal, has received honorary degrees from Ryerson University and Brandon University, holds a Bachelor of Arts and of Laws degrees from McGill University and is a member of the Order of Canada.



Janice Fukakusa

*Vice-Chair of Canada's First All-Women Virtual Trade Mission to Australia and New Zealand
Chancellor, Ryerson University,
Vice Chair, CanWIN*

Janice Fukakusa is Chancellor at Ryerson University, a corporate director, and former Chief Administrative Officer and Chief Financial Officer of Royal Bank of Canada, from which she retired in January 2017 following a distinguished 31-year career. Ms. Fukakusa currently serves on the boards of a number of corporate and not-for-profit organizations, including Brookfield Asset Management, Cineplex and Loblaw. She is Chair of The Princess Margaret Cancer Foundation, former inaugural Chair of Canada Infrastructure Bank and is a member of APF Canada's Asia Business Leaders Advisory Council (ABLAC).

In 2007, Ms. Fukakusa was inducted into Canada's Most Powerful Women Hall of Fame, and in 2016 she was named one of the 25 Most Powerful Women in Banking by American Banker magazine for the fourth consecutive year. She was also selected as Canada's CFO of the Year by Financial Executives Canada, PwC and Robert Half in 2014. In 2017, she was honoured as a YWCA Woman of Distinction, and in 2018 named one of Canada's Top 25 Women of Influence. Ms. Fukakusa was recognized for her exceptional skills in coordinating and motivating volunteers and her commitment to the advancement of philanthropy with the Association of Fundraising Professionals (GTA) 2020 Outstanding Volunteer Award.

Prior to joining RBC, Ms. Fukakusa worked at PricewaterhouseCoopers LLP, where she obtained the professional designations of Chartered Professional Accountant and Chartered Business Valuator. She was appointed Fellow of the Institute of Chartered Professional Accountants of Ontario (FCPA) in 2011. She obtained a Bachelor of Arts from the University of Toronto and holds a Master of Business Administration from York University's Schulich School of Business. In 2016, she was awarded an Honorary Doctorate of Laws from York University.



Dr. Lois Nahirney

*President and CEO, dnaPower Inc.,
Chair, CanWIN*

Dr. Lois Nahirney is the President and CEO of dnaPower Inc. Her businesses are revolutionizing preventative health care by bringing state-of-the-art DNA information to people to help them make better health decisions based on their unique genetic makeup. Prior to becoming a biotech entrepreneur, Lois was the Executive Vice-President, Corporate Resources for Teekay Corporation and a global senior executive with BC Hydro, WMC, ACL, Crystal Decisions, and Fletcher Challenge.

Lois has a Doctorate of Business Administration from Asia Pacific International University. She also has a Master of Business Administration from Ivey Business School and a Bachelor of Arts in Economics and Political Science from UBC. She was an international Rotary Scholar in New Zealand, an intern in the Prime Minister's Office, and has a Fellow in Board Governance designation.

Lois advised the BC Government on gender equity as Chair of the Premier's Women's Economic Council, and has created impact in the community as the Inaugural Chair for the Canadian Women's International Network (CanWIN), Co-Chair of WE for SHE, National Co-Chair of the Women's Executive Network, founding visionary of The Prosperity Project, LGBTQ2+ advocate, and board member of Vietnam Education Society (VES), a charity that builds schools in Vietnam and sends girls at high risk of being trafficked to summer camps and school on scholarships.

For her work, Lois has been recognized with awards for Canada's Most Powerful Women: Top 100, YWCA Women of Distinction, BC Medal of Good Citizenship, Most Pioneering Health CEO, BIV Influential Women in Business, BC Business Women of Influence, Canada 150 Community Service, and CCDI Community Contributor of the Year. VES was awarded a Medal of Honour from the Vietnamese Government for its contributions to girls and youth in Vietnam.



Christine Nakamura

*Vice-President, Toronto Office, Asia Pacific
Foundation of Canada*

Ms. Christine Nakamura is Vice-President at the Asia Pacific Foundation of Canada's Toronto office. From 1976 to 2011, she was employed in various capacities by the Government of Canada in a number of departments including Citizenship and Immigration Canada, Department of Justice and most recently, Department of Foreign Affairs, Trade and Development. She has served overseas in Japan and Korea and holds a Bachelor's degree from the University of Toronto, where she majored in East Asian Studies. Ms. Nakamura is a board member of the Japanese Canadian Culture Centre Foundation in Toronto, Vice-President of the Japan Earthquake Relief Fund, board director of the National Coalition of Canadians Against Anti-Asian Racism and Operation Smile Canada, and a member of the Advisory Council (Canada) for the Prince Takamado Japan Canada Memorial Fund, and is the recipient of the Organization of Women in International Trade's 2020 JoAnna Townsend Excellence Award for Leadership in International Trade.



