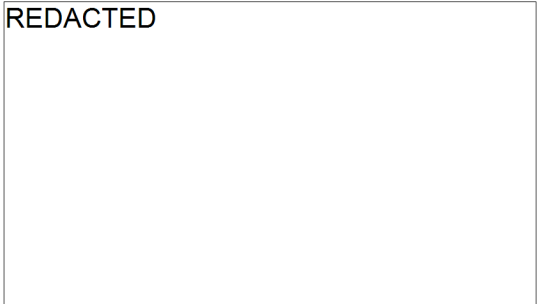


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PETER OLAH
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PETER OLAH

CAREER SUMMARY

I have a demonstrated record of successful leadership in strategic, community-facing roles: leadership of large membership based NFP organisations (Scouts Australia NSW, the Hotel Motel & Accommodation Association and the Rural Fire Service Association), managing significant change programs in government and politics (at NSW State Transit and Hurstville City Council, and on the private staff of the Premier of NSW and senior Ministers), and senior general management positions in the private sector.

Throughout my career I have demonstrated success as a strategically minded but “hands on” manager of change and growth – a leader able to both identify the opportunities and challenges, and to deliver the solutions.

POSITIONS HELD AND KEY ACHIEVEMENTS

MOEBIUS CONSULTING

December 2008 – October 2009

August 2011 – present

Managing Director

- Established Moebius Consulting and completed client assignments in fields as diverse as tourism and hospitality, vocational education and training, workforce development, strategic and business planning, government procurement and tendering, government and media relations, public transport, local government, and planning.
- Developed and delivered a national Industry Workforce Development Program for the Services Industry Skills Council; the program included the writing and preparation of project documentation and presentations; facilitation of a Workforce Development Forum in each state and territory capital; preparation of a detailed final report outlining the findings of these consultations with appropriate recommendations; and attendance at meetings and consultations with political, industry and public sector stakeholders to ensure successful delivery of the project outcomes.
- Developed, on behalf of the Sustainable Tourism Cooperative Research Centre (STCRC) and a number of tourism and hospitality sector associations, a scalable series of industry workshops for tourism business operators, based on the proprietary research of the STCRC. This project included the delivery of both generic and branded versions of the modular workshop template in PowerPoint format; links to existing sustainable tourism products and services relevant to the sector, such as training and education; creation of workshop participant handouts and case study templates; an Instructors' Guide for workshop facilitators; and amendments to the draft material based on the outcomes of a pilot workshop, facilitated by me.
- Facilitated and led the development of products and business plans for a company providing a gaming self-exclusion scheme to all NSW and Queensland licensed premises, including software, licensee and staff training, patron forms and information, and mandatory signage for licensed premises. This industry-first approach supported the gambling and alcohol harm minimisation objectives of governments in both states and assisted the industry in meeting its regulatory requirements.
- Facilitated the strategic and business planning process for the tourism industry in three states, through the peak Tourism Industry Council in each jurisdiction.

- Led the development and planning for a new sector association representing the key concerns and issues facing property owners in the retail industry, especially in terms of land use and development planning. The project included the delivery of three initial projects for members, and local and state government clients in NSW, Queensland and Victoria.

RURAL FIRE SERVICE ASSOCIATION INC (RFSA)

August 2009 – August 2011

Executive Director

- Introduced and implemented the first rolling Strategic Plan for the Rural Fire Service Association, the representative association of the 70,000 volunteers and salaried staff of the Rural Fire Service (RFS) in NSW. Achieved all strategic objectives in year one of the plan, including implementation of new industry-benchmarked systems across the association including a new IT system, membership database, retail and point-of-sale systems, member and public website, accounting and financial reporting systems.
- Designed and led the policy, media and political campaigns of the RFSA in response to the then Government's creation of 13 super agencies, placing the RFS under the Department of Police and Emergency Services and destroying its independence. The successful campaign resulted in direct negotiations with the Premier's office, with the Premier finally guaranteeing that the NSW RFS "remains a separate legal and financial entity and an independent public sector organisation".
- Led the policy development, consultation, authoring and publication processes for the creation of the association's comprehensive policy document – *Building a Rural Fire Service for 2030: State Election Policy 2011*. This policy framework identified key issues raised by Members, each being of operational or strategic importance to the future of the Rural Fire Service in NSW. Led the media and political advocacy for this policy for many months leading up to the March 2011 NSW State Election, resulting in commitments from both sides of politics to the recommendations within the document. The current Government is committed to fully implementing 21 of the 33 recommendations, and partially committed to all but one of the remaining 12 recommendations.
- Successfully lobbied the Federal Government for amendments to the *Income Tax Assessment Act 1997* to guarantee tax deductibility of donations to all volunteer bush fire brigades nationally.
- Oversaw the RFSA Grants Program to provide financial assistance to individual rural fire brigades, support groups and districts with a record allocation of \$1.1 million.
- Negotiated and implemented a new RFSA Member Benefits Program providing access to discounts on over 1600 benefits for Members and their families.
- Reintroduced the RFSA Annual Conference, the nation's largest conference focusing on practical issues affecting the operation of a competent fire service.

