

# QCPA ANNUAL CONFERENCE AND AWARDS DINNER 2024

Exploring the  
Impact of AI

Friday 24 May 2024

Mantra Mooloolaba Beach,  
Sunshine Coast

To Book: [www.trybooking.com/CNIJW](http://www.trybooking.com/CNIJW)

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## A SAMPLE OF OUR GREAT SPEAKERS

### Professor Michael Milford FTSE | Director, QUT Centre for Robotics

Professor Milford conducts interdisciplinary research at the boundary between robotics, neuroscience, computer vision and machine learning, and is a multi-award winning educational entrepreneur.

His research models the neural mechanisms in the brain underlying tasks like navigation and perception to develop new technologies in challenging application domains such as all-weather, anytime positioning for autonomous vehicles.

From 2022 – 2027 he is leading a large research team combining bio-inspired and computer science-based approaches to provide a ubiquitous alternative to GPS that does not rely on satellites. He is also one of Australia's most in demand experts in technologies including self-driving cars, robotics and artificial intelligence, and is a passionate science communicator.

He currently holds the position of Director of the QUT Centre for Robotics, Australian Research Council Laureate Fellow, Professor at the Queensland University of Technology, and is a Microsoft Research Faculty Fellow and Fellow of the Australian Academy of Technology and Engineering.



### Rick Morton Award winning journalist



Rick Morton is an award-winning journalist and the author of three non-fiction books. His latest My Year of Living Vulnerably launched on 17 March, 2021.

Rick is also the author of One Hundred Years of Dirt (MUP, 2018) part family memoir, part book of essays about growing up on the outside in Australia and the extended essay On Money (Hachette, 2020).

He is the Senior Reporter for The Saturday Paper. Originally from Queensland, Rick worked in Sydney, Hobart, Melbourne and Canberra as the social affairs writer for The Australian with a particular focus on social policy including the National Disability Insurance Scheme, aged care, the welfare system, religion and employment services.

Rick is the winner of the 2013 Kennedy Award for Young Journalist of the Year and the 2017 Kennedy Award for Outstanding Columnist.

### David Crisafulli Leader of the Opposition

As the son of sugarcane farmers and small business owners from Ingham in North Queensland, David saw early on the value of farming and private enterprise.

This gave him a passion for service to our community. Following a career in journalism, David served as a local councillor and Deputy Mayor for nearly 8 years. He was elected to the Queensland Parliament and served as Minister for Local Government, Community Recovery and Resilience until 2015.

As a Minister, David undertook the biggest reform to local government in a generation by empowering local leaders, as well as overhauling the way Queenslanders rebuild after natural disasters.

Following the 2015 State election, David established a small business providing media and government strategy and relocated his family to the northern Gold Coast.

David was again elected to the Queensland Parliament as the member for Broadwater in 2017.

David is a Rotary Paul Harris Fellow and is heavily involved in local sporting, school and charity causes.



## A SAMPLE OF OUR GREAT SPEAKERS

### **Geoffrey Bernard** Chief Marketing Officer & Chief Data Officer, La Presse, Canada



Geoffrey Bernard has a diverse work experience spanning multiple industries and roles. Geoffrey started their career as a Technical Support in CyberConcept and later worked as a Web Developer. Then moved to MANITOU BF as an Oracle/SQL Server DBA and Cloud Solution Consultant. After that, they joined SUPINFO as a Teaching Assistant, where they taught Microsoft, Oracle, and Business Intelligence Solutions.

Geoffrey's education includes a range of degrees and certifications including a Master's degree in Business Intelligence from SUPINFO. Geoffrey obtained their Executive MBA from Harvard Business School, specializing in the Program for Leadership Development, from 2022 to 2024.

### **Damian Hetherington** Commercial Director Enterprise | ACM

A previous small business owner himself, Damian understands what drives SMEs in our local communities.

With his passion for building high performing teams who are customer first, Damian has over a decade of experience in the Media industry directly in regional markets.

As a student of leadership & coaching, skilled in facilitating teams to work toward growth outcomes, ACM's Enterprise team is well placed to deliver growth for its customers under Damian's leadership.



### **Will Adams** General Manager | The Shepparton Adviser



With over 35 years in the industry, Will has a wide range of experience including Advertising, Public Relations, Brand Marketing, Social Media Marketing and Digital Marketing.

He has a very sales-focussed approach and his motto is that he is "Results driven and driven by results" and also says that we should all "Be proud of what we do" and to "Never stop learning." This includes looking into AI that can help us in our roles.

Passionate about our industry and everything we have to offer in terms of advertising and marketing for our clients, he is an insightful speaker who is looking forward to sharing his knowledge.

### **Peter Kennedy** Executive Officer VCPA/GPA

Peter Kennedy commenced in the role of Country Press Australia executive officer in February 2023. He has more than 30 years experience in the broad communications industry. Peter served as editor of the free Bendigo Weekly newspaper and then the daily Bendigo Advertiser for a combined period spanning more than 15 years. He's also worked in television and radio and he operated a successful boutique media consultancy business working with state and local government clients throughout central and northern Victoria.

Peter was born and bred in northern NSW, and has a deep knowledge of the regional Australia media landscape.





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