

## CURRICULUM VITAE: FIONA LEONARD, OAM

### **Contact Details:**

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Citizenship: Australian

### **Education**

1994 Graduate Diploma in Foreign Affairs and Trade ANU, Canberra  
1992 Bachelor of Arts (Hons), University of Melbourne  
  
2007-2008 partial completion of Masters of Communication majoring in journalism,  
Edith Cowan University, Perth.  
*Course suspended due to international travel.*

### **Honours and Awards**

2003 Medal of the Order of Australia, General Division (OAM) for coordination role  
with the Western Australian Bali Crisis Team, in the wake of the bombings in  
Bali, Indonesia

### **Professional Associations**

2008 Board Member – Australia Africa Business Council  
2008 President of the Gifted and Talented Children’s Association of Western Australia  
2003 Chair of the Katherine Susannah Pritchard Writers’ Centre  
1999-2000 Board Member – Australia Africa Business Council  
1996-98 Board Member – Zimbabwe Australia Business Council

### **Key Competencies and Attributes**

- Excellent written and verbal communication skills.
- High level strategic policy development experience.
- Experienced industry stakeholder facilitator.
- Demonstrated communications record, including formulating communications strategies, and drafting, editing and publishing articles, ministerial briefing, speeches, reports, press releases and website content.

## **Professional Experience**

### **January – December 2009**

**Freelance Writer** travelling in North America for an online writing and photography project. Interviews were conducted with individuals from diverse cultural and socio-economic backgrounds, and articles produced for online publication and mainstream print publications.

### **November – December 2007**

**Acting Business Development Manager, Austrade Perth, Western Australia** providing support to the Austrade office for a touring roadshow of Austrade Trade Commissioners from Asia. Responsibilities included overseeing logistical arrangements for the visit as well as coordination of local meetings and publicity arrangements.

### **January 2007 – January 2009**

**Principal Consultant, QLU Pty Ltd, Western Australia**, undertaking trade and policy development consultancies for Australian state and federal government agencies to enhance their international trade and investment profile. This included assessment and development of strategies detailing organisational, geographic and sectoral objectives and preparation of monitoring and evaluation frameworks.

### **March 2006 - December 2006**

**Western Australian State Manager, Australian Institute of Export** responsible for developing and implementing the AIEEx's Western Australian marketing strategy for export training programs and events as well as building a strategic partnership network with key businesses, industry associations and state and federal government agencies. Emphasis on building brand recognition in the Western Australian market including through the hosting of a series of high profile events featuring senior government ministers.

### **November 2003 – July 2004**

**Consultant**, working with the Western Australian State Government to enhance their international trade profile through development of strategic publications and web based content targeting small business in the export sector.

### **December 1998 – January 2003**

**Deputy Director/ Acting Director, Perth Office, Department of Foreign Affairs and Trade** responsible for managing human, physical and financial resources of the Western Australian State Office, high-level liaison with state and government agencies, industry groups and companies, developing and implementation of a state-wide business relations strategy.

### **January 1996 – December 1998**

**Second Secretary, Australian High Commission, Zimbabwe** responsible for preparing political and economic analyses of Zimbabwe, Zambia, Namibia and Botswana, negotiating with senior foreign Government officials, international organizations and NGOs in support of trade and foreign policy objectives, developing in-country trade and investment promotional activities and designing and implementing a cultural relations strategy to promote positive perceptions of contemporary Australian arts, sport and culture.

**November 1994 – October 1995**

**Exchange Officer, New Zealand Ministry of Foreign Affairs and Trade** assisting with the development and negotiation of policy and strategy for the Auckland Commonwealth Heads of Government Meeting (CHOGM), preparing assessments on Africa and the Middle East for the New Zealand Representative to the United Nations Security Council, providing briefings to business and facilitating and publicising visits by delegations from the Middle East and Africa.

**February 1993 – November 1994**

**Graduate Trainee, Department of Foreign Affairs and Trade.** Research and policy advice across three placement rotations including Nuclear Safeguards Section, United States Section, and the Middle East and Africa Section.

**Referees**

Available on request