

# CHARLIE TREDWAY

COMMUNICATIONS, COMMUNITY ENGAGEMENT & ADVOCACY



## CONTACT

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## EDUCATION

**POSITIVE SPEAKERS BUREAU**  
PUBLIC SPEAKING TRAINING  
New Zealand  
April 2016

**POSITIVE LEADERSHIP  
DEVELOPMENT INSTITUTE**  
LEADERSHIP TRAINING  
Australia, New Zealand, Canada  
June 2015 & July 2022

**CUT ABOVE ACADEMY**  
Cert 2 – Makeup Artistry  
New Zealand  
2002-2003

**WHANGAREI BOYS HIGH**  
Bursary/UE – Proxime Accessit  
New Zealand  
April 2016

## PROFESSIONAL DEVELOPMENT

**ABORIGINAL CULTURAL  
AWARENESS WORKSHOP**  
Cultural Awareness and  
Reconciliation pathway training

**DE-ESCALATION TRAINING**  
De-escalation and Conflict  
Management training for support  
staff/NGOs

**TE TIRITY O WAITANGI  
DECOLONISATION TRAINING**  
Cultural sensitivity and  
Indigenous Frameworks

## SUMMARY

With 9 years of experience in Community Health and 12 years of experience oscillating between Makeup Artistry and Graphic Design I have had a varied and dynamic career. The core component of my career is my love and savvy instincts for people, connection and engagement.

I am deeply passionate about the ability to be nimble, responsive, authentic, and creative, and am constantly looking for new ways to grow, learn and evolve.

## WORK EXPERIENCE

### COMMUNICATIONS OFFICER & POSITIVE SPEAKERS BUREAU COORDINATOR

Positive Life NSW | Fixed Contract -Sept 2022 — May 2023

- Video Project coordination 'Making Anal Cancer History' St Vincent's Health Australia - Clinical Excellence Awards –(WINNER).
- Editing and distribution of Positive Life NSW's Talkabout magazine.
- Positive Speakers Bureau event and speaker management; including speaker training, designing an evaluation for the project, event booking and financial management.
- Sydney Mardi Gras: I was responsible for both the creative direction and design for our 'More than Positive' float,
- KPI reporting for NSW Health, event planning and promotion, social media and press release outputs, and community engagement including Salesforce CRM updates.

### SOCIAL MEDIA & COMMUNITY ENGAGEMENT OFFICER

National Association of People Living with HIV Australia (NAPWHA) | 2019 — 2022

- Led research on the Impact of COVID-19 on PLHIV in Australia, and community needs and priorities.
- Development and delivery of Chinwag Positive Conversations program: a 12 week online social connection and information hub to respond to the research findings. I coordinated guest speakers, promotion, peer support workers, graphic design, and evaluation and presented abstract at the Australasian HIV Conference.
- Spearheaded and designed national campaigns-(video production, graphic design, project management, community and sector engagement): notable examples: World AIDS DAY: '40years of HIV: Where to next', Gilead 'HIV Is: Just a part of me' & the 'I Chose to get tested' social media campaign.
- I was responsible for establishing their social media strategy, and visually cohesive, trustworthy and creative content to reach community and sector stakeholders; growing the page from 245 followers to an engaged 2,360.
- Coordinated the redesign of NAPWHA Digital & Positive Living Magazine, and established the Media Reference Group as the editor of PL Magazine.

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## SKILLS

### | Professional

Digital/Online Content Creation  
Communications Specialist  
Social Media  
Event Management  
Community & Client Networking  
Cross-Sector Collaboration  
Public Speaking/ Media Prowess  
Relationship Building  
Graphic Design/Art Direction  
Advocacy & Representation  
Project Management

## SKILLS

### | Technical

Canva  
Microsoft Word  
Microsoft Excel  
Microsoft PowerPoint  
Adobe Acrobat  
Adobe Photoshop  
Adobe InDesign  
Keynote  
Mailchimp  
Salesforce  
ChilliDB  
WordPress

## WORK EXPERIENCE CONTINUED

### YOUTH HOMELESSNESS SUPPORT ADVISOR

Rainbow Youth Aotearoa | 2018 — 2019

- Sector relationship building & collaboration. Notably co-founding the Youth Homelessness Collective
- National advocacy for queer and gender diverse youth experiencing/or at risk of homelessness.

### BOARD OF DIRECTORS & PEER TESTING PILOT LEAD

Body Positive New Zealand | 2015 – 2018.

