

Making ESG easy. Maximising impact.

SUSTAINABILITY & ESG | STAKEHOLDER ENGAGEMENT | STRATEGIC COMMUNICATION

ReGen Strategic

ReGen Strategic is an ESG and impact advisory.

We work with large, medium and small sized listed and privately owned businesses in sectors including mining, energy, health, property, manufacturing, primary industries, infrastructure and more. Our client base also includes local governments, government agencies, First Nations organisations and other not-for-profits.

Many of our clients have a strong positive impact on people and planet, doing incredible work in areas as diverse as renewable energy, carbon farming, carbon capture and usage, just transition, community resilience, health, education, diversity, inclusion and more. We are proud to support these organisations through our stakeholder engagement and strategic communication services, supporting their relationships with community, government, media, markets and industry.

Others want to get started on their ESG journey, recognising the importance of strong ESG performance to employee, customer and investor attraction and retention, as well as market access and overall brand and reputation. We help make the ESG journey easy for these clients, providing them with a sustainability service that can be tailored to every level of organisational maturity.

Headquartered in Perth, Western Australia, ReGen's 15-person multi-disciplinary consultant team offers advice across Australia, New Zealand and the Indian Ocean Rim. We look forward to helping you create business value and maximise your positive social and environmental impact.

Our purpose is to **create business value** for our clients and **maximise their positive social and environmental impact.**

We do this by **making ESG easy**, as well as **enabling projects and services that positively impact people and planet.**

An integrated offering

Four key benefits of integration

With equally strong capabilities in sustainability and ESG, stakeholder engagement and strategic communication, ReGen makes ESG easy for your organisation, and helps you deliver projects and services that positively impact people and planet.

1 Bringing people with you

Sustainability and ESG can sometimes appear complicated, with any number of ESG topics and acronyms making it difficult for organisations to know where to start. With a heritage in strategic communication, ReGen Strategic is highly skilled in simplifying complex issues and communicating them effectively. We'll help you bring your internal stakeholders on the sustainability and ESG journey, and keep them engaged. It's important to remember that you don't have to solve all the world's problems immediately. We'll help you focus on the ESG topics most material to your business and your stakeholders. It's better to do something than nothing, and we'll help you get started.

2 Better stakeholder engagement

Strong sustainability and ESG performance is about delivering value for all stakeholders, including your shareholders. Engaging with shareholders, employees, customers, members, communities, government, regulators and other stakeholders is critical to the process of identifying the material sustainability and ESG topics you should be focusing on. With a rich history in stakeholder engagement, and exceptional networks, ReGen Strategic's stakeholder engagement services ensure your ESG strategy and sustainability reporting approaches meet and exceed stakeholder expectations.

3 Productive partnerships

Partnerships are critical to the achievement of sustainability and ESG objectives, as well as delivering projects and services that positively impact people and planet. This includes partnerships with government, where more funding and practical support are becoming available for organisations that align with government policy directions. This also includes partnerships with sustainable finance, with a growing pool of capital looking for investment opportunities with strong ESG performance and impact potential. With strong relationships at all levels of government and within the sustainable finance community, ReGen is well placed to facilitate conversations and identify win-win opportunities.

4 Avoiding greenwash

Growing pressure from investors, consumers, employees and regulators for organisations to disclose their performance on sustainability and ESG topics is now accompanied by growing oversight and scrutiny of the veracity of what organisations say (or don't say). The risk of receiving a financial penalty from a regulator or being the subject of legal action is growing, along with the associated reputational risk. With a strong background in strategic communication, ReGen Strategic is ideally placed to ensure you avoid the risks of 'greenwashing' and take advantage of the opportunities transparency and accuracy provide to build trust with stakeholders.

How ReGen can help you

Sustainability & ESG

- Carbon neutral accreditation
- Gender equality, diversity and inclusion
- Supplier preparedness
- Materiality assessment
- Sustainability strategy
- Reporting and disclosure
- Social impact assessments
- Compliance auditing

Stakeholder engagement

- Stakeholder mapping
- Perception audits
- Stakeholder strategy
- Government relations
- Investor relations
- Community engagement
- Community research

Strategic communication

- Communication strategy
- Media relations
- Media training
- Digital media
- Publications
- Video production
- Crisis communication

Sustainability & ESG

Demonstrating strong sustainability performance isn't just the right thing to do - it's the smart thing to do.

