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Judy Martin

Board Director Global Ageing Network /SAGE Study Tours
International

Greater Melbourne Area

Summary

Judy has been successful in opening a number of international Health & Seniors Living (aged care/ seniors living) markets. She is well known in the international Aged Care /Seniors Living industry especially for her role initiating and managing SAGE, the well-respected International study tour program. Judy has been managing the program for 13 years, taking her to over 15 countries studying the global aged care sector.

Commencing her career as a Registered Nurse, Judy's career has spanned 35 years including rural, state, national and international work in Aged care, Seniors Living and Health. Her core areas of expertise are stakeholder management, public relations and business development where roles over the years have included providing liaison with international Govt Departments, Australian Govt, overseas trade offices, media, national and international peak industry associations.

Judy has held the role of National Corporate Relations Manager for one of Australia's peak industry association for NFP aged care and retirement sector, been a Director of Nursing for a large Aged care Provider, managed an multi million dollar Government health project, and held role as National Training Manager (Aged Care).

Currently a board member of Global Ageing Network & founding and current board member of Commonwealth Association Aging A highlight of her career was being invited by Aged Care facilities in Malaysia and Thailand to assist raising the profile of aged care as an industry. On return to Australia she progressed tertiary studies (Aged Care Management) & Psychology and managed & established a number of programs in the Health, Seniors Living, and Community services sectors. She has undertaken roles including:

- strategic management & media of one of Australia's largest Aged care Conferences (1000 attendees)
- board member large Community Service Provider

Experience

Anchor Excellence

Executive Lead - International / SAGE Study Tours & ANCHOR specialist Advisor

February 2023 - Present (1 year 8 months)

Melbourne, Victoria, Australia

Global Ageing Network

Chair

December 2019 - Present (4 years 10 months)

Washington DC

The Global Ageing Network (GAN) is an international network of leaders in ageing services, housing, research, technology and design. GAN brings together experts from around the world, lead education initiatives and provide a place for innovative ideas in senior care to be born. GAN Board and its members pave the way to improve best practices in aged care around the globe.

SAGE Executive Study Tours

Director SAGE International Exec Program

September 2006 - Present (18 years 1 month)

SAGE (Studying and Advancing Global Eldercare) are focused to the aged care and retirement living industries. SAGE delegates have the opportunity to evaluate the advancement of Eldercare from a global perspective and receive insights from some of the world's most highly respected industry professionals. Successful study tours have been run since 2006 across four continents for over 400 senior executives in the Seniors Living/ Aged care industry.

CommonAge - Commonwealth Association Ageing

Vice Chair & Founding Board Member

November 2013 - February 2023 (9 years 4 months)

The Commonwealth Association for the Ageing www.commage.org. exists to connect aged care throughout the 53 independent countries that make up the voluntary association of the Commonwealth. The Commonwealth Association for the Ageing mission is to provide access and help to deliver benefits to individuals, providers, peak aged care industry bodies and Commonwealth Governments associated with care of the elderly. In 2015 CommonAge engendered significant support across a number of Commonwealth countries with outstanding industry leaders in aged care, such as India, Australia,

Singapore, New Zealand, United Kingdom and South Africa, committing to the organisations success.

Thanks to generous contributions from Australian aged care providers and supporting businesses CommonAge was able to award scholarships for 16 delegates to the ACSA/IAHSA Conference from developing countries. Our delegates came from Cameroon, Ghana, Guyana, India, Kenya, Mauritius, Nigeria, South Africa, Uganda, Zambia and Zimbabwe.

DCM Institute

Director Industry Engagement

January 2019 - October 2022 (3 years 10 months)

Australia

ThomsonAdsett

13 years 5 months

Business Development Industry Liason Seniors Living

June 2006 - January 2019 (12 years 8 months)

National/International

Judy worked for ThomsonAdsett 2006 -2011 as Business Development Manager Seniors Living She returned in 2015 working in role Director Stakeholder Engagement (Seniors Living) until Jan 2019.

Judy's industry recognised expertise is connecting community to business where she has been successful in opening a number of national and international aged care markets.

NATIONAL BUSINESS DEVELOPMENT - National and International Business Development Health and Aged Care

September 2005 - January 2011 (5 years 5 months)

In her role with ThomsonAdsett (architects) , where employed for 6 years, Judy was responsible for

progressing national and international seniors living, aged care and health development markets and

linkages. Key responsibility was for national and International Business development where,

stakeholder engagement, lobbying and networking were a key component of the role

providing leadership in establishing the companys external corporate brand to the Health and

Seniors Living sectors. Key to the role was representing the company to National peak bodies,

Government, Government international trade offices and other related industry associations.