Cheryl Bailey

CEO, Indigenous Technology

Cheryl Bailey is a proud Indigenous business owner from Muriwari country, Weilmoringle (Weil) – a Murdi (Aboriginal) community in northwest New South Wales. Weilmoringle or Wayilmarrangkal means “old salt bush” in the Muriwari language.

Throughout her exciting career, Cheryl dreamed of how technology might transform the lives of Aboriginal and Torres Strait Island people and has increasingly become an advocate for unlocking the power of technology and Indigenous business.

Cheryl’s experience with Indigenous businesses has included implementing Microsoft Office365 for Indigenous organisations such as Mitwaj Employment in Arnhem Land, Northern Territory.

Cheryl’s experience extends beyond her vision of assisting Indigenous businesses. In her recent career at Qantas Airways Cheryl led complex and operation critical projects for safety sensitive technology integrations, including the migration of 3000 devices from Windows XP to Windows 7.

A natural communicator, and a solutions-oriented technology specialist, Cheryl’s positive and collaborative style ensures Indigenous Technology is your ideal delivery partner.



Theresa Gattung, CNZM

Director & Investor, New Zealand Lead, SheEO

Theresa Gattung is a New Zealand business leader, author, philanthropist and investor. Her best-selling autobiography *Bird on a Wire* was published in 2010.

Perhaps best known for her role as CEO of Telecom New Zealand, she was the first female CEO of an NZX listed company. Since leaving Telecom, she has divided her time between professional governance, entrepreneurial pursuits, and philanthropic work.

She has held multiple governance positions; Chair of AIA Australia, Chair of Telco Technology Services, Chair of CoOfWomen, Chair of the Wellington Board of the SPCA and then on the Royal New Zealand SPCA (RNZSPCA) National Board. She is currently Chair of AIA New Zealand, Chair of Global Women and a member of the National Advisory Board on the Employment of Women.

As co-founder of My Food Bag, alongside Cecilia and James Robinson and Nadia Lim and Carlos Bagrie she helped take the start-up to a nationwide company with a turnover of over \$130 million.

In 2019 she became Chair of Tend, a primary healthcare provider with a mission to put digital healthcare in the hands of all Kiwis.

She is also the New Zealand lead of SheEO, an international community that supports, finances, and celebrates female entrepreneurs.

In 2021 she funded the Theresa Gattung Chair of Women in Entrepreneurship within the University of Auckland Business School.

Theresa is involved with a number of not-for-profit and philanthropic interests, including being on the Global Board of World Pulse, being co-founder of the

World Women Charitable Trust and Patron of the Cambodia Charitable Trust. She is a supporter of The Pūriri Education Charitable Trust, Kootuitui ki Papakura, Gandhi Nivas, the Aunties, and Amnesty International.

In the 2015 New Year's Honours List, Theresa was made a Companion of the New Zealand Order of Merit for services to business and philanthropy, and in August that year she was inducted into the Marketing Hall of Fame at the TVNZ Marketing Awards. In 2017 she was named the inaugural winner of the NEXT Magazine Lifetime Achievement Award and in September 2018 she was awarded the Lifetime Achievement award at the Westpac Women of Influence Awards. In February 2019 she was inducted into the RNZSPCA Hall of Fame and in 2021 she was inducted into CoOfWomen Hall of Fame.

She lives between Auckland and the Bay of Plenty, New Zealand.



Lesley Gillespie, OAM

*Co-Founder & Director, Bakers Delight Holdings /
Cobs Bread*

Lesley along with her husband Roger are founders of Bakers Delight, a 670 plus bakery franchise network across four countries: Australia, New Zealand, Canada and the United States. In Canada and the United States it is branded as COBS Bread. Bakers Delight started from one bakery in Hawthorn, Melbourne, in May 1980.

Even though Bakers Delight / COBS Bread could now no longer be classed as a small business, the many franchisees across the network are small business operators. Lesley understands small business and she is committed to the success of Bakers Delight / COBS Bread franchisees. They are part of the backbone of the communities they serve.

Community involvement has been important and over the years Lesley has been involved in many community activities ranging from serving on school boards to chairing advisory committees at Swinburne and Monash universities. Bakers Delight / COBS Bread has always been there to support at the community grass roots level, whether it be local sporting teams or Bunnings sausage sizzles. For the last 21 years Bakers Delight has partnered with the Breast Cancer Network of Australia helping to raise millions of dollars to support families affected by this disease.