Mandatory climate reporting for Australian companies is being rolled out from the 2024-25 financial year. In addition to this, governments and tier one companies are increasingly giving preference to suppliers that can demonstrate strong performance on climate and other sustainability topics. Plus, there is growing investor, employee and consumer preferences to align with brands that make a positive impact on people and planet.

ReGen makes ESG easy, helping organisations to develop sustainability strategy that creates business value and maximises sustainability impact. We then help our clients report on their ESG performance in a way that meets the needs of their stakeholders, in alignment with relevant national and global standards.

We also leverage our capabilities in sustainability to support our clients with regulatory requirements under Parts IV and V of the *WA Environmental Protection Act 1986*, including undertaking social impact assessments and ongoing compliance auditing.

Sustainability & ESG services

Delivered in whole or in part, supporting you wherever you are on your journey.

1 Carbon neutral accreditation

Launching in 2024, ReGen Strategic will assist your organisation to become certified as carbon neutral under the Australian Government's Climate Active program. Includes carbon accounting, emissions reduction planning and the purchasing of quality offsets.

2 Gender equality, diversity and inclusion

Engaging with your workforce to develop policies, plans and strategies to drive improved gender equality, diversity and inclusion outcomes, then collect performance data and transparently report to regulators, employees and the broader community.

3 Supplier preparedness

With a focus on tier-one companies and government procurement, engaging with your current and desired customers to identify their supply chain requirements in relation to ESG performance and data, then assisting you to collect, manage and report that information.

4 Materiality assessment

Engaging with your organisation and your stakeholders to identify the most material sustainability and ESG issues for value creation and sustainability impact. Stakeholders can include shareholders, employees, customers,

suppliers, government and regulators, as well as First Nations and other community.

5 Sustainability strategy

A detailed implementation action plan for material issues, as well as embedding sustainability and ESG into your business strategy.

6 Reporting and disclosure

Annual reporting and ongoing disclosure of sustainability performance in alignment with global best practice standards, such as the SDGs, GRI, TCFD, SASB and ISSB, as well as the emerging Australian Sustainability Reporting Standards and local mandatory reporting requirements. Service includes technical advice, copy writing and graphic design.

7 Social impact assessments

The delivery of social impact assessments in alignment with Part IV of the *West Australian Environmental Protection Act 1986*. Inclusive of screening and scoping, baseline data collection, stakeholder engagement and impact assessment, as well as management and mitigation measures.

8 Auditing and compliance

ReGen's experienced tertiary qualified environmental auditors conduct audits for a diverse range of purposes covering most sectors. We can assist with statutory compliance audits, internal audits and due diligence.

Stakeholder engagement

For more than a decade, the ReGen Strategic team has helped our clients build long-term, trusted and mutually beneficial relationships with key stakeholders and communities.

Our approach is built on early engagement and continuous two-way communication, as well as a commitment to the identification and delivery of win-win outcomes.

ReGen draws on our trusted relationships and detailed knowledge of state, national and international government policy to identify common ground and foster relationships between our clients and key decision makers.

This extends to relationships with other stakeholders, such as investors, employees, customers, members, suppliers, communities, unions, environmental groups and Traditional Owners.

ReGen's extensive stakeholder engagement capability provides a major point of difference in the delivery of our social impact assessment and materiality assessment service offerings, which are provided through our sustainability and ESG practice.

Stakeholder engagement services

Developing and informing strong, trusted and mutually beneficial relationships.

1 Stakeholder mapping

Identifying your organisation's stakeholders, identifying key interests and prioritising according to impact and influence.

2 Perception audits

Research delivering insights into the strengths, weaknesses, opportunities and threats associated with your stakeholder relationships.

3 Stakeholder strategy

Developing an engagement strategy for your stakeholders, including activities across the full range of the IAP2 spectrum.

4 Government relations

Building awareness and understanding among state, federal and local government stakeholders and identifying win-win opportunities.

5 Investor relations

Two-way communication with key investors, in addition to meeting disclosure requirements of the Australian Stock Exchange.

6 Community engagement

On the ground engagement in local communities, including two-way communications, events, partnerships and community investment.

7 Community research

Polling, focus groups and other qualitative research to measure and understand community priorities and their drivers.

