



Business Liaison ASSOCIATION

Business Liaison Association welcomes
our new Executive Officer, Kerrie Stanley



Firstly, I would like to introduce myself to you all. My name is Kerrie Stanley, I have grown up in Cairns, married with 3 beautiful sons and I am very excited to be the new Executive Officer at the Business Liaison Association. I hope to bring to the BLA my experience in administration covering a multitude of varying industries, membership understanding, event planning along with years of experience being a committee volunteer and a mum. In general, having a passion for everything Education, Business & Cairns. The service that the Business Liaison Association provides, is to benefit of the children in Far North Queensland and I am proud to be a part of this wonderful organisation.

As a mum of a 13 year old, a 15 year old and a 17 year old, I completely

understand the importance of what sort of information the exhibition needs to cover and more importantly how to make a lasting impression on this age group. Our aim this year is to create and experience for the attendees at the upcoming Expo, one that they will remember and more importantly relate too. All 3 of my boys are so different in their own ways. Although my parenting has remained consistent for all of them, I believe that they will all choose different career paths. Therefore, with that understanding we are attempting to create an expo that will encompass all the student's needs, the best we possibly can.

Have you ever asked a child "What do you want to do when you leave school?" for eg in grade 10 you may find that they are a quite unrealistic hence Astronaut, then grade 11 they are heading a little more into reality with maybe a Top Gun Fighter Pilot, then by Grade 12 and they have a better understanding of their grades and projected OP's and they have decided on a Bachelor of Aviation. The thing is they will change their minds 100 times before they make their final decision

and that's ok! That's why is it important for them to experience the expo each year as they develop, to see what options are available and which industries are trending.

My eldest son has just been accepted into university to study Medicine at JCU and considering he was my first child to go away to university – once he finally made up his mind on what he wanted, I then had no clue what came next. To say that in the past 6 months I have been in a tail spin, overwhelmed and I was definitely not ready for him to fly on his own would be an understatement. I have never done so much research in

all my life – the saying that I have read, 'only a mother does better research than the FBI' is profoundly true in my situation... and all this I plan to share with you as parents and teachers.

The expo this year will encompass seminars between 5:30pm and 7:00pm that will cover all of this and other topics in relation to choosing career paths for the parents and students alike.

I would like to take this opportunity to thank all our wonderful sponsors, who without their support we could not provide such an event. We look forward to seeing you all at the Expo!

THE SAYING THAT I
HAVE READ 'ONLY A
MOTHER DOES
BETTER RESEARCH
THAN THE FBI' IS
PROFOUNDLY TRUE IN
MY SITUATION