- I was on the board for 3 terms for the National Peak organisation representing people living with HIV in NZ – In 2017 I was elected the Deputy President and in 2018 I served as the youngest ever President of the organisation.
- National Media, Public Speaking and community advocacy.
- I rolled out the Peer Testing Drop-In Centre pilot- testing community for HIV, Syphilis and Hepatitis C. In this role I delivered clinical practice and peer support, and undertook rigorous evaluation of the pilot.

### COMMUNITY ENGAGEMENT OFFICER & ADMINISTRATIVE ASSISTANT

Burnett Foundation Aotearoa | 2016 – 2017

- Stakeholder Relationship Building - for diverse community groups (Māori, Pasifika, PLHIV, Asian born MSM, African, LGBTIQA+).
- Training, Facilitation, and the re-design of the HIV 101- workshop
- Event Delivery and Volunteer Coordination – Big Gay Out, Wellington Pride, Hui Takataapui
- National Collateral Distribution and management, notably ordering and distributing condoms nationwide.

### WHO AM I AS A LEADER- WORKSHOP FACILITATOR

Positive Leadership Development Institute | 2016 — 2022

Workshop facilitation, evaluation, and organisational oversight committee member for the PLDI workshop Australia & NZ,

### MODERATOR & LEADERSHIP TEAM

The Institute of Many - | 2015 — 2023

The Institute of Many is a Global Social movement and online space for people living with HIV with over 2,000 members. The Institute of Many also contributes to national HIV advocacy and campaigns.

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## VOLUNTEER WORK

UN AIDS Sub-Committee -MSM  
Red Ribbon appeal – World AIDS Day  
ACON - Campaign  
YABUN Festival – Sexual Health Stall  
World AIDS Day Keynote- Cairns  
Wear Your Heart- Charity Fashion  
Homeless Point in Time Count  
Woza Moya – Durban South Africa

## REFERENCES

### Susannah Wade

GILEAD SCIENCES ANZ  
Associate Director – Public Affairs  
T: 0477 000 682  
E: Susannah.wade@gilead.com

### Daniel Reeders

DNM Strategic Consulting  
Principal Consultant  
T: 0422 296 018  
E: daniel@reeders.net.au

### Aaron Cogle

NAPWHA  
Executive Director  
T: 0468 438 214  
E: aaron@napwha.org.au

### Andrew Heslop

Positive Life NSW  
Senior Health Promotion Manager  
T: 0416 641 666  
E: andrewh@positivelife.org

## OTHER EXPERIENCE

### INTERNATIONAL COMMUNICATIONS WORK

International AIDS Conference Reportage | 2016 – 2018 – 2022

- AIDS 2016 Durban: conference reporting for global Gay & Bi+ Mens health organisation MPact
- AIDS2018 Amsterdam: MPact-pre-Conference plenary speaker: Digital Innovations in Advocacy, ICASO (International Council of AIDS Service Organizations) reporting & pop-up class facilitator, Prevention Access Campaign: U=U Social Scholar- reporting AIDS2022 Montreal: reported for Gilead Sciences, Terrence Higgins Trust, NAPWHA, and PLDI

### GLOBAL MEDIA

- DNA Magazine • Remix Magazine • Vice • Star Observer • PlusLife
- HIVplus magazine • New Idea • Hello Gorgeous • MambaOnline • SX
- Stuff.co.nz • TeKarere Māori Television • New Zealand Herald • SBS
- Attitude Magazine • Newshub • Channel 7 NZ • TheBody • Samesame
- Junkee Media • 'Positive' documentary • JoyFM

## CREATIVE WORK EXPERIENCE:

### GRAPHIC DESIGN WORK

ILLAMASQUA UK | 2015 – 2018

I was approached by the head of product development for UK based makeup company Illamasqua to design face chart art and instructional diagrams for packaging, education, events, and social media

- Beauty School Drop-in, Myer Fashion show 2017, Sophie-I fundraiser

CAROLYN K BEAUTY | September 2012

Packaging illustrations – Beauty Book makeup line

HCT GROUP | 2013

Makeup illustrations for product launch

MOYA SAINT- UK | February 2012

Brand Redesign – Business Card, Logo, Letterhead

### EDITORIAL & ADVERTISING WORK

- MOROCCAN OIL: Sydney Hair Expo | June 2013
- CULTURE MAGAZINE: Austin City Limits | July 2012
- SEE7 MAGAZINE: Soft & Subtle | August 2012
- MAN JEWELLERY: S/S 2011-2012 Campaign
- BENJI & CEE: S/S 2012 Campaign
- SONY: Handycam commercial | April 2003
- GLASSONS: Television Commercials | July 2003