

DANIELLE STOREY GAICD

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I bring energy, clarity and connection to complex environments. Across corporate, not-for-profit and government settings, I've built a career helping boards, executives and leadership teams make sense of complexity, strengthen governance, and move forward with confidence.

I'm a translator. I take what people do and turn it into stories everyone can understand, clear reporting, and practical frameworks that help leaders make good decisions. I build trust across stakeholders and create the conditions where people do their best work.

From shaping board and executive reporting in an ASX50 technology division and a sports and hospitality NFP, to leading an innovation hub as CEO and serving in multiple board roles, I bring strategic breadth and hands-on delivery. I'm at my best where governance, communication and performance intersect, and where I can help people find their way and feel confident about what comes next.

CAREER HIGHLIGHTS

- **Shaped board and executive reporting** for the entire technology division of a demerged ASX50 company, improving clarity, insight and decision support for the CIO, leadership team and board-related forums.
- **Enhanced governance, reporting, board papers and communication** of a \$15M golf, hospitality and residential estate working with two boards and three committees.
- **Built performance dashboards and metrics frameworks** to improve visibility of initiatives, programs and KPIs for senior technology leaders.
- **Led a not-for-profit innovation hub through the pandemic** while maintaining financial stability, keeping the centre open for essential businesses and retaining all staff.
- **Grew an innovation ecosystem** from a small business incubator into a regional innovation centre with thousands of industry connections, supported by strong partnerships across government, universities and industry.

KEY CAPABILITIES

Governance frameworks, compliance and risk oversight | Board and executive reporting, papers, minutes and agendas | Company secretary functions including ASIC lodgements and statutory obligations | Strategic planning, performance metrics and KPI development | Stakeholder engagement across government, industry and community | Operating model design, organisational change and helping leaders lead well | Applied use of Claude, Claude Code and Copilot | Financial stewardship including P&L, cashflow and budget management | Culture building, skills development and cross-functional connection |

CAREER SNAPSHOT

Sandhurst Club Ltd & Sandhurst Holdings (Australia) Ltd, Company Secretary (part-time contract) October 2025 - Present

Serving as Company Secretary across the Sandhurst group of four companies.

- Streamlined reporting across Board and Committees that supports clearer decision-making.
- Uplifted meeting controls to improve Committee Member experience.
- Created and chaired cross-functional Committee meetings to improve information sharing and build trusted relationships.

The Lottery Corporation (ASX50), Senior Manager, Technology Business

October 2022 - June 2026

Performed office of the CIO functions.

- Designed and delivered Technology-wide reporting for more than fifty board and committee meetings.

- Strengthened leadership and team capability technology-wide through training coordination and training delivery.

Eastern Innovation, Chief Executive Officer

February 2016 - September 2022

Built a not-for-profit metropolitan innovation hub in the City of Monash.

- Grew the organisation from a small business incubator into the regional innovation centre.
- Built and leveraged strategic partnerships across government, universities and international innovation networks attracting funding of over for dozens of programs and initiatives.
- Maintained financial stability through the pandemic, keeping the centre open for essential businesses and retaining all staff.
- Managed the operations and commercial activation of a 2,100 sqm innovation hub supporting hundreds of start-ups.

Multiple Organisations, Board and Advisory Roles

February 2012 - September 2022

Led regional engagement in Chair, Director, Treasurer and Company Secretary roles.

- Advised state and local governments and agencies which resulted in funding for numerous community initiatives.
- Developed state and national peak body organisations, raised funding amounting to more than \$600K, and attracted leaders to join Boards.

PROFESSIONAL EXPERIENCE

Sandhurst Club Ltd & Sandhurst Holdings (Australia) Ltd, Company Secretary (Contract)

October 2025 - Present

Contracted Company Secretary for a membership-based club and its associated holdings companies. Responsible for governance frameworks, board and committee reporting, compliance, minute-taking and statutory obligations across all entities.

The Lottery Corporation (ASX50), Senior Manager, Technology Business

October 2022 - June 2026

Reporting to the CIO in a newly demerged ASX50 company, I led board and executive reporting, governance, strategy support, capability building and operational performance for the technology division.

- Collated and wrote board, committee and executive leadership reports on the outcomes of the 300-team member technology division, improving clarity, insight and decision support, managing executive inputs and time-critical submissions to the Company Secretariat.
- Designed and delivered performance dashboards and a broader metrics framework, giving the CIO and GM cohort clearer visibility of hundreds of initiatives, programs, and major incidents.
- Supported enterprise performance and operating model maturity through three restructures by designing and hosting pragmatic and professional leadership forums and alignment sessions.
- Designed and tracked KPIs for the CIO and six GMs over three years and conducted OKR training.
- Lifted leadership and team capability across the technology function, through surveys and training, chairing dozens of operations meetings, and championed technology literacy across the wider business.
- Improved operational effectiveness and cross-portfolio collaboration, redesigned a significant technology invoicing bottleneck, by acting as a trusted connector across teams and disciplines, and helping teams get unstuck and move things forward.
- Advanced an innovation culture by co-developing the first GenAI guidelines, creating the technology hackathon framework, founding the Technology Book Club, chairing divisional charity initiatives, and sharing analyst insights.

Multiple Organisations, Board and Advisory Roles

January 2012 - December 2022

- **Chair, Eastern Metropolitan Partnership (Victorian Government).** Led regional engagement advising State Government on priorities, programs and pandemic response.
- **Director, Secretary, Treasurer and Public Officer, Monash Precinct Network.** Established governance frameworks, including constitution development, and raised \$500,000 in seed funding across five years.
- **Director and Treasurer, Flexible Workspace Australia Ltd.** Set up governance, including constitution development, and financial reporting for the national coworking peak body, achieving breakeven in year one.
- **Committee Member, Regional Development Australia (Federal Government).** Contributed to regional economic development and federal policy.
- **Advisory Board Member, Greater South-East Melbourne (GSEM) and Upparel.** Provided governance advice on innovation, sustainability and community outcomes.
- **Board Director and State President, National Speakers Association of Australia.**

Eastern Innovation, Chief Executive Officer

February 2016 – September 2022

- Led a not-for-profit metropolitan innovation hub in the City of Monash, with responsibility for governance, financial management, operations, stakeholder engagement and strategic direction, reporting to an 11-member board.
- Led governance, company secretarial and financial stewardship for the organisation, including board packs, agendas, minutes, ASIC lodgements, Corporations Act compliance, P&L, cashflow, budgets and board reporting, while re-establishing financial security on appointment.
- Maintained financial stability through the pandemic, keeping the centre open for essential businesses and retaining all staff.
- Grew the organisation from a small business incubator into a regional innovation centre, building an ecosystem with thousands of industry connections and a stronger market presence.
- Built and leveraged strategic partnerships across government, universities and international innovation networks, leading grant applications, sponsorship and partnership initiatives, and creating the Global Advisory Program to support companies bringing new products to market.
- Managed the operations and commercial activation of a 2,100 sqm innovation hub, including suites, labs, meeting rooms and coworking space.

The Cartridge Family / TonerMART / Image-Nation, Director and Marketing Director

January 1999 - June 2021

Director and Marketing Director

- Built and marketed three successful brands to a multi-million dollar turn-over before the business was sold in 2021.

EDUCATION

Graduate, Company Directors Course, Australian Institute of Company Directors

Advanced Certificate of Marketing Casey TAFE

- Writing for Board and Executive Coaching (professional development)
- Claude Code, BlackBook.AI
- Microsoft Copilot, Rapid Circle