Strategic communication

Since 2011, the ReGen Strategic team has been a proven performer in delivering simple, targeted and effective communication to internal and external audiences.

This is grounded in strong communication strategies, developed in close consultation with our clients, using a framework that starts with a clear purpose – ‘the why’.

ReGen copywriters are skilled at writing engaging, plain English copy that informs, shapes opinion and drives behaviour.

This is delivered through multiple channels, including compelling and beautifully presented publications, websites, video communications and social media content.

Our team of award-winning former journalists works with our clients to develop proactive media strategies, build relationships and shape conversations about the issues that matter.

And, as risks are identified, we work with our clients to develop tools and resources to prevent issues escalating, as well as dealing with crises appropriately and effectively when they do arise.

Strategic communication services

Targeted, effective communication that informs, shapes and inspires.

1 Communication strategy

Detailed and actionable communication planning, focusing on the why, how, what, who and when of communication.

2 Media relations

Delivering proactive and reactive media relations, including the development of media releases, the pitching of stories and the planning of media events.

3 Media training

Improving understanding of how the media works and preparing for media opportunities through practical training, informed by insider knowledge from our team of former journalists.

4 Digital media

Developing websites, electronic newsletters, social media content and advertising for highly targeted and engaging communication.

5 Publications

Developing effective communication tools, such as annual reports, sustainability reports, newsletters, flyers, posters and advertising.

6 Video production

Producing quality video communications for direct stakeholder communication, as well as advertising to public audiences.

7 Crisis communication

Identifying key communication risks and developing mitigation strategies. Managing crises when they occur through a crisis communication playbook.

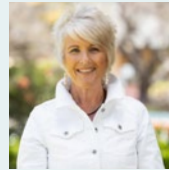
Our people | Organisation structure



Daniel Smith
Executive Chair and
Founder



Anthony Fisk
Managing Director



Libby Lyons
Strategic Counsel



Nadene Cooke
Executive Assistant



Colin Davies
General Manager,
Sustainability and ESG



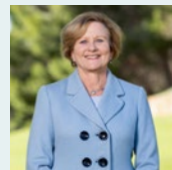
Patrick Gardner
General Manager,
Stakeholder Engagement



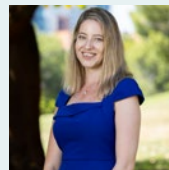
Rebecca Boteler
General Manager,
Strategic Communication



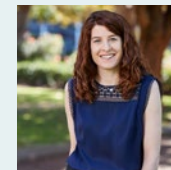
Alette Nalder
Sustainability
and ESG Advisor



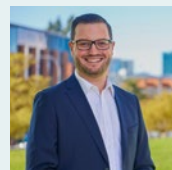
Louanne Munz
Strategic Counsel,
Community Engagement



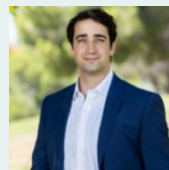
Amy Blom
Associate Director,
Strategic Communication



Jennifer Dowdeswell
Associate Director,
Community and Stakeholder
Engagement



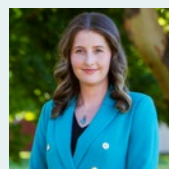
Jonathan Phillips
Associate Director,
Stakeholder Engagement



Mark Ravi
Senior Media and Content
Advisor



**George
Foulkes-Taylor**
Stakeholder
Engagement Advisor



**Yvette
Ogilvie**
Strategic Communication
Advisor

Our people

Daniel Smith

Executive Chair and Founder

BBus GBC.D



Daniel Smith is executive chair and founder of ReGen Strategic, and a trusted advisor to people at the highest levels of government and industry.

Daniel previously founded CGM Communications, growing it into one of Western Australia's most respected community, government and media relations agencies over 11 years.

Now repurposed as ReGen, he leads a diverse team of specialists who are united in their desire to make a difference through their work.

Daniel has a background in social and marketing research, with previous experience in senior policy and stakeholder engagement roles in both government and the private sector.

He has driven strategy on sustainability projects across a range of sectors, including mining, manufacturing, agriculture, infrastructure and energy.

Daniel's strong networks within both the Western Australian and Australian governments and detailed policy understanding make him uniquely placed to identify win-win opportunities and drive collaboration.

