

@btcreative.agency

Portfolio

BELINDA TOBIN

Governance
Strategy
Creativity

I blend
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meaningful
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INTRODUCTION

Hello! I am Belinda Tobin, a creative governance consultant.

I blend disciplined governance with bold creativity to deliver meaningful change.

My strength is bridging sturdy frameworks and big ideas, finding ways to deliver inspiration and impact within organisational boundaries.

With deep experience in governance, sharp strategic insight, and a lifelong creative practice, I see the constraints and challenges but also the opportunities and possibilities—and turn them into clear, human-centred direction for commercial enterprises, public agencies, and for-purpose organisations.

Beyond consulting, I write to spread the spark. My upcoming book shows leaders how to unlock their own creativity, and my weekly LinkedIn newsletter—The Creativity Channel—shares practical bites that help teams stay inventive and accountable.

I believe creativity is the foundation for human flourishing. My mission is to tackle the global creativity crisis: empowering people and organisations to unleash fresh thinking, solve urgent problems, and lift communities to their highest potential.

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TESTIMONIALS

ROB TAYLOR

HEAD OF COMMUNICATIONS, RSL LIFECARE

“Belinda is a consummate professional, and is able to jump straight into projects and make a **considerable impact from the get-go**. To be honest, I cannot recommend Belinda more highly and could ramble on for ages as to her incredible skill, experience and lovely nature. She is a delight to work with and I doubt you could ever find anyone better.”

MARIE PERRIER

PROGRAMME DIRECTOR UNITED NATIONS, GENEVA.

Hi Belinda! Thanks so much! What a joy to collaborate with you on this. I really appreciate your rapid turnaround, how attentive you are and most importantly, **how you treat this project with care and confidentiality!**

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GOVERNANCE SKILLS

**I RECOGNISE AND RESPECT THE NEED FOR ROBUST OVERSIGHT AND ACCOUNTABILITY
AND KNOW THESE MECHANISMS CAN ENHANCE CREATIVITY WHEN APPLIED WITH CARE.**



PRIVATE SECTOR

I have advised multi-national corporations on a range of issues, including: assurance and committee structures, regulatory frameworks, strategic management and innovation practices, performance management processes, cultural assessments and change management imperatives.

PUBLIC SECTOR

In the public sector, I have led the development of full governance systems for large and complex agencies. I have prepared governance frameworks, charters and foundational board processes. I have also established robust systems for strategic management, policy development, performance monitoring and reporting, risk and opportunity management and compliance.

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STRATEGY SKILLS

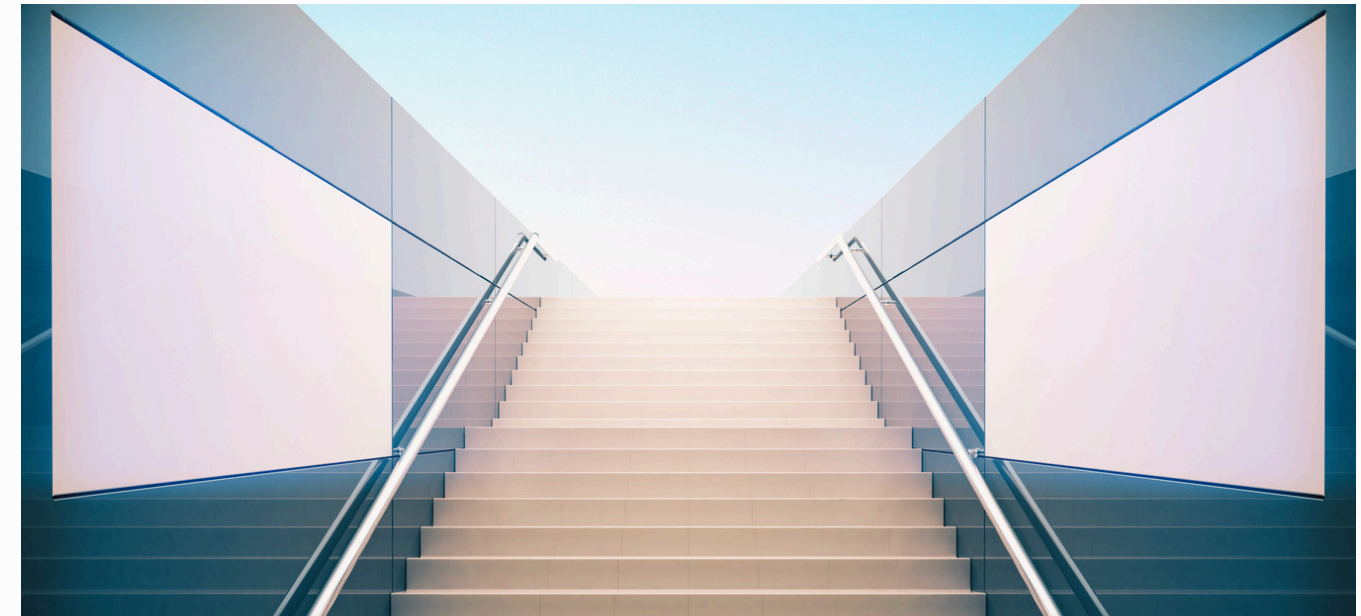
STRATEGY IS ABOUT PAINTING A COMPELLING PICTURE FOR THE FUTURE. BUT WHILE INSPIRATIONAL IT ALSO NEEDS TO BE FEASIBLE AND THAT IS WHERE I COME IN - BUILDING THE FRAMEWORKS THAT BRIDGE TODAY AND TOMORROW.