In 2019 Lesley was asked to join the Board of the Australian Business Growth Fund, a federal government partnership with the major banks. It is committed to helping small and medium sized businesses prosper, leading to more employment and ultimately stronger and more cohesive communities. It is modelled on similar funds in the UK and Canada.

Lesley has been honoured with the Order of Australia Medal (OAM), a Fellowship from Monash University where she gained an Honours Degree in Science and a Diploma of Education, as a Champion of Entrepreneurship at the EY Entrepreneur Of The Year™ Southern Region awards, and she has received Honorary Doctorates from Swinburne University of Technology and Monash University.



Jenn Harper

Founder and CEO, Cheekbone Beauty

An award-winning social entrepreneur, Jenn Harper is the founder and CEO of Cheekbone Beauty Cosmetics Inc. Cheekbone Beauty is a digitally native direct to consumer brand that is helping Indigenous youth see themselves in a beauty brand while using the concept of Life Cycle Thinking (LCT) in the brand's ethos and in developing products. Creating a new segment in the beauty industry - Sustainable Socially Conscious Beauty.

Jenn Harper has been making a name for herself in the beauty industry for a number of years but has quickly been gaining popularity after being on the hit CBC show, Dragons' Den (see here: https://www.cbc.ca/dragonsden/m_pitches/cheekbone-beauty) in 2019. Cheekbone Beauty's mission is to help every Indigenous youth see and feel their enormous value in the world while creating sustainable cosmetics.

In addition to Cheekbone's mission, she strives to educate as many people as possible about the Residential School System and the effects it has had on her family and friends through decades of generational trauma. She speaks regularly to university, college and high school students about social entrepreneurship, empathy and the history of her First Nations family. She has also been invited to speak to various entrepreneur groups including women in business associations, Apple Canada, and First Nations organizations.



Amanda Healy

CEO, Warrikal Pty Ltd

Managing Director, Kirrikin

Amanda is a Wonnarua (the traditional owners of the Hunter Valley in New South Wales) woman and part of the Koorie nation. She has spent most of her life living in Western Australia.

Amanda has more than 35 years' experience in the mining industry in Australia, Africa and Canada, having worked for Blue Chip miners such as BHP, Rio Tinto and WMC. In 2003 she founded her own engineering business in the Pilbara region of Western Australia – Maxx Engineering – which was sold to a large international company in 2015.

In 2014 Amanda was awarded the prestigious 'Indigenous in Business' Award at the Ethnic Business Awards at the C20 in Brisbane (for Maxx Engineering) and has since won a number of small business awards both nationally and regionally. She has an MBA and was honoured with a Doctor of Commerce at Curtin University in 2020.

Amanda developed Kirrikin – a social enterprise sharing profits with artists – in late 2014 to address a shortage of authentic Indigenous products. Kirrikin digitally prints gorgeous Aboriginal artwork onto luxurious Cashmeres and silks, turning them into clothing and accessories. Kirrikin won an Ecommerce award through the Export Council of Australia and was a finalist in the national awards in 2016. In 2018 Kirrikin again won an Export Council award in the Creative Industries field. Kirrikin is a popular partner for awareness or fund-raising activities on Indigenous projects.

In 2017 Amanda joined forces with two other industry specialists to form Warrikal, and Indigenous majority-owned mechanical services business, combining some 50 years of experience in shutdowns and turnarounds in

the Pilbara. Amanda is the CEO of Warrikal and continues her work in Social Responsibility through Kirrikin.

Amanda is on the Board of the Wirrpanda Foundation, Curtin University Business and Law School Advisory Board, Save the Children Fund, Western Australian Social Enterprise Council Founding Board, John Curtin Gallery, Enterprise Learning Projects and a number of other small Indigenous focused boards.



Carol Anne Hilton

*CEO and Founder, The Indigenomics Institute
CEO and Founder, The Global Center of
Indigenomics*

Carol Anne Hilton, MBA is the CEO and Founder of The Indigenomics Institute and the Global Center of Indigenomics. She is a recognized First Nation's business leader and adviser with an international Masters Degree in Business Management (MBA) from the University of Hertfordshire, England, a partnership through Vancouver Island University. Carol Anne is of Nuu chah nulth descent from the Hesquiaht Nation on Vancouver Island.

Carol Anne currently serves on the BC Emerging Economy Task Force as an adviser to the Minister of Jobs, Trades and Technology as well as on the BC Indigenous Investment Council for the Ministry of Indigenous Relations and Reconciliation. She was appointed as a senior advisor to the federal Finance Minister on the Canadian Federal Economic Growth Council.