Daniel holds a Bachelor of Business majoring in economics and has been accredited with a Global Competent Boards Designation in ESG. He serves on a number of not-for-profit boards, driving stakeholder engagement and the consideration of ESG issues. He is also a regular columnist on ESG for *The West Australian* newspaper.

Anthony Fisk

Managing Director

BA (Hons) GDip Comm Mgt EMBA MPRIA



With corporate and investor communication experience within some of Australia's largest companies, Anthony Fisk has a strong track record of partnering with senior leaders to achieve strategic outcomes.

Anthony has provided communications counsel to some of WA's leading firms in the mining, education, property, utilities, technology and local government sectors. This includes Head of Communications at iiNet, Australia's second-largest ISP, during a period of rapid and sustained expansion.

As Managing Director of ReGen Strategic, Anthony leads our corporate communication and community engagement functions, managing our largest community engagement projects and shepherding some of the most contentious issues through government approval processes.

Anthony is building upon his significant experience in investor relations to focus on ESG IR, sustainability reporting and connecting with the sustainable investment community.

Anthony holds an Executive MBA from the University of Western Australia, a Bachelor of Arts (Honours) from Macquarie University, a Graduate Diploma in Communication Management from UTS, and a Diploma of Investor Relations from the Australasian Investor Relations Association.

Anthony is currently serving on several committees for the Urban Development Institute of Australia (WA), including their Reconciliation Action Plan (RAP) committee.

Our people

Libby Lyons

Strategic Counsel



Libby Lyons is one of Australia's most powerful advocates, with decades of leadership experience in corporate affairs and issues-based advocacy at some of the country's biggest companies.

Libby's experience includes heading up BHP's Olympic Dam corporate affairs division, as well as senior executive roles at Atlas Iron, CITIC Pacific Mining, Alcoa of Australia, the Western Power Corporation and Telstra.

In April 2021, Libby completed her appointment as the director of the Commonwealth Government's Workplace Gender Equality Agency (WGEA), a role she held for five and a half years.

As agency head, Libby led a transformational program through which WGEA is now recognised as a national powerhouse in promoting evidence-based change for gender equality in Australian workplaces and became internationally recognised, with Libby invited to speak to governments, private enterprise, industry bodies and unions across Asia and the Americas.

Libby's current board appointments include Chair of Science in Australia Gender Equity Ltd. She is a member of the National Aged Care Advisory Council and is also the WA State Chapter Chair and national board member of Chief Executive Women. Libby was also the inaugural Chair of the Aged Care Workforce Industry Council.

Nadene Cooke

Executive Assistant

BBA



Nadene Cooke is a highly adaptable and experienced professional with a career spanning more than 20 years in the public and private sector, with particular experience in finance, environment, infrastructure and health.

Nadene brings exemplary interpersonal skills and a proven track record of executive and administration assistance, relationship building and efficient project delivery to the role of Executive Assistant at ReGen Strategic.

As executive assistant, Nadene assists with the organisation of board and management meetings, company strategy execution, managing the Executive Chair, event organisation, developing business-wide systems and general office administration.

Originally from South Africa, Nadene embarked on her professional career in London, serving as an administrator, executive assistant and analyst for investment banks and the London Metals Exchange. She then managed an interior team for a motor yacht where she travelled between the Mediterranean and Caribbean before moving to Australia.

Nadene has spent the last decade primarily in Perth's public health sector. Immediately prior to joining ReGen Strategic, Nadene held the role of coordinator business services, biomedical engineering.

Nadene holds a Bachelor of General Business Administration and Management from the University of South Africa, as well as a number of professional accreditations, including a diploma from Australia's financial markets.

Our people

Colin Davies

General Manager, Sustainability and ESG

MSc BSc



Colin Davies is an environmental scientist and ESG professional with over 15 years of diverse experience in resources, infrastructure and industrial projects across Australia, Europe and South-East Asia.

One of the key strengths Colin brings to the position of General Manager, Sustainability and ESG is his ability to develop effective and strategic solutions to environmental and social issues and communicate these to a wide range of stakeholders.

His knowledge on the application of ESG/sustainable development principles and safeguards stems from more than a decade as an independent reviewer, auditor and technical specialist. During this time, Colin has worked on a range of high capital investment projects for some of the world's leading international financial institutions including the World Bank, International Finance Corporation and European Bank for Reconstruction and Development. His skillset also includes materiality assessments, ESG strategy, frameworks and reporting.

