

The Leading Edge

Women in Education Conference

Inspiration, insight and practical strategies for women ready to take the next step in their career.

May 2025 – Melbourne

August 2025 – Brisbane

September 2025 – VIRTUAL



Feature Presenter – Janine Stratford

2024 Most Influential Educator

coaching focus

Coaching Focus is a NESA recognised PD provider

Inspiration · Insight · Practical Strategies

Are you ready to take your career to the next level?

The Leading Edge

Women in Education Conference - 2 day Conference

How do you know if this conference is for you?

You are a woman who wants to...

- Gain practical strategies that can advance your career
- Learn more about the type of leader you can be
- Discover your unique leadership style
- Be better prepared for the next leadership opportunity
- Learn from other female leaders in the industry
- Feel more confident in your ability to lead

The Leading Edge: Women in Education Conference is the number one event on the calendar for women looking to advance their career in education.

This event has been the catalyst for hundreds of female leaders across Australia and New Zealand in independent schools to successfully step into new leadership roles and now it's time for you to step up.



More than just an understanding of theory or what your strengths are, the conference provides an opportunity to network, ask questions and learn from women, who are working at the top of their game.

Melissa Avery, Westbourne Grammar School, VIC

Fabulous experience, inspiring and insightful. Best professional learning conference I've attended. Highly recommend!

Kirsten Shipsides, Ivanhoe Grammar School, VIC

I learned a great deal about myself - personally and professionally, all of which can support me to be the leader I would like to be. Thank you Janine for the insights, wisdom and toolkit that I am taking with me.

Camilla Gaff, Mentone Girls' Grammar School, VIC



Who Should Attend?

This 2-day event is designed exclusively for women in education who want to...

- Learn more about who they are as a leader
- Refine their understanding of the role of the leader
- Learn strategies they can apply immediately to their leadership style
- Identify what they want for their next step
- Unlock the secrets to creating a standout application
- Practise their interview technique in a safe and supportive setting
- Banish self-doubt and move confidently into the next phase of leadership

Why is this event so important to you right now?

Senior leadership positions are not just about leading the team. There is a clear and substantial void in the career success equation for women. This conference aims to help female leaders learn how to fill these gaps. The fact is for more women to obtain the leadership opportunities they deserve, they need to be more confident, be more comfortable to self-promote and become more strategic.

The conference is a powerful and intensive two days where knowledge that would individually take me years to accumulate was packaged and presented clearly in a way that made it manageable and achievable.

Zoe Franks, Coomera Anglican College, QLD

Janine was able to help me authentically explore what it means to be a woman seeking leadership in the field of education. So often, we take a tokenistic approach to "women in leadership"; it was refreshing to engage with such depth, honesty and reflection.

Cate Park-Ballay, St Hilda's School, Gold Coast, QLD



Finally a PD that teaches women how to play the game of educational leadership.

Emily Keegan, Preshil, VIC



Key Take Aways

- Discover the strategic steps you need to take to advance your career.
- Develop your personal action plan.
- Gain a deep insight into the type of leader you are.
- The confidence to apply for leadership roles.
- How to project your best-self in interviews.
- Your personal behavioural profile that gives you the science to recognise the value you bring to your organisation.
- A network of peers to support your journey.

I have never been so professionally scaffolded into such deep reflection where I could think critically of myself and the impact I have on those around me in a school setting. A true turning point in my career!

Cassandra Elliott, Moreton Bay Boys' School, QLD

The value in learning about how I lead is in learning more about how I act. The DISC provided this insight.

Helen Close, Daramalan College, ACT



Highlight: Meeting the facilitators was the best professional development. To speak to leaders with no hidden or political agenda was insightful and inspiring.

Belinda Gravel, St Hilda's School, Gold Coast, QLD

What you will receive

- Psychometric Profile – 40 page DISC and Driving Forces Profile Report
- Comprehensive Conference Workbook
- Style Guide to help you interpret the behavioural styles of others
- Coaching Focus Learning Kit
- Resume template plus examples to guide you.
- Opportunity to practise your interview technique with an experienced senior leader
- Professional Development Attendance Certificate mapped against AITSL standards

Melbourne Conference Thursday 22 & Friday 23 May 2025	Brisbane Conference Thursday 7 & Friday 8 August 2025	VIRTUAL Conference Thursday 11 & Friday 12 September 2025
Venue: Brighton Beach Hotel, Brighton, VIC	Venue: Victoria Park Golf Club and Function Centre, Herston, QLD	Venue: Wherever you choose to connect
Registrations close: Monday 12 May 2025	Registrations close: Monday 28 July 2025	Registrations close: Monday 1 September 2025
Conference Registration: \$1,320 (plus GST)	Conference Registration: \$1,320 (plus GST)	Conference Registration: \$1,120 (plus GST)
Conference Package: Includes Conference Registration plus Private Accelerator Session \$1,580 (plus GST) <i>*most popular*</i>	Conference Package: Includes Conference Registration plus Private Accelerator Session \$1,580 (plus GST) <i>*most popular*</i>	Conference Package: Includes Conference Registration plus Private Accelerator Session \$1,380 (plus GST) <i>*most popular*</i>