Carol Anne has led the establishment of a line of thought called #indigenomics – the building and strengthening of Indigenous economies. Carol Anne is currently authoring 'Indigenomics – a Global Power Shift.'

Carol Anne's work has been recognized with an 'Outstanding Business Achievement Award' from the BC Achievement Foundation, a 'Creating Wealth Award' from the National Indigenous Council of Elders and 'Business of the Year Award' from the Nuu chah nulth Economic Development Corporation and most recently the 'Excellence in Aboriginal Relations Award' from the Canadian Council for Aboriginal Business.

Carol Anne currently serves as Director on the McGill University Institute of the Study of Canada, the National Canadian Community Economic Development Network as well as a juror on the national Smart Cities Challenge.

Carol Anne is an instructor at Simon Fraser University's Community Economic Development Program and a faculty lead at the Banff Center's Indigenous Business Program where she was also a Fleck Fellow.



Traci Houpapa, MNZM, JP

Chair, Federation of Māori Authorities

Traci is an award-winning company director and a recognised industry leader. She is a trusted advisor to Māori, Government, public and private sector entities on strategic and economic development, and is known for her strong and inclusive leadership and her clear focus on building the wealth and prosperity of Aotearoa New Zealand.

Traci is a Chartered Fellow of the NZ Institute of Directors, and is recognised as a role model for other directors and business leaders. She has been named as one of the top ten most influential women in NZ agribusiness and the Listener's top ten influencers in NZ.

Traci won the Westpac Fairfax Media Women of Influence Board and Management award and has been named on Westpac's NZ Women Powerbrokers list. Traci has been awarded the Massey University Distinguished Alumni Service Award for services to New Zealand agribusiness and Māori, and named amongst the BBCs 100 Most Influential Women in the World.

Traci has an MBA from Massey University and is a Member of the New Zealand Order of Merit, a Justice of the Peace and a Marriage Celebrant.

Traci serves as:

- FOMA 'Federation of Māori Authorities', Chairman
- W3 Wool Unleashed Primary Growth Partnership, Chairman
- National Advisory Council on the Employment of Women, Chairman
- Hineuru Holdings Limited, Chairman
- Te Arawa Group Holdings Limited, Chairman
- Australia New Zealand Leaders Forum Indigenous Business Sector Group, NZ Co-Chairman

- Chiefs Rugby Club Limited, Director
- Ontario Teachers' Pension Plan NZ Forests Investment Limited, Director
- New Zealand Trade and Enterprise, Director
- Stuff Limited, Advisory board member
- NZ Public Service Commission, Māori Advisory Group
- Predator Free 2050 Limited, Director
- Massey University, Council member
- National Science Challenge Science for Technology and Innovation, Board member
- NZ Police, Risk and Audit Committee, member

She holds the following honorary roles:

- Mystery Creek Fieldays, Honourary Vice President
- Leadership New Zealand, Ambassador

And is a member of:

- Global Women New Zealand
- SuperDiversity Institute
- Rural Women New Zealand
- CSC Global Alumni Fellow
- Māori Women's Welfare League
- NZ Institute of Directors



Kiri Nathan

Co-Founder, Kiri Nathan Ltd.

Kiri Nathan is co-founder of self-named fashion brand KIRI NATHAN (KN). Inspired by Aotearoa New Zealand and Te Ao Māori, the company is built on tradition, culture, unique designs, integrity, and a clear company vision.

Kiri was awarded a New Zealand Order of Merit for services to Māori and the fashion Industry in 2020 and in 2019 was awarded a Sir Peter Blake leadership honour and was named MWDI Māori Businesswoman of the year. In 2021 she was inducted into the New Zealand Hall of Fame for Women Entrepreneurs.

In 2017, Kiri founded the Kāhui Collective, which supports the growth and mentorship of Indigenous creatives and entrepreneurs. Through the Kāhui Collective she has led groups of Māori creatives to China, facilitating high level meetings with market buyers and distributors in the largest fabric markets in the world. Kiri sits on the Board of the New Zealand China Council and her KN designs have shown as Guangzhou Fashion Week in China.

The Museum of New Zealand, Te Papa Tongarewa, has acquired thirteen of Kiri's pieces in 2017 for its collections and Kiri has been invited to form the first Māori Fashion Coalition with New Zealand Trade and Enterprise (NZTE). She is working with the Auckland Tourism, Events and Economic Development (ATEED), Britomart Group and the Auckland International Airport to create physical and online retail opportunities for Māori fashion and art.