Prior to joining ReGen Strategic, Colin held executive positions with a number of reputable local and international environmental and social consultancies.

Colin's ESG and sustainable development experience is underpinned by a Master of Science in environmental management and sustainable development. Colin is also an Exemplar Global Certified Lead Environmental Auditor and has completed a plethora of statutory legal compliance audits.

Alette Nalder

Sustainability and ESG Advisor

BA BBus



Alette Nalder is a passionate and innovative sustainability professional with practical experience in reconciliation, restoration and environmental compliance that she applies to her duties as Sustainability and ESG Advisor at ReGen Strategic.

Alette has worked in a diverse mix of sectors ranging from sustainability software start-ups to multinational construction material organisations, which has provided her with expertise in community engagement, ESG strategy, frameworks and reporting.

Specifically, Alette has direct experience working with ISO14001, United Nations' Sustainable Development Goals (SDGs), the System of Environmental Economic Accounting (SEEA), and the Global Reporting Initiative (GRI).

Prior to joining ReGen Strategic, Alette also engaged with the Australian Government's CRC TiME, Reconciliation Western Australia, the ARC Training Centre for Healing Country and the Waalitj Hub.

Alette's experience applying sustainability and ESG principles is underpinned by a Bachelor of Business, majoring in Sustainable Enterprise, where she focused her studies on ecological and environmental economics and application.

In addition, Alette also holds a Bachelor of Arts, majoring in Japanese language, and a Cert IV in Small Business Management.

Our people

Patrick Gardner

General Manager, Stakeholder Engagement
BCom BA GradDipCA



Patrick Gardner is a collaborative campaign manager and strategy consultant who brings more than 15 years' experience across government, major corporates and not-for-profits to the role of General Manager, Stakeholder Engagement.

His diverse skillset includes stakeholder engagement and advocacy, community engagement, strategy development and implementation planning and environmental regulation and assessment.

Patrick has worked for several global professional services firms, primarily in Deloitte's Perth consulting practice.

For more than a decade, Patrick led projects within Western Australia and nationally across a wide array of sectors including resources, health care and the public sector. He also spent two years as an economic adviser to former leader of the opposition Eric Ripper.

During this period, Patrick was also elected as a councillor for the City of Belmont, where he served as Chairperson of the Audit and Risk Committee, and held board positions with various not-for-profits.

Immediately prior to joining ReGen Strategic, Patrick was WA Campaigns Manager for the Wilderness Society, overseeing campaigning and organising activities to protect globally significant ecosystems from deforestation, land clearing and fossil fuels.

Patrick holds a Bachelor of Arts and a Bachelor of Commerce from the University of Notre Dame, along with a Graduate Diploma of Chartered Accounting from the Institute of Chartered Accountants Australia.

Louanne Munz

Strategic Counsel, Community Engagement
BA



As Strategic Counsel, Community Engagement, Louanne brings more than 30 years' experience in mining, energy and government to the role.

Louanne's areas of expertise include community and stakeholder engagement, community development partnerships, management of social investments, social performance standards and corporate reporting.

She has extensive experience in managing community relations and stakeholder engagement for projects in WA and internationally, and leads ReGen's community engagement practice.

Her direct experience ranges from project inception to closure management, as well as benefiting companies and clients in gaining social licence to operate and contributing to rewarding levels of corporate social responsibility.

Louanne worked with BHP for many years benefiting communities, and has a strong background in both the mineral sands and fertiliser industries.

Louanne is an accredited Partnership Broker and has completed the Australian Institute of Company Directors Course. She has served on a number of not-for-profit, arts and community boards and is passionate about the arts and culture in Perth.

Our people

Jonathan Phillips

Associate Director, Stakeholder Engagement



Jonathan Phillips is an experienced campaigner and stakeholder engagement consultant who brings a wealth of knowledge to the role of Associate Director, Stakeholder Engagement.

In more than a decade working in the political and union space, Jonathan accrued expertise in relationship building and stakeholder engagement; strategic planning; integrated campaign coordination; messaging and policy development; internal and external communications; and management of teams and projects.

