



▶ Helen Attrill, MBA

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Career Achievements

- ▶ Extended services and grew grant/funding income, i.e. Co-production Aged Care Service Improvement and Healthy Ageing Grant – partnership with COTA Australia; Dementia Care Essentials funding from Department of Health and Ageing to implement in consortium training to sector; Emergency Planning website for aged care, funding from Emergency Management Australia.
- ▶ Led the pilot project that was the precursor to a significant change management program in the Home and Community Care Sector. Service redesign of client entry pathways into the home and community care program on behalf of Dept. of Health, Home and Community Care program (Access Project).
- ▶ Achieved ISO Accreditation 9001:2008 for CommunityWest Inc.
- ▶ Implemented integrated business intelligence management and shared information database through planning, design and implementation of electronic document management (TRIM), Microsoft SharePoint organizational intranet and Board web based site and CRM contact management database.
- ▶ State Representation on Ministerial Advisory Committee(s) in Seniors and Aged Care arena, national representation of industry at national CEO level of Aged and Community Services. State representation on Aged Care Planning Committee (WA).
- ▶ International representatives on International Council of Nursing nurse regulation project and on a WA Trades and Labor Council (now Unions WA) trade union delegation for Asia Pacific region.

- ▶ Leadership and representation of WA nursing profession – instrumental in design and implementation a professional career pathway.

Education

- ▶ Masters of Business Administration (Curtin University - Completed 2005)
- ▶ Graduate Diploma in Health Science (WA Institute of Technology - Completed 1985)
- ▶ Bachelor of Applied Science (WA Institute of Technology - Completed 1982)

Awards

- ▶ Kellogs Scholarship recipient to complete Graduate studies (1984)

Continuing Education

- ▶ Australian Institute of Company Directors, Company Directors Course – (Completed 2011)
- ▶ Certificate IV Business (Governance) (BSI Learning- Completed 2009)
- ▶ Completed course work for Certificate IV Training and Assessment (AITP - Completed 2009)

Experience

Director, (July 2015 – current)
Helen Attrill, MBA Consulting
102 Sylvan Cres, Leeming WA 6149

Business consultancy supporting small to medium aged care and not for profit organisation. Providing support in the areas of strategy, business development and stakeholder engagement.

Accomplishments

- Completed Aged Care Approvals Round funding submission for community care places.
- Prepared business case for development and piloting of innovative care model for mid-size not for profit provider.
- Developed social media strategy and providing ongoing support.

Chief Executive Officer (August 2007 –July 2015)
CommunityWest Inc
5/3 Castlegate Way, Woodvale WA 6026

Not for profit organisation working under contract to the Home and Community Care (HACC) program, Disability Services Commission and WA Country Health Services. Also incorporates a fee for service and consultancy business arm. Predominate focus is on delivering training, quality auditing, consultancy and sector development services throughout WA to HACC service providers.

Accomplishments

- Successful grant application of \$1.5 million to pilot and develop co-production approach and resources for community aged care, partnership project with Council of the Aged Australia.
- Attained preferred provider status with Disability Services Commission, Mental Health Commission and WA Country Health Services in quality audit and training role.
- Achieved ISO 9001:2008 Accreditation July 2015.
- Attained Health Promotion Charity status.

- Successfully transitioned the transfer of business (Transport Services) from CommunityWest to another provider and secured replacement revenue stream = \$2 million;
- Guided staff growth from eight to ~thirty five FTE during tenure (excluding transfer of staff with Transport Service)
- Implemented an integrated business intelligence system to enable information and data sharing throughout the organisation using CRM and SharePoint.
- Designed and implemented comprehensive records management system. Led the establishment of business classification system, software selection and implementation..
- Planned and hosted a successful WA HACC Conference - ~500 registrants (2004).
- Planned and implement two reviews and upgrades to corporate website and the commissioning of an online e-learning platform..

Facility Manager (May 2007 – August 2007)

Uniting Church Homes

Mertome Care Awaiting Placement Facility, 30 Winifred Road Bayswater WA 6053

High care aged care facility – commissioned as part of WA Government's strategy to provide non acute short term placement for patients being discharged from hospitals. Short term appointment.

Accomplishments

- Successful recruited from zero base the full staff establishment to bring into operation a 70 bed nursing home.
- Developed procedures to facilitate resident admission from the acute sector in transition to long term residential care.
- Collaborated with stakeholders to ensure successful transition of clients from acute care to long term care.
- Established internal systems and practices to ensure satisfaction of contract obligation.