PRIVATE SECTOR

As a management consultant, I assisted a diverse range of businesses in undertaking strategic research on their operating environment. I have facilitated workshops with staff and executives across the globe to understand current challenges and explore future possibilities. I then worked with managers to ensure plans were supported with robust risk and performance systems for effective implementation.

PUBLIC SECTOR

In the public sector, I have worked with executive leaders to conduct extensive employee and stakeholder engagement activities and facilitated critical conversations about context and challenges. I have worked with them to develop meaningful visions, compelling strategies and targets and to embed the capabilities, systems and structures that enable its achievement.



FOR-PURPOSE SECTOR

As Chief Strategy Officer for The United Project, I developed and led a movement strategy to deliver on their mission of improving mental health in the workplace.

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I DO NOT JUST CONSULT ON CREATIVITY, I LIVE AND BREATHE IT. I AM A MULTI-PASSION CREATIVE, SPENDING TIME RESEARCHING, WRITING, PUBLISHING, PRODUCING AND CURATING CREATIVE EVENTS.

RESEARCHER

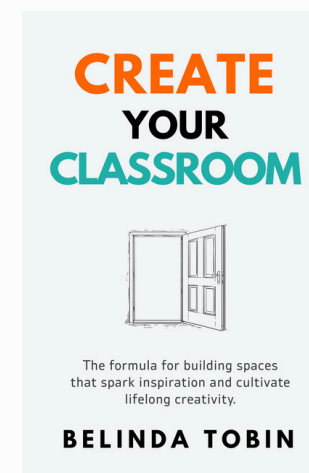
As a researcher, I have delved into the world of creativity, exploring it from the perspectives of academia and artists. I have interviewed numerous creatives to understand the cause and effect of creativity and the emotional journey it entails.

AUTHOR

As an author, I have written and self-published ten books, spanning fiction and non-fiction. In my non-fiction work, I seek to address some of society's stickiest problems with consciousness and compassion.

Through my stories, I show how our lives are profound stories of transformation.

I am currently working on a book for leaders to help them nurture their creative spirit for the benefit of themselves and their organisations. I also write a weekly newsletter on LinkedIn – The Creativity Channel – to broaden understanding about creativity and how to harness it.



PRODUCER

I am a series executive producer for an acclaimed web series, and write screenplays and TV pilots.

EVENTS CURATOR

To celebrate the courage of those who self-publish, I run indie author events where challenges are shared and connections and communities are made.

CREATIVE EXPERIENCE

EDUCATION

I HAVE COMPLETED BOTH TERTIARY AND POST-GRADUATE DEGREES.



University of Queensland
Master of Business Administration

2001–2003

Achieved a Grade Point Average of 6.9
(scored on a 1–7 scale with 7 being the
highest level of achievement).



University of Wollongong
Bachelor of Commerce

1991–1993

Completed a double major in
Management and Legal Studies,
graduating with a distinction average.

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ORGANISATIONS

Here are some of the organisations I have worked with:

Accenture (Andersen Consulting – Australia and International)
Competitive Dynamics (Australia and International)
Effective Governance (Australia)
Queensland Department of Transport and Main Roads (Australia)
TransLink Transit Authority (Australia)
Queensland Department of Customer Service Open Data, Small
and Family Business (Australia)
RSL LifeCare (Australia)
The United Project (Australia)
duMonde (Australia)
The United Nations (Switzerland)
Telmie RU (United Kingdom)
Foundation for Policy and Governance (United States)
Kuwait Foundation for the Advancement of Sciences (Kuwait)



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HOW I HELP



- Organisational Innovation Frameworks
- Creative Policy Development
- Strategic Planning
- Opportunity Management
- Creativity and Compliance Alignment
- Governance Structure Optimisation
- Creative Problem-Solving
- Innovation Culture Development
- Creative Leadership Development
- Public Sector Creative Transformation
- Innovation Measurement & Evaluation

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