



## 2008 LIST INSPIRE AWARDS | ABOUT THE JUDGES



**Brett Lane** is Editor Business Development with *The West Australian*, with responsibility for editorial products marketing, *The West Australian* Events Program, the Newspapers in Education unit and special projects. He has a background in business journalism and has worked in the media and public relations in country WA, Canberra, Melbourne and Perth. Brett has a commerce degree from Curtin University, is a graduate of the Royal Australian Navy Staff College and is a member of Chartered Secretaries Australia and the Australian Institute of Management. He is involved in various professional, club and community organisations and is an actively-serving part-time Navy officer.



At the time of judging, **Josephine Archer** was General Manager at Kailis Jewellery. She holds a Bachelor of Commerce from the University of Western Australia and has also just completed her first year of Gemmology Studies. Josephine was led to Kailis in 2001 after consulting on brand development for a year when she was with what was then Market Equity. Already an integral part of the brand, Josephine accepted an in-house position as Retail Manager and was charged with managing the retail business and implementing the Kailis brand across the Fremantle and Broome boutiques. This soon expanded to include many national and international retailers, taking her to the position of Marketing and Business Development Manager and now General Manager. She sees it as an honour to work with such an intrinsically beautiful product of such unique provenance and thoroughly enjoys sharing her passion for the Australian South Sea pearl.



**Katharina Wolf** is a Lecturer in Public Relations at Curtin University and the current Chairwoman of PRIA Young Guns. Katharina has worked in various communication roles in Germany, Spain and the UK before packing her trusted backpack for an overland journey of a lifetime, eventually making her way to Perth in 2005. Katharina is passionate about providing young and emerging communicators with a voice and further building the profile of the PR industry. She is a Board member of the Public Relations Institute of Australia (WA) and a committee member of the Young Professional Network WA (YPN). She has a first class honours degree in Media and Communication Studies & Spanish Studies from the University of Wolverhampton, a Masters of Public Relations from Manchester Metropolitan University and is just about to embark on further studies for a Doctor of Philosophy.



At just 27, **Donna Hancox** is the Sales Support Manager for SGIO Insurance. Managing a team of 15, Donna's department is charged with ensuring that every customer dealing with SGIO is managed in accordance with all business, underwriting and banking guideless - critical from both compliance and brand perspectives. Capable of overcoming any challenge, Donna completed the Kokoda Trail last year, in what turned out to be a life changing experience for her. She has now decided to take a temporary break from her position at SGIO to volunteer with the English Alive Academy in Ethiopia and Nepal for four months. A highly respected member of the SGIO team and a friend to all, Donna's maturity and nous far exceeds her years, and she was a natural choice to represent SGIO on the List Inspire Awards judging panel for 2008.