The Prime Minister of New Zealand, Jacinda Ardern, wears the KN brand. Kiri has personally met and gifted KN New Zealand greenstone taonga (cultural treasure) and kākahu (Māori cloak) to President Barack Obama, Beyoncé, Mariah Carey and Demi Lovato. KN products are owned by Meghan, Duchess of Sussex, Michelle Obama, Ed Sheeran, Bruce Springsteen and Will.i.am. By the

request of New Zealand Governor General Dame Patsy Reddy, Kiri hand wove two contemporary kākahu, that will be used to cloak women in all future Dame Investiture ceremonies.

Kiri was the first Māori finalist for SheEO and one of three successful Māori ventures in 2020. Kiri has dedicated years to forming relationships within mainstream women's organisations with the intention of encouraging more Māori representation and cultural connection.

Most importantly, Kiri is mother to five tamariki (children) and three mokopuna (grandchildren).



Vicki Saunders

Founder, SheEO

Ms. Saunders is an entrepreneur, award-winning mentor, advisor to the next generation of change makers and a leading advocate for entrepreneurship as a way of creating positive transformation in the world. Ms. Saunders is Founder of SheEO and #radical generosity a global initiative to radically transform how we support finance and celebrate female entrepreneurs.

Ms. Saunders has co-founded and run ventures in Europe, Toronto and Silicon Valley. She has received numerous awards for her work at SheEO, including UBS Global Visionary in 2020, YWCA Women of Distinction Award in 2020, Business Leader of the Year 2019 by the Toronto Regional Board of Trade, 2018 Startup Canada Entrepreneurship Promotion Award, and was selected as a Global Leader for Tomorrow by the World Economic Forum in 2001.



Raylene Whitford

Director & Founder, Indigi-X

Raylene Whitford is a Cree-Métis finance professional with a well-established career in the international energy sector. She is the Director of INDIGI-X and founder of Canative Energy, a social enterprise which supports the economic development of Indigenous communities impacted by the energy sector.

Her previous leadership positions include leading a company listed on the London Stock Exchange, as well as directing a US\$42 billion capital efficiency project for an energy company in the Middle East. She also spent several years working with BP's Commercial Performance Improvement Unit where she advised on cost optimization in Europe and West Africa.

She currently is a member of the Deputy Prime Minister's Women's Task Force for Economic Recovery and is a member of the Deputy Minister's Advisory Committee for International Trade. She is also on the Board of the Clean Resource Innovation Network.

Raylene is a Chartered Accountant and has an MBA from Aberdeen Business School in the UK. She is currently completing an interdisciplinary PhD in Indigenous Studies and Business at the University of Alberta.



Sara Wilshaw

*Assistant Deputy Minister and Chief Trade
Commissioner, Global Affairs Canada*

A senior government executive of 26 years, Ms. Wilshaw is Canada's Chief Trade Commissioner and Assistant Deputy Minister at Global Affairs Canada. She leads a global team that helps Canadian business find new customers, troubleshoot market access, sell their products, and grow their businesses (www.tradecommissioner.gc.ca). Sara also leads work across global trade support services including export finance, foreign investment and responsible business conduct. Prior to her current role, Sara served as Director of Operations, Foreign and Defence Policy Secretariat at the Privy Council Office. In this role she provided strategic analysis and advice to the Prime Minister, the Clerk of the Privy Council, the National Security and Intelligence Advisor and the Foreign and Defence Policy Advisor on matters concerning Canada-U.S. relations, Latin America, Trade issues, Climate Change, Human Rights and the UN. Prior to joining PCO, Sara led the North America Bureau at Global Affairs Canada during the renegotiation of NAFTA as Director General. She was previously appointed to represent Canada as Consul General in Dallas, and as Senior Trade Commissioner in New Delhi, India, and she has extensive experience in trade promotion and negotiations, including at Canada's Permanent Mission to the World Trade Organization in Geneva and at the Embassy of Canada in Japan. Her headquarters experience at Global Affairs Canada includes both functional and geographic, as well as foundational work on the Global Commerce Strategy, Corporate Social Responsibility for the Extractive Sector, modernization of the Trade Commissioner Service, trade policy consultations and communications, as well as human resources. Ms. Wilshaw is a graduate of York University's International Relations and Economics program. She is married and has two children.

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APF Canada also works with business, government, and academic stakeholders to provide custom research, data, briefings and Asia Competency training for Canadian organizations. Consulting [services](#) are available by request. We would be pleased to work with you to meet your research and business intelligence needs.



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