Janine Stratford

Convenor & Feature Presenter
BSc. GDEd, GDAdHlth&Wlfar, MEd (Ed Management)



Janine Stratford is the owner and founder of Coaching Focus, the company developing leaders in schools to be role models for those around them. She designed The Leading Edge: Women in Education Conference, and has been delivering it, as the Feature Presenter since 2016. A former Deputy Principal, Janine is an internationally qualified Leadership Coach, facilitator and coach-trainer. She is a Professional Certified Coach (PCC) with the International Coach Federation, Master Coach Practitioner and a Certified Professional Behavioural Analyst. Janine now delivers leadership development programs across Australia.

Highlight: Learning how to articulate how my role helps with the school strategic plan.

Fiona Chau, Killester College, VIC

This event was one of the most engaging and powerful professional developments I have ever done. I did not want the two days to end. So many inspirational women.

Eleni Kyritsis, Strathcona Girls Grammar School, VIC

The Leading Edge: Women in Education Conference Program

Day 1

9.00am – 9.30am

Conference Opening

9.30am – 10.45am

Stepping Firmly into your Future

Who are you and how do we know? What does your 'brand' say about you? You already have a brand; it's what people say about you when you are not in the room. Do you know what people are saying? Are you proud of what they are saying or is some re-branding needed? We'll explore branding for the educational leader and clarify your personal branding plan.

10.45am – 11.05am

Morning Break

11.05am – 12.35pm

Preparing for Interview: 'Getting your Ducks in a Row'

Going for interviews requires planning and practise. There is a format used in interviewing and a successful process for responding to questions. Together we will explore the pitfalls of interviews and discover techniques for success. We will also break down the questions in preparation for the session on Day 2 titled, Setting You Up For Success.

12.35pm – 1.25pm

Lunch Break

1.25pm – 4.00pm (includes Afternoon Break 2.40pm – 3.00pm)

The Value of Profiling

The key to relationships is healthy communication. The DISC is a powerful profiling tool, revealing your behavioural style and how you prefer to communicate. DISC also demonstrates how you can improve your communication with others. We'll discuss the profiling report, you'll see your own profile, and together we'll explore success strategies that you can immediately implement. Your profiling report also maps your key motivators. Once you understand your key drivers, you can align your goals with actions.

Profile Mapping

Using the combined profiles of delegates, we'll compare the group's Behavioural Profiles and see if patterns exist among leaders, levels and roles.

Reading Your Profile Report in your own time

Following this session, you will be sent a link to a video. The video will explain the various pages in the DISC Profile Report, what to look for and how to interpret the data. You can watch this video in your own time as you unpack your 40-page report. You are encouraged to have read your report before the conference continues Day 2.

The Leading Edge: Women in Education Conference Program

Day 2

9.00am – 9.30am

Coffee and networking

9.30am – 10.50am

The Challenges of Leadership and the Extra Ones for Women

Some are natural born leaders and for others it's a learned skill. But what do you need to learn and is it different for women? We will explore the qualities needed for women to be great leaders. Women have natural strengths in leadership and areas that need strengthening. We will look at both and you will determine where you need to place your focus to move forward in your leadership career with confidence.

10.50am – 11.10am

Morning Break

11.10am – 12.10pm

Development of Action Agenda

Each delegate will have already received and read through their personalized DISC and Driving Forces Profile Report. The delegates will have the time to explore the messages in their report, looking at communication strategies, strengths, challenges and time wasters. In pairs, the delegates will then coach each other around an immediate action agenda.

12.10pm – 1.00pm

Lunch Break

1.00pm – 2.15pm

The Strategic Leadership Journey

During the registration process, each delegate will be asked to provide 3 questions about the challenges of the leadership journey. These questions will be explored in small groups facilitated by a selected panel of senior leaders.

2.15pm – 2.35pm

Afternoon Break

2.35pm - 3.35pm

Setting You Up for Success

Whether it be your next interview or performance evaluation conversation, preparing for these meetings requires preparation and practise. In small groups, based on career targets, the delegates will explore the common questions posed and plan and practise their responses. A hand-picked group of senior leaders, from schools across Australia, will facilitate the discussions and provide valuable feedback in each small group.

3.35pm – 4.00pm

Where to from here

Looking back over the conference learnings, you will examine what you need to do, to strengthen your leadership profile, and identify how you are going to lead differently from tomorrow.