



Meet our Managing Director

Kath has been working at Give Freedom for several years and is the key driver behind most things happening at the organisation—including the new look and strategic direction. Here, in her own words, she tells us a bit more about where she has come from and what makes her tick.



Q: What inspired you to work with Give Freedom?

A: The cause! I have always had a strong passion and deep commitment to seek justice, equity and support for marginalised communities—to make a real difference in the lives of people who need it most.

It is my honour and privilege to help extend the vision and mission of Give Freedom International. What an incredible opportunity I have to personally contribute towards a world free from human trafficking and exploitation.

Q: What was the path you took to get to where you are today?

A: I suppose it all began with a TV advert. I was just eight years old when I saw a World Vision appeal showing children, the same age as me, living in extreme poverty and hardship. It left a lasting impression on me and I remember thinking “this is not right, I need to help.”

As a teenager I went to Papua New Guinea on a school trip, and this experience sparked a keen interest in knowing and understanding different cultures that were so vastly different from my experience here in Australia.

This curiosity led me to undertake a degree in International Development—which deepened my ideological and practical knowledge and understanding of the International Development sector. Part of this degree involved a visit to the Klong Toey Slum in Bangkok, Thailand—an experience I found deeply moving.

Since then I have learnt about the complexity of disaster relief and the appropriateness of aid while assisting victims of the 2004 Boxing Day tsunami in Thailand and distributing aid with the Indonesian Government after the 2013 Jakarta floods.



I now have over twelve years of active non-profit business and marketing experience across the education and international development sectors—along with a Masters in Business. Ultimately though, I want to make a real difference in the lives of people who need it most, and contribute something good to the world. It is this passion that has driven me here.

Q: How would you describe your role as Managing Director?

A: I would describe it as a very big job! I oversee all strategic and operational aspects of Give Freedom International, including:

- Working with the board of directors to create and define our core vision, mission and values—also our strategy and governance.
- Working with our field partner to strengthen our local partnership and operational relationship.
- Creating and implementing our strategic framework and leading our core operational team to achieve our goals.

Business development, project management, strategic thinking and people focused leadership are my core skills. I am highly passionate about building strong foundations for Give Freedom to achieve its goals, as well as ensuring we get the right people in the right roles to help position us for success!

Q: What were your biggest accomplishments last year?

A: Last year was a massive year for Give Freedom and even personally for me as a mother of three young children!

Seeing Give Freedom move strategically forward from strength to strength after the rebrand has been a key highlight. Our supporters now know our brand for its high priority on integrity and transparency, and this brings me great joy.

I am very proud of our ability to continue to deliver high quality, well thought out and successful campaigns—such as the most recent EOFY appeal that saw Māyā house fully funded and a significant portion of Āśā house funded.

The formal introduction of the Give Freedom Foundation is another major accomplishment—which strategically marked a moment in time for us as a charity. This group of thoughtful, committed people are building a powerful legacy!

On a personal note, enduring the Australian lockdowns at the end of 2021, while homeschooling my two young boys as my two-year-old daughter ran around the house, all while working for Give Freedom, was most definitely a key accomplishment for last year!

Q: Describe your leadership style.

A: I would describe my leadership style as strategic and people focused. I value people holistically—their skills, their time, their work/life balance and the fullness of who they are as individuals. I endeavour to lead with respect, empathy, integrity and understanding.

I also highly value strategic excellence—striving for quality in everything we do, with a commitment to develop strong foundations for growth in all areas.

I want to create an organisational culture that makes people feel valued, respected, and appreciated, all while being strategically responsive and striving for best practice across everything we do.

Q: What do you enjoy outside your professional life?

A: I really enjoy spending time with my family and friends—especially camping in the school holidays! I am always up for a bit of adventure and love to explore new places. A slow morning with breakfast at a cafe and a coffee is also a win for me!