

OLIVIA STRATTON

MA, Dip(SHA), Dip(LCB), Dip(Ling)
FOOD, WINE, TOURISM, FASHION & EDUCATION

OVERVIEW: KEY AREAS 1999 - Present

- Media: TV presenter, production, radio & print
- Business: Consulting, development, marketing & sponsorship
- Public Relations: Representative, event management, speech writer & MC
- Ambassador for Australia: Food, wine, tourism, fashion & education
- Ambassador for numerous youth, community & charity organisations

EMPLOYMENT

December 2007 - Present

News Limited, Channel 7 & various ambassadorial roles

NEWS LIMITED: Sunday Mail Social Editor & Host of The O List web TV series

Principle Responsibilities:

- Journalism & photo journalism
- Solely responsible for 2 double page spreads – 750,000 readership weekly
- Selected & attended Adelaide's 15 premier events each week
- Research, write-ups, photo shoot styling & page layout design
- Extensive personal contacts across all industries in South Australia
- *The O List*: apart from hosting the MTV style show, Olivia was also heavily involved in production & branding the ongoing top rating web series; featuring red carpet events, international festivals & interviews with celebrities

CHANNEL 7: TV Presenter for the lifestyle series Discover

Principle Responsibilities:

- The show's food & wine presenter, as well as co-host for cooking segments
- Involved in research, selection of topics, content & interviewing

HONARARY ROLES: ambassadorial & charity positions during 2008

- Hutt Street Centre homeless project with UK wine guru Matthew Dukes
- WINGS Royal Flying Doctor Service
- Salvos Red Shield Appeal
- Reach Out youth help group
- United Nations youth food program campaign
- Judge: SA Great Young South Australian Of The Year
AFL Footy Hunk, Nuovogue & Ralph modelling competitions

October 2003 - December 2007

Management of own business 'Olivia Stratton'

Key Achievements:

- **2007 Rosemount Australian Fashion Week – International Event**
TV Presenter for Nine MSN & Foxtel
Role: Interviewed all the A-list celebrities & top Australian designers
- **HOSTEC Hospitality Management Group – Australia**
Business consultant for the Sydney based company in 2005 & 2006
Role: Devised standard operating procedures & training manuals for hotel groups
- **Sumptuous: Lifestyle Television Series – Australia**
TV Presenter, 2006 host of the program featured on Channel 7
Focus: South Australia's finest food, wine, festivals & travel experiences
- **Australian Universities International Alumni Convention – Hong Kong**
Guest Speaker & Representative for Education with Former P.M. Bob Hawke
Topic: 'Image: is it everything?' – the importance of branding
- **Chinese Chamber of Commerce – Australia**
Guest Speaker
Event focus: Cultural fusion
- **Australia China Business Council & Deloitte – Australia & China**
Guest Speaker aligned with Department of Foreign Affairs & Trade
Topic: 'Conducting Business in China' – foreign trade & investment advice
- **Sauchin: Australian Food, Wine & Tourism Exposition – Asia**
International Representative for Australia
Role focus: Exports, PR management & liaising with international media
- **Australian Embassy – China**
International Representative for Australia
Event focus: Australian food & wine showcase
- **Bon Voyage: International Travel Television Series – Asia**
Special Guest TV Presenter – televised in over 25 countries
Segment focus: Australian food, wine & culture
- **Australian Embassy – Japan**
International Representative for Australia
Role: International Relations & Representative for Australia
- **International Variety Convention – Australia**
Guest Speaker & MC with International President Ory Slonim
Role: Official 2004 Ambassador for Variety
- **Clipsal 500 State Dinner – Australia**
MC with Channel 10 Motor Sports Presenter Bill Woods
Event focus: Landmark State Dinner

- **Economic Development Board – Australia**
South Australian Youth Representative
Role: Discussion panellist
- **Miss Australia: Year of Service – Australia & Overseas**
Full-time honorary position as Miss Australia for 12 months
Role: Ambassador, sponsorships, contractual agreements & event scheduling

August 2002 - March 2005

SA Great – State Business Development Organisation

STATE AMBASSADOR FOR SOUTH AUSTRALIA

Involvement:

- Selected from over 700 candidates to represent & promote South Australia in alliance with SA Great, the State Government & Adelaide City Council
- Extensive networking & community involvement
- Public Relations, guest speaker & MC
- Honorary position & one of the longest serving team members

August 2002 - January 2003

Australian Radio Network

ACCOUNT EXECUTIVE

Principle Responsibilities:

- Acquiring new clients & building customer relations
- Business development & management of client accounts
- Involved in the creation & structuring of advertising campaigns
- Successfully achieved & often surpassed sales quota every month
- (NB: Resigned from role as accepted into Masters Degree at Adelaide University)

July 2002 - August 2002

The Peninsula 'Leading Hotel of the World' – Hong Kong

UPPER LEVEL MANAGEMENT SCHOLARSHIP

Scholarship Winner:

