

For immediate release

SOCCEROO CAPTAIN TO STEER FITOUT CONFERENCE

4 September 2013

He captained the Socceroos 84 times whilst living with epilepsy, had life changing brain surgery and dedicated his life to educating people about the illness. Paul Wade's extraordinary life story will form the keynote presentation at the **Australian Shop and Office Fitting Industry Associations (ASOFIA) Conference**, at Reef View Hotel, Hamilton Island, 25-28 October 2013.

Themed *Opportunity Through Adversity*, Paul Wade will kick off the conference with valuable insights into how to deal with challenging times, in life and business.

The ASOFIA conference will see members come together for three days of learning, sharing and celebrating excellence in the shop and office fitout industry.

Jason Clarke, a sought after creative mind, will also share his insights at the conference, gleaned from working with some of Australia's biggest companies and institutions on the themes of leadership and innovation.

In the popular Open Forum section of the conference, members will get a chance to raise ideas for improvement for each other and their industry.

Gerard Ryan, CEO of ASOFIA, says this conference is an important avenue for busy business people working in the Fitout Industry to take the time to step back and gain fresh insights.

Our conference theme this year 'Opportunity Through Adversity' will focus on providing ways for us all to look differently at our current environment to bring about opportunity through a change of approach, mindset and practice.

"We've chosen the destination to help us shape new ideas, open minded thinking and feel refreshed for the year ahead. Our keynote speakers are not to be missed," said Mr Ryan.

The gala dinner will include presentations to the winners of the highly coveted 2012/2013 The Laminex Group/ASOFIA Interior Fitout Awards and the National Apprentice of the Year Awards.

For further information and/or to register to attend contact ASOFIA National Office on 02 4369 0055 or national_office@asofia.com.au.

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