HOTEL MOTEL & ACCOMMODATION ASSOCIATION (HMAA)

December 2005 – December 2008

National Affairs Manager

- Crafted and implemented political, policy and media strategies within the newly national structure of HMAA (the peak body for the Australian Accommodation Industry, representing a range of

accommodation establishments including 5, 4 and 3 star hotels, resorts, motels, motor inns, serviced and holiday apartments, bed and breakfasts, guesthouses, backpackers and time share establishments in cities, metropolitan, regional and rural areas – now the Accommodation Association of Australia).

- Formulated and launched key annual industry publications including the *Tourism Budget Report Card* (comparing and contrasting the tourism Budget commitments of each State and Territory Government) and the *Australian Accommodation Industry Issues Agenda* (a consolidated lobbying document outlining key sector issues which became the basis for all HMAA lobbying efforts nationally, as well as industry and media positioning).
- Designed and launched the new *HMAA Annual Member Survey*, which became the key annual “snapshot” of the accommodation industry nationally. The survey assisted in the formulation of HMAA’s *National Policy Register*, which gave clear industry positions on major issues affecting the sector.
- Successfully lobbied the NSW and Queensland Governments in their reviews of liquor laws, with both states implementing the majority of reforms lobbied for by HMAA, including multi-use licensing allowing for greater business flexibility, lower cost licenses for low-impact licensees, and manager’s licenses.
- Lobbied a number of State Governments on changes to smoke and fire alarm regulations, with a number of States changing their new regulations to reflect the operational realities of HMAA’s members who would have to implement the new rules.
- Broadened the influence of HMAA through direct representation of the sector’s interests in government, political and industry forums including the Boards of the National Tourism Alliance (NTA), the Tourism Industry Council NSW (TICNSW) and the Institute of Tourism and Hospitality Professionals (ITHP), the Tourism Task Force (TTF), the Federal Tourism Minister’s Advisory Council (TMAC), the Federal Government’s National Tourism Accreditation Framework Joint Working Group, Service Skills Australia’s Tourism and Hospitality Industry Advisory Group, the ATO’s Tourism and Hospitality Industry Partnership, the Federal Government’s Tourism Labour and Skills Shortage Working Group, as well as presentations at numerous conferences, seminars and forums.

CONSULTANCY ROLES

December 2004 – January 2006

- Designed, managed and implemented short term project consultancies for clients including membership organisations, Federal and State Government agencies and recruitment agencies in areas including organisational restructuring, business development, staff recruitment and retention, and fundraising.

MANPOWER INC

September 2003 – December 2004

General Manager Government, Australasia

- Planned and managed a strategic and focussed public sector business, turning over more than \$30M annually, operating from over 90 locations across Australia and New Zealand for Manpower Inc (a multinational human resource services company operating in 70 countries globally).
- Established and managed the Government Relations function for Manpower Services (Australia), ensuring the company was positioned as a public policy “thought leader” in the human resources field, with Federal and State politicians of all political persuasions, and senior public servants.
- Won (or re-won) major new business with Federal agencies including the Australian Taxation Office, Health Insurance Commission, Royal Australian Mint, state agencies including EnergyAustralia, Ergon Energy, NSW Department of Corrective Services and numerous local councils.

HAMILTON JAMES & BRUCE

April 2002 – August 2003

Head of Government - Associate Director

- Established and managed a new strategic business for a large, national Australian-listed executive recruitment firm, covering all three tiers of government, not-for-profits, industry associations, charities and education.
- Achieved 130% growth in revenue from the above sectors within the first financial year.
- Established and maintained significant, high level strategic relationships and partnerships in these sectors.

