

Industry leader and women's advocate to present at **SPLASH!**



Elena Gosse, AIS CEO,
women's advocate
and Advocacy winner
in the Women in
Industry Awards

Elena Gosse, CEO of Australian Innovative Systems (AIS) and winner of the 2018 Industry Advocacy Award at the national Women in Industry Awards, will be presenting at the Women in Leadership seminar during SPLASH! Week.

The 2018 Women in Leadership Seminar will be held on the day prior to the opening of the SPLASH! Pool & Spa Trade Show.

Sharing the floor with Gosse on July 31 will be Lynley Papineau, managing director of Aquatic Leisure Technologies; Roslyn Ronning, managing director of C-Change Potential; and Lee Salisbury, owner of Sapphire Wetwork Pool & Spa.

The seminar aims to bring women leaders from the industry together to look at how they can continue to strengthen their positions and empower each another.

It is billed as a must-attend event for women in the swimming pool and spa industry, ideal for women seeking to celebrate positive change and learn how female leaders have overcome numerous obstacles to succeed in their roles.

Gosse won the Industry Advocacy Award at the 2018 Women in Industry Awards, which recognize and reward the achievements of women working in manufacturing and other industries. The Industry Advocacy Award recognizes individuals who have helped shape a positive view of their industry and/or helped create a policy change which benefits those working in the sector.

"As a 55-year female CEO I'm now very happy with who I am as a person and a leader. I've embraced a leadership style that is based on authenticity, simply by being myself. This award will help me to continue making positive changes for our industry, particularly in my new role with the Swimming Pool & Spa Association of Australia executive board of directors," she says.

Gosse says that her speaking commitments were part of encouraging the next generation of women to succeed in her industry as well as advancing the industry as a whole.

"Being an advocate and role model for women in the manufacturing sector is very important to me. I am honoured to speak at the inaugural Women in Leadership seminar and hope this will become a regular feature of the SPASA calendar," she says.

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"I will be sharing some of the many challenges I have experienced during my career journey from the performing arts to manufacturing."

but most importantly I'll be sharing how I overcame these challenges by drawing on my feminine power.

"I believe women in this era have a wonderful opportunity to create positive change. We need to have these heart-to-heart conversations in order to support each other, embrace our innate talents and have the courage to use them."

Additionally, on August 1 at the SPLASH! Pool & Spa Trade Show Gosse will present: "Is your pool a ticking time bomb?"

Gosse says she will deliver a thought-provoking discussion about a problem "so big, so uncomfortable and so confronting, that instead of acknowledging it, we pretend that it doesn't exist. Like the proverbial elephant in the room."

"I will talk about the ticking time bomb that some forms of water disinfection pose to our community and planet and share examples of where it's gone horribly wrong. I will also share my dream of how our industry can work together to make the world of water disinfection simpler, safer and smarter."

Women in Leadership Seminar

Tuesday 31 July, 9.00am-12.30pm

Gold Coast Convention and Exhibition Centre

Cost: \$95pp (inc GST) - price includes high tea

Is Your Pool a Ticking Time Bomb?

Wednesday, August 1, 10.15am-11am

Gold Coast Exhibition and Convention Centre

Cost: \$30

Tickets: www.splashexpo.com.au