

Q&A WITH SENIOR CUSTOMER RELATIONSHIP OFFICER GRACE GWEE

Grace has been with ICN since 2015 and has an extensive professional background in Marketing, Advertising and Business Development.



Q. Prior to working for ICN what was your professional background?

I have a background in Marketing, Advertising and Business Development in the public and private sectors across the Asia Pacific region. I have developed and implemented marketing strategies for HP Australia, Etihad Stadium (now called Marvel Stadium), Drake Recruitment and City of Melbourne. One of my most memorable achievements was launching a new range of HP Consumer PCs with Beats Audio through experiential events at Federation Square and Bondi Beach featuring local DJ Havana Brown.

Q. What does a Senior Customer Relationship Officer do on a day to day basis?

Day to day I speak to businesses to help improve their ICN Gateway profiles in order for the users to be able to put their best foot forward on major Government and private projects. I also assist bidders on their Local Jobs First Policy and Local Industry Development Plan enquiries. I also work on developing supply chain engagement strategies for project owners.

Q. What is the most enjoyable part of being a Senior Customer Relationship Officer?

I love the variety of my work and the fact that I can pursue, develop and deliver SME engagement programs. I also enjoy working across a variety of different sectors, which give me a better understanding of how certain industries operate. The main part of my job that I enjoy is when I see SMEs getting involved in major projects throughout Australia and seeing the tangible benefits that ICN creates for our network.

Q. What is your proudest achievement while working at ICN?

Recently ICN conducted four Gateway Improvement Workshops over two days in the Gippsland region. Each session was well attended, and we received extremely positive feedback. The event satisfaction scores were the highest for any event ICN Victoria has conducted. It is great to see regional SMEs really benefiting from the work ICN Victoria does.

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Grace enjoys hearing, first hand, from clients of the impact that ICN can make on SMEs getting involved in major Government and private projects in Victoria.



Q. Why is ICN a great place to work?

ICN is a great place to be employed because of the people that I interact with on a daily basis and the work that I get to do. I get to work across multiple functions within ICN and develop diverse working relationships with Industry Advisers, the Policy Team, Senior Management and the Communications & Marketing team. ICN also puts on great events which encourages industry engagement and is a great opportunity for networking. In the last couple of months we have been to the Avalon Airshow and the Australian Grand Prix. Last year at the Victorian Manufacturing Showcase I met Patrick Dangerfield (pictured above), which was a particular high point.

Q. Outside of work what are your main interests?

I have a dog, who takes up a lot of my time, called Soy who is a Maltese Shih Tzu. I'm a real foodie and love exploring new restaurants. I have recently found a couple of new restaurants, Kisumé and Komeyui which I would highly recommend if you like Japanese food. I am a big footy fan and go for the Sydney Swans mainly because of Buddy Franklin. I also really enjoy certain TV series - I have just watched Ricky Gervais's After Life, which is right up my street.

Q. What is the best thing about living and working in Victoria?

Victoria is a great place to live and to work. There is always so much going on and Melbourne has some of the best restaurants in Australia and is the sporting capital of the world. There is also some fantastic countryside and beaches a short distance from Melbourne which allows you to get out of the hustle and bustle of the city and to relax in peace. There are also some beautiful wineries that are a must visit.

Q. And finally, what one thing could you not live without and why?

There are lots of things that I need in my life, including: great food, good company and having a good laugh every day. Most people will know that I like to have fun whether at work or socially. The one thing I couldn't live without is having a good time, life would be far too boring if I couldn't have fun!