Working as an electorate and research officer for former senator Robert Ray early in his career, Jonathan followed his passion for workers' rights to the union movement with positions across Australia, New Zealand, and the USA.

In this time, Jonathan developed a strong network of contacts at the grassroots, local, state and federal levels and took up opportunities to serve on a number of representative bodies, including with Keep Australia Beautiful, UnionsWA, and WA Labor.

Immediately prior to joining ReGen Strategic, Jonathan held the role of Community and Public Sector Union WA Regional Secretary.

Curious by nature and a hard worker, Jonathan is constantly seeking new challenges and professional development opportunities, completing the Future Leader Program at the Australian Institute of Management and an Australian Progress Fellowship.

George Foulkes-Taylor

Stakeholder Engagement Advisor

MHumRights BContpPerf BCreatInd



George Foulkes-Taylor (they/them) is a driven policy expert and creative producer who brings more than a decade of professional experience across government, the arts, and not-for-profit sectors to the role of Stakeholder Engagement Advisor.

With extensive election and campaign experience, George's skills in bringing people together have been finely honed working in metropolitan, regional and remote locations spanning five countries.

George began their career as a photojournalist at the Kalgoorlie Miner, before running a successful photography and creative producing business for over a decade.

Based in the Goldfields, they led the marriage equality campaign for Kalgoorlie-Boulder. George's community capacity building work was recognised with a gong as a 30 under 30 LGBTIQ Role Model in 2019 and again as a Finalist for the Australian of the Year Awards in 2020.

Immediately prior to joining ReGen, George spent six years in government advising Ministers across a number of portfolios.

George holds a Master of Human Rights from Curtin University with a final thesis on First Nations representation in news media, a Bachelor of Creative Industries majoring in photomedia, and a Bachelor of Contemporary Performance from the West Australian Academy of Performing Arts.

Our people

Rebecca Boteler

General Manager, Strategic Communication

BA



Rebecca brings more than 20 years' experience working as a journalist in Australia and around the world to her role as General Manager, Strategic Communication.

With extensive experience, as well as local, national and international media networks, Rebecca is uniquely placed to provide advice on media strategy and liaison. She understands what it takes to get a story up and the requirements of different media.

Since joining ReGen Strategic in 2013, Rebecca has worked closely with clients across a range of industry sectors, as well as not-for-profits and First Nations organisations to help them get their stories up and have their voices heard.

Prior to joining ReGen Strategic, Rebecca began her professional journey with a Bachelor of Arts with a double major in journalism and public relations, before carving out a career in the newsrooms of 6PR, 96fm, Nova, Channel 7 and the ABC.

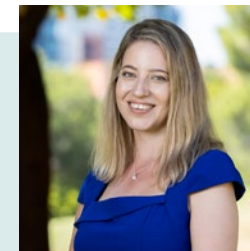
She has held roles ranging from newsreader to political reporter for radio, TV current affairs reporter and executive producer.

Rebecca also spent almost three years working as an overseas correspondent, based mostly in Indonesia.

Amy Blom

Associate Director, Strategic Communication

BComms BA



Amy Blom is ReGen Strategic's Associate Director, Strategic Communication.

Amy brings a holistic approach to the design, development and implementation of strategies and campaigns, incorporating digital platforms and other innovative communication solutions.

She also advises on community engagement strategies, utilising online and remote engagement techniques.

Amy began her career as a print journalist, feature writer, sub-editor and resources reporter in local and trade publications.

Later joining the office of WA Senator Linda Reynolds as a media advisor, Amy assisted with various campaigns over two years, including the push to introduce the *Modern Slavery Act 2018* in Australia, addressing issues for young people in nursing homes and promoting WA shipbuilding.

These projects saw her work closely with organisations like Minderoo Foundation, Hagar Australia, the Cambodian Children's Trust and the Salvation Army.

Amy also worked at the state level in the office of Alyssa Hayden, former member for Darling Range, supporting her shadow portfolios of communities, volunteering, youth, seniors, small business and tourism.

Amy graduated from the University of Murdoch with a Bachelor of Communications majoring in journalism and a Bachelor of Arts majoring in philosophy.

Our people

Jennifer Dowdeswell

Associate Director, Community and Stakeholder Engagement
BA



Jennifer Dowdeswell has more than 15 years of experience working in public relations, strategic communication and transformational change, nationally and internationally. She has significant expertise in developing and delivering complex stakeholder and community engagement strategies for high-profile, and sometimes controversial, projects.

