

Sue Currie

Sue Currie, Australia's leading personal branding strategist, is a professional speaker and business educator. She is the founder and director of Shine Communications Consultancy an executive development company specialising in personal branding through image and media.

Sue provides clients with in-house workshops, one-on-one consultations and keynote presentations on corporate image and communication, public relations and media skills, personal branding and business etiquette.

It is this creative approach to personal and professional public relations that empowers you and your team to shine whether in the media, in business or in your personal life.

Prior to establishing her consultancy, Sue enjoyed a 10-year broadcasting career. She began her media career as a television newsreader for Prime Regional Television before becoming the Public Relations Manager for Prime Television Wollongong. As the "face" of Prime TV Sue continued her dual roles of PR manager and on-air presenter until taking on the role of Senior Publicist at ABC TV in Sydney.

Her 6 years at ABC were spent working behind the scenes promoting a range of programs including Race Around The World, Absolutely Fabulous and Good News Week and publicising TV personalities such as George Negus and Indira Naidoo.

Sue established Sue Currie Communications in 1999 as a public relations consultancy, servicing clients such as Film Australia, Animal Welfare League NSW, Mary Kay Cosmetics, Opal and Gem Industry of Australia, World Vision and Nickelodeon International. In 2002 Sue received the "Highly Commended" award in event communication from the Public Relations Institute of Australia. In 2003 Shine Communications the education and professional speaking consultancy was established.

Sue's early years were spent as a model in Brisbane before being crowned "Australia's Dream Girl" in the beauty pageant "Quest of Quests" and going on to international fame with "Miss Asia". Sue moved to Sydney to continue to work in the fashion industry as a model with Vivien's Model Agency. Sue gained an acting diploma from The Ensemble Studios after completing 3 years study and went on to work in repertory theatre and film before commencing her television career. She has spent many years in the public eye, on and off camera and certainly has an understanding of how the media works and how you can make a "prime impression".

Now with her training company, Shine Communications Consultancy, Sue has worked with clients such as The NSW Department of State & Regional Development, Fitness NSW, Select Australasia, Fuji Xerox and Betta Stores Limited. She has also lectured in Media and Communication at TAFE NSW.

Sue is an accredited speaker with The National Speakers Association of Australia (NSAA Member) and a member of the International Federation of Professional Speakers.

In her spare time Sue enjoys cooking, wining and dining and keeps fit by taking long walks and doing yoga. Movies, reading and enjoying tropical island holidays are her other hobbies.

You can help your team to shine by using Sue as your conference speaker, master of ceremonies or corporate trainer.