

Core competencies

Trish Ennis



I am a richly-experienced C-level professional with a résumé of high profile corporate roles and a hard-earned reputation for getting things done.

Call upon my insight and experience for short or long term contract roles to help you pull apart strategic plans and bring them to life or to guide your organisation in putting its best foot forward in the local and national media.

Strategy

I have a particular passion for strategy, be that the development of strategic advice or the implementation of existing strategic plans. I can simplify complex ideas and identify practical ways to bring strategic imperatives to life. I can be relied upon to keep projects moving forward.

Media

I am an experienced, calm and composed media performer, having participated in dozens of television, radio and print interviews. I am comfortable under the media spotlight and have regularly been called upon as the face of an organisation.

Network

I have built a large and diverse network of capable professionals in marketing, advertising, design and media. These trusted colleagues are part of my wider offering and broaden the value I bring to my work.

Relationships

I take pride in my interpersonal skills and seek to develop warm relationships with staff and suppliers that are anchored in respect for one another's skills and feelings. I believe this is a key driver of getting the best out of the people with whom I work.

Case study

Trish Ennis

As CEO and an executive director of Companion Animal Network Australia (CANA), I was responsible for guiding the organisation through an intense period of change and renewal.

When I began with the organisation, it was known as Animal Welfare League Australia (AWLA). A strategic plan, authored and adopted in 2019, called for a sharpened strategic focus on companion animals. This led to agreement for a change of operating name to help the organisation carve out a clearly defined role.

Alongside managing and communicating the change of name, I led a complete renewal of the brand that included a refreshed visual identity and written tone of voice.

These lengthy projects involved target audience research, competitive analysis, member consultation, multiple board presentations, government engagement and a staged rollout. I called upon my network of marketing, design and advertising professionals to create a best-in-class outcome.

Upon conclusion of the strategic plan's implementation, CANA had become a leading advocate for companion animals and their owners, relied upon by the federal and state governments for its thoughtful input into legislative submissions, steering groups, policy reviews and parliamentary enquiries.

Under my watch, CANA directly influenced changes to residential tenancy laws, achieved new rights for pet-owning older people and encouraged employers to create space for pets in workplaces, all while raising the profile of companion animals the importance they play in the lives of Australians.



Transforming AWLA into CANA:
a powerful example of successful brand evolution