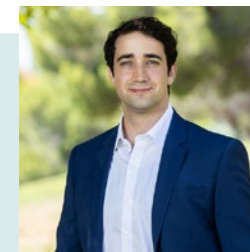
Before joining ReGen Strategic, Jennifer consulted to BHP and worked for several years for Bankwest, where she delivered a number of successful internal culture and transformation programs, including a rebrand, a chief executive transition, a sensitive organisational restructure and an agile transformation.

After starting her career at an integrated communications agency in Perth, Jennifer spent five years in London, holding senior communication roles within the National Health Service (NHS) and at London Communications Agency. During this time, she worked with a range of prominent clients, including the Metropolitan Police, Mace Construction Group, Tesco Woolwich and several exciting regeneration projects.

Jennifer has a Bachelor of Arts (Mass Communication) from Curtin University, majoring in PR and journalism with a minor in marketing.

Mark Ravi

Senior Media and Content Advisor
BA GDipJourn MCommMgt



As Senior Media and Content Advisor at ReGen Strategic, former journalist Mark Ravi is responsible for producing meaningful, impact content that resonates with readers and supporting ReGen's strategic communication team.

With a deep passion for storytelling, Mark believes everyone has a story to tell and enjoys helping people and organisations to share theirs.

Mark has a broad range of communication experience, having spent time as a print journalist, sports reporter, event photographer and sports league founder.

Since joining ReGen in 2019, Mark has helped deliver advocacy campaigns, media relations, annual reports and general copywriting for clients spanning the government, major corporate and not-for-profit sectors.

Mark holds an IAP2 Australasia Certificate in Engagement and puts this knowledge to work for ReGen's community engagement practice.

He has facilitated and assisted with focus groups, workshops, and other engagement activities across a range of community and stakeholder engagement projects.

Mark has a Bachelor of Arts majoring in psychology from the University of Western Australia, a Graduate Diploma of Journalism from Curtin University, and a Master of Communication Management from Murdoch University. He has completed the Global Reporting Initiative's Introduction to sustainability reporting and the GRI Standards 2021 update

Our people

Yvette Ogilvie

Strategic Communication Advisor

BCom GradDipBroad



Former journalist Yvette Ogilvie is a creative and motivated professional who supports the ReGen Strategic team as Strategic Communication Advisor.

Experienced in print, online and broadcast journalism, Yvette is well-versed in storytelling, with a strong capacity for making complex information easy to understand.

Prior to joining ReGen, Yvette worked as a resources journalist, developing a strong technical knowledge of the mining industry. In this role, she was responsible for interviewing mining executives, writing stories and editing articles. This included numerous articles addressing the increasing importance of ESG in the sector.

Yvette also worked as a markets reporter, writing and presenting news on Australian financial markets. These roles have given Yvette a strong understanding of a diverse array of industries ranging from healthcare and technology to minerals and energy.

Before starting her career in media, Yvette held a range of marketing positions, including an internship with Vietnam's biggest media organisation.

Yvette has a Bachelor of Commerce from Curtin University, majoring in marketing, as well as a Graduate Diploma of Broadcasting from Edith Cowan University's acclaimed broadcast news program.

Carbon neutral

Since 2022, ReGen has been certified as a carbon neutral organisation through the Australian Government's Climate Active program.

The stringent process involved us collecting extensive data about our operating activities to enable the measurement of our carbon inventory. The scope included electricity use in our office and in working from home, our business travel and employee commuting, office equipment and supplies, our waste and use of professional services.

We were also required to set an emissions reduction strategy which is headlined with an overall target to reduce our emissions by 30 per cent by 2026 compared to our 2021 baseline.

What we don't reduce, we purchase offsets for annually. We are currently investing in the Yarra Yarra biodiversity corridor in the northern Wheatbelt of WA - a project that helps to restore ecosystems and preserve threatened and unique flora and fauna. This local project is combined with an investment in the Delhi Metro, which reduces emissions by replacing conventional forms of transport. Both projects contribute to the environmental, social and economic aims of the Sustainable Development Goals.



Plantings in the Yarra Yarra Biodiversity Corridor



ReGen
STRATEGIC

**For further
information please
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