This resulted in the enhancement of opportunities, attracting, maintaining and fostering, long term client relationships and increased business nationally and internationally.

Judy organized

all industry events, attendance at national and international exhibitions and conferences.

During this period Judy conducted community consultation and stakeholder and Public

relations activities; Judy introduced the concept of International Study tours for Industry CEOs and grew the

concept to reality. An industry „must do „managing all aspects of the initiative from marketing,

branding, media, tour coordination and evaluation.

Aged Community Services Aust. (ACSA)

National Corporate Relations & Conference Manager

September 2011 - September 2015 (4 years 1 month)

National

Aged and Community Services Australia (ACSA) is a national peak body representing not-for-profit and faith-based providers of residential and community care, and housing and support for people with a disability and their carers.

With over 650 provider members ACSA provides direct support, advocacy and training for members.

- Management of National Corporate Partners Program

- Event management of Australia's largest annual Aged care conference (1000 delegates) x 3 years

Eden in OZ/NZ

Board Member

March 2012 - March 2015 (3 years 1 month)

National - Australia

The Eden Alternative is a philosophy of person-directed care that focuses upon empowering residents, staff, families and other stakeholders to provide a better life for our residents. The Eden Alternative is a powerful tool for inspiring well-being for Elders or residents and those who collaborate with them as Care providers

Hobart District Nursing Service

Board Member

March 2011 - September 2012 (1 year 7 months)

BLUECARE

Director of Nursing/ Senior Project Manager

January 2003 - September 2005 (2 years 9 months)

Queensland, Australia

DIRECTOR OF NURSING & State Project Officer Blue Care Queensland

Role entailed full responsibility for Strategic Management and operational running of

community program with responsibility for adherence to contracts (Dept Veterans Affairs and

Home and Community Care HACC)

-held full responsibility for centres annual budget, staff and education.

- responsible for 40 staff

- responsibility for management of the Public Relations and Marketing of the health service to community & key stakeholders

Major Achievement - increasing the business by 180% in a 9month period.

-During her tenure Judy bought the centre from uncompliant with Government contracts to one of the most compliant in the state

- developed strong relationships with GPs and other medical series enhancing community programs and collaborations over the region serviced.

McKesson Asia Pacific Pty Ltd

CLIENT SERVICES/ BUSINESS DEVELOPMENT MANAGER

January 2001 - 2003 (2 years)

In her position as Client Services/Business Development Manager Judy held responsibility for

the ACTs Governments initiative 'Health First';.

-The prime responsibility was for overall contract management for the 9 million dollar contract with Government.

-Scope of responsibility was to be the focal point of all communication between McKesson & the Department.

-Key stakeholder engagement was a major component of the role, liaising with and coordinating meetings with, Federal & Territory Health Ministers, ACT Chief Minister, ministerial advisers, key stakeholders, media and community.

- As the program was a new National initiative a key component of the role was management of

the Public Relations and Marketing components of the contract.

- A highly political project that was

initially rejected by industry, it was eventually accepted with a close working relationships

established and this was directly attributed to Judys professional engagement of community,

and customer focused approach in dealing with stakeholders

Her role involved speaking to Ministers, preparation of media releases and responses,

presenting at conferences and industry events. Key to the roles reported success was her

management and delivery of stakeholder engagement and overall marketing of the program.

- Oversaw the recruitment and staffing of 40 Registered Nurses.

This position enabled her to be at the forefront of policy development in health, having access

to Senior Ministers and key personnel in the Commonwealth Department of Health and Aging.

various

International Training manager

January 1984 - January 2001 (17 years 1 month)

During the period 1984 2000 Judy held a number of Senior management roles with a particular

focus on establishing new aged care and health programs in the community.

Involving public relations strategies, marketing

and branding recognition quality coordination of varying health and aged care

agencies held a major focus of career at this time where Judy

was responsible for a number of differing (pilot) programs being launched in the community ranging from

Junior Doctor Training to International Aged Care delivery. Judy maintained her clinical skills and professional development throughout out this period.

Education

Bathurst University

Bachelor Management , Aged Care Management

James Cook University

Bachelors, Counseling Psychology