SCOUTS AUSTRALIA (NSW)

December 1999 – February 2002

Chief Executive Officer

- Led and managed the largest youth organisation in Australia with 25,000 members, 7,000 adult volunteers, 45 full time staff, an annual turnover of \$30 million, 930 properties and a retail chain of over 30 stores across Australia and New Zealand.
- Reversed a 30-year decline in membership by restructuring the organisation to a customer and development model, and away from the traditional hierarchical, administrative model.
- Achieved a cash surplus budget for the first time in 15 years, whilst reducing the reliance on internal revenue sources from 95% of revenue to 70% of revenue.
- Led a program of cultural change and realignment to move the program and product of the organisation towards current youth demands.
- Commenced a revision of market positioning and branding of Scouting to a relevant, modern movement.

STATE TRANSIT AUTHORITY (NSW)

May 1993 – November 1999

Business Performance Manager

September 1998 - November 1999

- Assessed the operational changes needed to achieve a commercial profit in a government owned business employing over 5,000 people and with an annual budget of nearly \$400 million.
- Delivered, within 10 weeks, a detailed action plan for the restructuring of the organisation's operational functions to achieve a saving of \$25 million per annum, or 6.5% of the organisation's annual budget, with no decrease in customer in services.
- Developed and implemented a detailed communications and consultation plan to achieve widespread acceptance and effective implementation of the action plan.

Internal Communications Manager

November 1997 - September 1998

- Established a new, co-ordinated internal communications function in an internal client service relationship context.

Employee Relations Manager

March 1996 - October 1997

- Improved organisational success rate at industrial appeals from 40% to 100%, whilst doubling the throughput of cases.
- Revised the key human resources policies of the organisation.

Government Relations and Public Affairs Manager

June 1995 - March 1996

- Restructured and cut GR and PA annual budget by 30%, whilst improving service standards and performance measures.
- Managed successful, high profile launches of new bus and ferry fleets involving the Premier and Ministers.

Government and Customer Relations Co-ordinator

May 1993 - May 1995

- Designed, developed and introduced new systems for the co-ordination, preparation and performance measurement of the Ministerial correspondence and briefing systems.
- Reduced the percentage of overdue Ministerial correspondence and briefings from 20% to zero in six months, and maintained that level.

HURSTVILLE CITY COUNCIL

September 1987 – September 1999

Mayor

September 1995 - September 1998

Deputy Mayor

September 1992 - September 1995

Councillor and Alderman

September 1987 - September 1999

Vice President, Southern Sydney Regional**Organisation of Councils (SSROC)**

October 1995 - October 1998

- Led an organisation with over 380 staff, an annual turnover of over \$50 million, and representing 70,000 constituents.
- Paid out all organisational debt through the proceeds of a program of strategic investments, becoming the first debt-free Council in Australia.
- Restructured and realigned organisational practices and procedures, achieving “top 5” ranking (out of 177 Councils statewide) across all KPI’s for local government, as set by the NSW Government.

**MINISTER FOR JUSTICE,
MINISTER FOR POLICE**

April 1991 – May 1993

Ministerial Policy Advisor, Police

September 1992 - May 1993

Ministerial Policy Advisor, Corrective Services

April 1991 - September 1992

- Oversaw the planning, introduction and management of the public relations/political implications of the Computerised Operational Policing System (COPS).

- Co-ordinated a detailed, statewide review of the operations of the private security industry.
- Consulted with and lobbied support from State and Federal agencies and public interest groups, to achieve national agreement on Australia becoming a signatory to the European Treaty on the Transfer of Sentenced Prisoners, saving NSW Corrective Services \$50 million per annum and resulting in approximately 800 fewer prisoners.