Chief Executive Officer (January 2003 –May 2007)

Aged and Community Services WA

Level 2, Suite 16, 25 Walters Drive, Osborne Park WA 6017

Peak industry association for not for profit aged care providers in WA. Part of a national federated organisation.

Accomplishments

- Successful grant applications equaling ~\$2 million to encourage capacity building and sustainability of the sector, these included;
 - Initiated and supported tripartite venture with Alzheimer's, McCusker and ACSWA to secure 3 year Commonwealth grant to deliver dementia training to aged care sector;
 - Secured Emergency Australia Grant to develop an emergency service online tool for aged care to assist in their planning and management of natural disasters;
 - Initiated local sponsorship program to secure new income stream - grew income from 0 to 31 sponsors, from a \$0 base to \$43,000 per annum in 2 year period;
- Planned and managed all aspects of 2 State conferences (400 registrants), and accepted delegated co-ordination of 1 national Conference (delegates in excess 1000), returning surplus to ACSWA of combined profit of \$150,000;
- Expanded ACSWA Training and Development services to better meet member needs and add income stream to ACSWA business;
- Project managed relocation and refurbishment of a new State Office funded through successful Lotterywest Grant application;

Director of Nursing (November 2000 – January 2003)

Moran Group (Armadale Nursing Centre)

Hall & Prior (Kensington Park Nursing Home, Kensington)

- Operational management of between 80-100 personnel and 60-80 bed facility respectively;
- Management of all support services provided on site ie; hospitality, laundry and maintenance;
- Liaison and management of visiting medical and allied health specialists;

- Workforce management;
- Ensure adherence to legislative regulatory and quality standards requirements.

Registered Nurse (November 1998 – November 2000)

Uniting Church Homes (Sarah Hardy Nursing Home, Mount Lawley)

- Shift management of clinical care and staff; and
- Portfolio management of specialist care functions – palliation, continence and funding reporting

General Secretary - (November 1994 – November 1998)

Australian Nursing Federation (34 Kings Park Rd, West Perth WA 6005)

- Elected leadership position of 8,000 member organisation
- Advocacy and representation of WA nursing profession on professional and work related issues to employers, public and private agencies.
- Executive servicing of governing body and sub committees.
- Management of operational budget (\$2 million) and personnel (20).
- Public relations on behalf of the organisations – including editor of monthly newsletter and media spokesperson for organisation.
- Prepared submissions to Parliament (State and Federal)
- Represented organisation at national and international level (Australian Council of Trade Union & International Council of Nursing – Regulation Project).
- Ensure adherence to relevant legislative requirements.

A/Human Resource Manager - (September 1993 – October 1994)

Library and Information Services WA (Cultural Centre, Perth WA 600)

- Managed recruitment and selection of all LISWA staff (FTE 270);
- Reporting, research and submission to Executive on human resource matters as required;
- Chair and service internal committees – i.e. classification, occupational health and safety;
- Developed policy and procedure in equal opportunity, workers compensation and occupational health and safety; and

- Negotiation and representation of the agency in industrial forums.

Experience prior to 1993 has been omitted but can be provided if required. It includes periods as the President and Professional Officer for the Australian Nursing Federation (WA Branch), an Industrial Union.

Representative Roles (Recent)

WA Aged Care Reform Advisory Council (February 2003 - Current)

- ▶ Representing CommunityWest Inc.

Councilor – City of Cockburn (October 2007 – October 2011)

- ▶ Committee member – Finance & Audit, CEO Performance, Delegated Authority Committee
WA Local Government Association – South West Zone Member
(Representing Cockburn Council)

Seniors Ministerial Advisory Committee (May 2009 - October 2011)

- ▶ Representing the WA Local Government Association

Aged Care Ministerial Advisory Committee (February 2003 - May 2007)

- ▶ Representing WA Aged and Community Services

Aged Care Planning Committee – Department of Health & Ageing (- October 2011)

- ▶ Representing the WA Aged and Community Services

In addition to the above representative roles Helen also participated on national and international bodies during my career, these have included

- National Australian Nursing Federation Council
- Junior Vice President role at the WA Trades and Labor Council
- ACTU delegate on behalf of WA Trades and Labor Council
- Participation in an International Council of Nursing project in the Pacific region looking at nursing regulation,
- Delegation member to an international Trade Union Conference in India

Referee

- ▶ Available on request