- Olivia is one of only four graduates in the world to have ever been selected to shadow the top upper level management teams in Sales & Marketing, Business Development & Customer Relations
- Olivia independently researched, collated & presented to the Peninsula Executive Board, a thorough competitor analysis report featuring The Peninsula's top five competitor luxury hotels' suites in Hong Kong – she received a standing ovation
- Olivia oversaw special event marketing, campaign implementation & visual design

August 2001 - July 2002

The National Wine Centre of Australia

EVENTS MANAGER (national opening team)

Principle Responsibilities:

- Managed both corporate & private events for 2-1000 people
- Researched, planned & oversaw management of events
- Co-ordinated all catering, A/V, entertainment, design layout & decorations
- Contributed to the development & implementation of the company's marketing plan
- Managed all associated budgeting, administration & accounts

Major Events:

- Jarvis Ford Clipsal 500 Race Day Breakfast Launch
- Foxtel Footy Channel Gala Dinner
- Vimpac International Riesling Tasting

SWISS COLLEGE INTERNSHIPS

July 2000 - January 2001

Starwood Hotels & Resorts Worldwide – The Westin Sydney

GUEST RELATIONS

- Management of the VIP Club Lounge throughout the 2000 Olympic Games
- Developed Front Office training manual procedures & trained new employees
- Important role in customer relations with VIP clientele & tour groups
- Rooms Division procedures – guest loyalty program, reservations & accounts

July 1999 - January 2000

The Park Hyatt Melbourne – Award Winning Restaurant 'Radii'

OPENING TEAM

- Established & managed superior Hyatt Food & Beverage Control Systems
- Specialised knowledge in fine dining & opening of Cuba (luxurious cigar lounge)
- Product education with top industry experts such as cheese guru Will Studd

TERTIARY QUALIFICATIONS

January 2002 - February 2007

The University of Adelaide & Le Cordon Bleu

MASTERS DEGREE IN GASTRONOMY

- Gastronomic tourism & food technology
- The history & culture of food & drink from ancient times to present
- Thesis topic chosen: 'Organic Food & Agriculture in Contemporary Australia'

July 2001 - December 2001

Vocational Language Learning Centre

DIPLOMA IN LINGUISTICS – GERMAN

- Fluent – Euro Centre Level 6 Certification

January 1999 - July 2000

Le Cordon Bleu Ecole de Cuisine Paris

DIPLÔME CULINAIRE D'HÔTELIER

- World class practical & theoretical French culinary schooling

January 1999 - July 2001

International College of Hotel Management

SWISS HOTEL ASSOC. DIPLOMA IN INTERNATIONAL HOTEL MGMT.

- Awarded: ICHM Scholarship Winner, SHA Silver Medal Graduate & SHA Certificate of Merit for outstanding achievement & for attaining the highest examination grade
- Predominantly international students, excellent networking & discussion components
- Extensive training at CEO level to meet Swiss standards – constructing business & marketing plans, management systems, operating manuals in addition to a vast array of subjects including; Human Resource Management, Marketing & Communications, Accounting, Legal Studies, Total Quality Management, Information Technology, Engineering, Event Management, International & Australian Wine, F&B Operations, Food Safety, Nutrition, Hygiene Systems, Interior Design & Tourism

PERSONAL ACHIEVEMENTS

- Equestrian – National Champion & several State Championship titles
- SKAL Scholarship Winner – The Peninsula Hong Kong, upper level management
- SHA Scholarship Winner – International Hotel Management & Le Cordon Bleu
- Masters Degree in Gastronomy – The only programme of its kind worldwide
- National Languages Champion – Australian Schools & Universities Program
- Foreign Languages – German, phonetic alphabet & sign language
- Miss Australia & international title holder of Miss World People's Choice
- Miss World is the biggest annual television event in the world, watched in more than 120 countries by over 2 billion viewers

INTERESTS

- Food & wine appreciation
- Generally keeping fit & healthy
- Meeting new people & sharing experiences
- Travel – Australia, New Zealand, Canada, United States, England, Scotland, Austria, France, Germany, Italy, Monaco, Portugal, Switzerland, China, Hong Kong & Japan... & many more on my list yet to explore...

LEARN MORE ABOUT OLIVIA STRATTON

INTERNET LINKS FOR OLIVIA STRATTON

Olivia's official website

<http://www.oliviastratton.com/>

Google "[olivia stratton](#)"

Read an article Olivia Stratton wrote on her 'Year of Service' as Miss World Australia

<http://www.adelaide.edu.au/adelaidean/issues/3741/news3772.html>

ICHM - Olivia Stratton 'Hot Property'

http://www.ichm.edu.au/newsletters/OnCourse_Sem1_2007_p08.pdf

Channel 7's DISCOVER, lifestyle TV series - Presenter for 2008/ 2009

<http://discover7.com.au/region.php?regionID=1>

News Limited's web TV series, THE O LIST - Host for 2008/ 2009

<http://www.adelaidenow.com.au/olist>

Rosemount AUSTRALIAN FASHION WEEK - Presenter for 2007

<http://www.afw.com.au>

Channel 9's SUMPTUOUS, food and wine TV series - Host for 2006

<http://www.sumptuous.com.au>

IMG proudly represent Olivia for TV, acting, ambassadorial roles & public speaking

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