**CURRICULUM VITAE**

**Family name:** Rex

**First names:** Collins

**Date of birth:** 28/07/1964

**Passport holder**: Australian citizen (born in South Africa)

**Education:**

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| **Institution** | **Date** | **Degree(s) or Diploma(s) obtained:** |
| Rand Afrikaans University (now University of Johannesburg) | 1988 | BA (English, Sociology, Psychology) |
| Rand Afrikaans University | 1988 | B Hons (English) |

**Membership of professional bodies:**

* Board Member, Global Trade Professionals Alliance (Australia)
* International Advisory Board member, eCommerce Foundation (Netherlands)
* Member eCommerce Working Group, World Customs Organisation (Switzerland)
* Chief Judge, Australian Information Industry Association iAwards (Australia)
* Head Judge, Asia Pacific ICT Alliance Awards (Asia-Pacific)
* Marketing Head, Australia and New Zealand South African Film Festival
* Member, LaunchVic (Australia)
* Member: Australia Africa Business Chamber

**Present positions:** Owner/Director Colbain Pty Ltd (T/A Rex Ideas); Director Global Trade Professionals Alliance

**Years:** 20 years; 5 years

**Key qualifications:**

**Over 30 years of experience in marketing and communications across a range of industry sectors, including eCommerce, ICT, publishing, personnel, and general consulting. Highly-skilled marketing professional and excellent communicator. Trained broadcaster and professional voice-over artist.**

**15 years’ experience in international trade, trade education and training, trade regulation and trade policy, FTA implementation and training, including.**

* Own and operate a highly successful communications and consultancy business, currently in Australia and previously in South Africa
* Assist clients across a range of international training, marketing, product development and communications areas
* Leverage my background as an award-winning radio announcer to hone businesses’ pitching and presentation skills
* Develop training materials and deliver courses in international business across a range of subject areas, from sales skills and pitching for success, to Free Trade Agreement utilisation and implementation, and general export procedures, in markets as diverse as Australia, South Africa and Peru, and online to hundreds of people in dozens of countries
* Have delivered three highly successful *Australia Awards: Women Trading Globally* programmes to women entrepreneurs from across the Pacific and South Asia, and she continues to mentor these women on an ongoing basis
* Have delivered an Australian government-funded project to build support services for small business in Asia Pacific
* Initiated, developed and delivered two highly successful “Festivals of Inclusive Trade”, attracting close to 200 speakers and close to 20,000 participants
* Initiated, implemented and managed several ICT industry clusters, including eSecurity, mobile data, Microsoft.NET and eHealth

**Professional experience:**

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| October 2003 to present | Australia (Melbourne) | **Rex Ideas****Colbain Pty Ltd (T/A Rex Ideas)** | Owner/Director | Delivering marketing, communications and training services to a range of professional organisations, governments, and individual companies across a range of sectors, including:* International business
* ICT
* Mining
* Publishing
* Arts

Specific marketing/communications experience:* Development of marketing and digital media strategies for clients and projects
* Development of social media advertising campaigns for clients, including content, copy and artwork development
* Significant presence on social media, including postings for my own business and on behalf of clients on Linkedin, Facebook, Twitter, etc
* Writing media releases
* Orchestrating, planning and managing product launches
* Interviewing a range of people for a podcast
* Teaching a range of businesses and individuals to do all the above
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| April 2018 to current | Australia (Melbourne) | **Global Trade Professionals Alliance (GTPA)** | Director | Responsible for GTPA’s:* eCommerce strategy and training programme
* Africa and Asia strategies and implementation
* Development of assessment tools
* Development and delivery of Australian Aid programmes
* Development and delivery of international business training programmes

Specific marketing/communications experience:* Development of marketing and digital media strategies for GTPA projects
* Development of social media advertising campaigns, including content, copy and artwork development
* Writing media releases
* Writing website copy and posting/maintaining pages
* Social media postings on Linkedin, Facebook, Twitter, etc
* Orchestrating, planning and managing product launches, including for the Festival of Inclusive Trade
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| February 2000 to October 2003 | Australia (Melbourne) | **Interact Asia Pacific Multimedia Festival** | General Manager | * Full P&L responsibility for the Company, largely funded by the Victorian State Government
* Programming and management of a two-week festival of ICT, multimedia and business events in Melbourne and regional Victoria, including:
	+ Large-scale expos, performances, and conferences
* International marketing and communications

Specific marketing/communications experience:* Development of marketing and communications strategies for three Festivals and managing a team of staff
* Writing media releases
* Development of advertising campaigns, including content, copy and artwork development
* Orchestrating, planning and managing Festival launches, across Australia and internationally
* Development of all collateral, including brochures, banners, posters and conference swag
* Development of Festival websites, including content development
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| January 1998 to January 2000 | Australia (Sydney) | **Urban Development Institute of Australia** | Marketing and Event Manager | Marketing of the organisation, and event management, including:* Annual international congress
* Professional development and training events

Specific marketing/communications experience:* Development of marketing and communications strategies for all events and activities
* Event management
* Writing media releases
* Development of advertising campaigns, including content, copy and artwork development
* Development of all collateral, including brochures, banners, posters and conference swag
* Commissioning and development of UDIA website, including content development
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| October 1997 to January 2000 | Australia (Sydney) | **University of New South Wales (UNSW)** | Marketing Consultant, School of Geomatic Engineering | Marketing Consultant charged with improving student numbers and School outreach to industry.Achievements included:* Student numbers increased by 300%
* Industry relationships established