TRANS-NATIONAL PUBLISHING 1989 - 1991
Editorial and Public Affairs Consultant

THE HON. NICK GREINER MP,
PREMIER OF NSW 1988 - 1989
Premier's Liaison Officer

MEMBER FOR BASS HILL 1986 - 1988
Research Officer

EDUCATION AND QUALIFICATIONS

SOUTHERN CROSS UNIVERSITY
Graduate Certificate in Management 2010

AUSTRALIAN INSTITUTE OF MANAGEMENT
Business Management Certificate 1999

NSW LAW SOCIETY
Commercial Mediator's Certificate 1997

IMAGE MEDIA SERVICES
Media Training 1995

NSW ATTORNEY-GENERAL'S DEPARTMENT
NSW Justice of the Peace 1993

UNIVERSITY OF SYDNEY
Bachelor of Arts, majoring in Government 1986

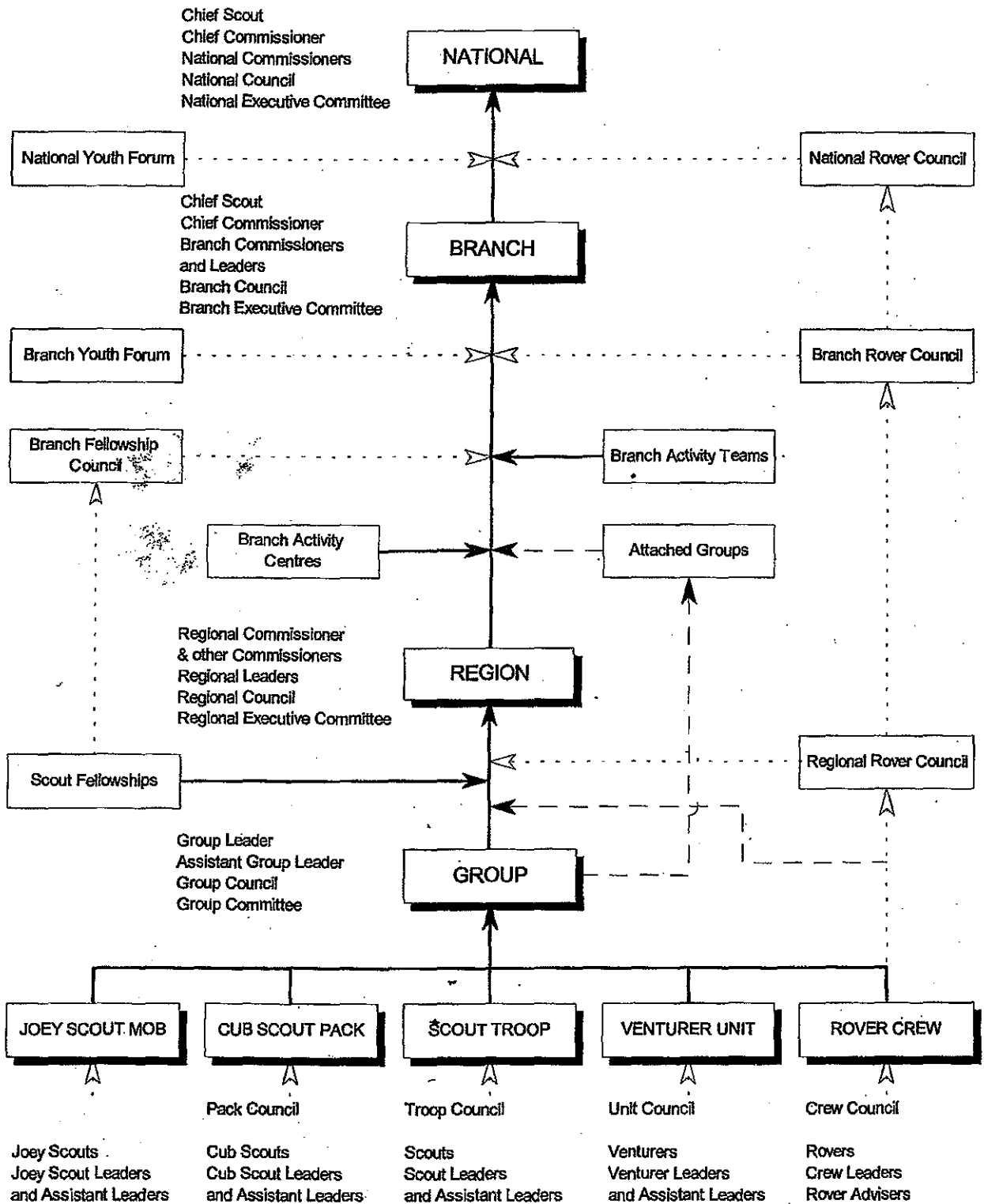
PROFESSIONAL ASSOCIATIONS

- Member, Australian Institute of Management
- Member, Australian Institute of Company Directors
- Member, Institute of Public Administration Australia

REFEREES

Available on request.

BRANCH ORGANISATION CHART



→ Line Responsibility → Alternate Line Responsibility → Advice

08/1 1997