Specific marketing/communications experience:* Development of marketing and communications strategies for all events and activities, including school and community outreach, open days, etc
* Event management
* Writing media releases
* Development of advertising campaigns, including content, copy and artwork development
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| January 1992 to September 1997 | South Africa (Johannesburg) | **The Rex Communications** | Owner | Provision of advertising and communications services to a range of clients, including international airlines, FMCG, and F&BSpecific marketing/communications experience:* Development of marketing, communications and advertising strategies for all clients, including airlines (EgyptAir) and FMCG (Gardena, Select a Shoe, Linn, etc)
* Initiation, development and management of product launches
* Public relations – strategy and implementation
* Writing media releases
* Development of advertisements, including writing, recording, etc in 11 different languages
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| January 1990 to December 1991 | South Africa (Johannesburg)Swaziland (Matsapa) | **Macmillan Boleswa** | Marketing Manager | General marketing duties, including:* Marketing strategy
* Exhibition planning and execution
* Management of a team of representatives across South Africa, Botswana, Swaziland (now eSwatini) and Lesotho

Specific marketing/communications experience:* Development of marketing, communications and advertising strategies for the education sector across South Africa, Lesotho, Swaziland, Botswana
* Initiation, development and management of book launches
* Setting up and managing expos
* Public relations – strategy and implementation
* Writing media releases
* Development of advertisements, including writing, recording, etc in 11 different languages
* Development of collateral – brochures, posters, etc – in 11 languages
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| June 1987 to December 1989 | South Africa (Johannesburg) | **Kelly Personnel** | Marketing Co-ordinator | General marketing and copy-writing duties, including training branch staff in copy-writingSpecific marketing/communications experience:* Writing all corporate communications and advertisements
* Teaching copy-writing
* Development of marketing, communications and advertising strategies
* Public relations – strategy and implementation
* Writing media releases
* Development of collateral – brochures, posters, etc
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| June 1983 to August 1997 | South Africa (Johannesburg) | **South African Broadcasting Corporation (SABC)** | Radio Announcer, *Highveld Stereo*Television Presenter, *TV1 & TV2* | General broadcasting duties, including:* Music compilation and presentation of a daily adult contemporary music programme
* Interviewing of guests
* Presentation of various TV programmes, including sport, variety and music
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**Project work experience – HIGHLIGHTS from past decade:**

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| 2021 | ***Global Victoria International Training Programme******Client: Global Trade Professionals Alliance & Global Victoria**** Initiated, developed, implemented and presented a comprehensive international business training programme
* 28 workshops + three self-paced learning modules
* <https://global.vic.gov.au/for-exporters/programs-and-initiatives/export-skills-program>
* <https://www.gtpalliance.com/tools-and-training/export-skills-program/>
* <https://global.vic.gov.au/for-exporters/programs-and-initiatives/go-global>
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| 2021 | ***NSW Government eCommerce Training Programme******Client: Global Trade Professionals Alliance &Investment NSW**** Initiated, developed, implemented and presented a comprehensive eCommerce training programme
* 9 workshops
* <https://www.gtpalliance.com/tools-and-training/e-commerce-program/>
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| 2020 & 2021 | ***Festival of Inclusive Trade******Client: Global Trade Professionals Alliance**** Online Festival, featuring a range of trade and inclusion-focused events
* Over two Festivals, 200 speakers from 90 countries
* Attendees to date approximately 20,000
* <https://www.gtpalliance.com/festival-of-inclusive-trade-2021/on-demand/> (2021)
* <https://www.gtpalliance.com/festival-of-inclusive-trade-2020/> (2020)
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| 2020 | ***Business Health Check series******Client: Global Trade Professionals Alliance**** Initiation, implementation and delivery of a range of training webinars for small business from across the globe
* Aimed at building skills and capacity and restoring confidence through the COVID-19 pandemic
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| 2018 to current | ***Building Support Services for Small Business in Developing Countries******Client: Global Trade Professionals Alliance & DFAT**** Funded by Australian Aid through DFAT
* Empowering small business in developing countries through assessment tools and training
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| 2018 to 2019 | ***Australia Awards: Women Trading Globally******Client: Global Trade Professionals Alliance & DFAT (Australia Awards)**** Initiation, implementation and delivery of three two-week comprehensive residential training programmes for women business owners
* Regions: South Asia and Pacific (2 X programmes)
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| 2017 to 2018 | ***Development of a range of mobile international business/market apps******Client: Export Council of Australia***Including:* Doing Business in China
* Shanghai Free Trade Zone
* Doing Business in Mexico
* Doing Business in Korea for Services Companies
* All apps are searchable through App Stores
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| 2017 | ***Online Going Global*** ***Client: Export Council of Australia**** Developed and launched a comprehensive online training programme for Australian businesses
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| 2017 | ***Industry-specific international business training programmes, including comprehensive FTA training******Client: Export Council of Australia***Including:* FIAL
* AusVEG
* WA Government
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| 2017 to 2018 | ***ANZ Be Trade Ready******Client: Export Council of Australia & ANZ**** Initiation, implementation and delivery of a comprehensive FTA-focused website for ANZ
* Research, writing and/or editing of all content
* <https://betradeready.anz.com/>
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| 2016 to 2017 | ***ChAFTA Implementation Training Programme (with Australia China Business Council)******Client: Export Council of Australia & Australia China Business Council**** Initiated, implemented and delivered a comprehensive ChAFTA training programme consisting of 15 workshop
* Presented across Australia
* Workshops to determine demand-side requirements in Hong Kong and Shanghai
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| 2014 to 2015 | ***META Deregulation Hub******Client: Export Council of Australia & Manufacturing Excellent Taskforce Australia**** A study into the barriers to export for Australian manufacturers, and the commercial and regulatory costs incurred in getting goods approved for export
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| 2013 | ***BeLAZ – 450 ton Haul Truck International Lunch******Client: XM2**** Planning and executing the launch of the new BeLAZ mining haul truck in Belarus
* Coordinating international public relations and media coverage
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