

SUPPORTING DOCUMENTATION - *STEVIE AWARDS*

WOMEN IN BUSINESS

Startup of the Year - Business Service Industries

PAULINE FINDLAY

Storyteller



paulinefindlay.com

storyrockstar.com

TRANSITION 2018 - FREELANCER - PAULINE FINDLAY - 'STARTUP' STORY ROCK STAR

In **July 2018**, Senior Audiologist, Lyndal Carter, from Australia's National Acoustic Laboratory (NAL), approached Pauline to create a film that would illustrate their 70 year history. This film would be used as the main tool for a recruitment drive for new 'healthy hearing' volunteers around Australia.

The film was produced over several months and during this development time Pauline interviewed senior NAL research staff and past volunteers. The final film was emotionally engaging and resulted in an increase in volunteers in all states around Australia. The film is also screened by NAL at international conferences, to showcase their incredible work to hearing research peers.

This film provided a window into the lives of people living with a hearing loss. The volunteers were able to explain on camera how their lives have improved over the

last 20 years through the research NAL provides.

This project was the moment Pauline went from a 'gun for hire', a freelance filmmaker, to... 'Solo Startup - Entrepreneur' through her business, Story Rock Star.

Pauline has never looked back. Story Rock Star's income has increased 70% year on year.

Pauline is able to create a profit while making a major IMPACT in the hearing loss sector in Australia.

From 2008 - 2018 Pauline was a freelance filmmaker and author.

*In **July 2018** she stepped up to become a solo start up entrepreneur, switching roles to put herself in the hiring seat!*



SOUND CONNECTS US - *NAL & AUSTRALIAN HEARING*



Link to NAL video: <http://bit.ly/2IZLQU7>

For the attention of:
The Stevie Awards for Women in Business – Judging Panel

Letter of support

Applicant: Pauline Findlay

Category – Female Solo Entrepreneur of the Year

To Whom it May Concern,

I am very pleased to have this opportunity to acknowledge the talents, achievements, and outstanding community contribution of Pauline Findlay.

Pauline and I first met in June 2014 in my capacity of Senior Research Audiologist at the National Acoustic Laboratories (NAL). Pauline initiated this contact, in a search to build an evidence-base for a creative concept around the lived experience of hearing impairment, with a particular focus on issues for young adults. This was a unique and highly rewarding connection which, fortunately, is still ongoing.

Hearing impairment has been referred to as the “hidden handicap”. Although it is a chronic health condition with many educational, social, emotional and financial impacts, it receives lower priority and, unfortunately, less empathy compared with other disabling conditions. I have had a hearing impairment myself since the age of 18 years, so I have personal experience of its challenges.

I have also worked for nearly 32 years as an audiologist. From my position of significant expertise in the hearing-disability field, I can attest that Pauline’s ability to grasp the implications of hearing impairment for young people, and her determination to address the gap in community understanding of hearing issues is exceptional. What is also exceptional is Pauline’s sensitivity to these issues, and her continued motivation to raise awareness and create empathy in others.

I have had the privilege of providing feedback to Pauline for several of her projects, including the production of a highly successful short film, and a novel. It was my pleasure to publish a book review of the novel in the magazine of the professional body for audiologists in Australia, *Audiology Now* (issue 72). Pauline has also established an ongoing program of film workshops for teenagers with hearing impairment. I have seen first-hand the profound impact for young participants, particularly in raising self-esteem and the confidence to find their own ‘voice’. Parents of participants have also attested to the great gifts Pauline has given their children. Opportunities like this for young people with hearing impairment are extremely rare.

In July last year I engaged Pauline, via my employer Hearing Australia/NAL, to create a promotional film for NAL Research. Not only was a beautiful, highly professional product created, but I personally learned much about the process of creating a concept and a narrative. It was a pleasure and revelation to watch Pauline perform her technical work as a

filmmaker. The final product not only delivers the intended information content, but also provided insights into the lived experience of individuals with hearing impairment.

While Pauline is highly determined in meeting her own business and creative goals, she has an immense capacity for "paying forward", and has given far more than she has earned in working with the hearing-disability sector. Furthermore, Pauline is a role model and mentor for other women. Where many people prefer to compete, Pauline inspires and encourages. The creative field is particularly difficult for women to achieve status and equal opportunity. I very much hope that Pauline will be successful in the Stevie award program, not only because she deserves public recognition, but also so that her work can be propelled forward to the benefit of others who have less power and voice in society.

Please do not hesitate to contact me if any further information is required.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Lyndal Carter'.

Dr Lyndal Carter
PhD, MAudSA (CCP)
Senior Research Audiologist, NAL
M. 0400 784 840

26 August 2019

MICRO-DOCUMENTARIES - HEARING AUSTRALIA

In October 2019, Alison King from *'Hearing Australia'* engaged *Story Rock Star* to create three short documentaries.

These three films were created to complement a training module, to educate audiologists about the challenges young adults have managing their hearing needs.

Hearing Australia asked *'Hear for You'* to come on board in a joint venture. *'Hear for You'* sourced the talent for the documentaries from their teenage workshops, past mentors and mentees.

Pauline interviewed subjects from various backgrounds on what it was like living with a hearing loss.

Jackson, in his first year of university, explained in raw honesty the mental health challenges young adults face having a hearing loss.

Heather, a new mother, explained the real life juggle she experiences getting to appointments with a baby in tow.

Bec, a working professional, talked about the positive relationship she has with her audiologist. She mentioned how she wished more audiologists understood how important sign language can be for someone with a hearing loss.

Their personal stories created a connection with the viewer that can't be achieved in *'slide style'* presentations for a training module.

The outcome was incredible, Alison was blown away by the stories. She created a company screening for her peers at Hearing Australia.



TESTIMONIAL - HEARING AUSTRALIA

King, Alison



28 February 2020 at 9:24 am

AK

Young Adult Clients video project [SEC=UNCLASSIFIED]

To: Pauline Findlay

Dear Pauline,

I'd like to thank you very much for presenting us with the inspirational set of videos about "Who are our young adult clients?" It was a pleasure working with you! I really appreciated your enthusiasm, and the way you listened carefully to our ideas and incorporated them into a professional, caring and positive story.

The videos now form part of our training program for audiologists and we will also be using them in hearing centre team meetings with both clinical and non-clinical staff to that inspire to deliver a service that meets the needs of our young adult clients.

Thank you once again,
Best wishes,

Alison

Alison King B.Sc., Dip. Aud., M.Aud.A (CCP)

Principal Audiologist Paediatric Services

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Hearing Australia acknowledges the Aboriginal and Torres Strait Islander peoples, the Traditional Owners and Custodians of the land that we live and work on, and we pay our respects to Elders past, present and future.

CORPORATE VIDEO - HEARING AUSTRALIA - WHO ARE OUR YOUNG ADULT CLIENTS?



Bec Story: <https://bit.ly/31n7IB4>



Heather Story: <https://bit.ly/2BeoUIT>



Jackson Story: <https://bit.ly/2AcUNBe>

DEAF FILM FESTIVAL - *HEAR FOR YOU*



HEAR FOR YOU is a charity run by deaf people for deaf teenagers. *Story Rock Star* works with 'Hear for You' to run filmmaking and acting workshops.

These workshops give teenagers the tools to tell their stories over two weekends. This may be the only opportunity for a deaf teenager to meet another deaf teen! All films are shot using an iPhone and edited on a Mac Book Pro in Apple Final Cut.

Story Rock Star worked with '**Hear for You**' to establish the first Deaf Film Festival in Sydney for teenagers to screen their stories.

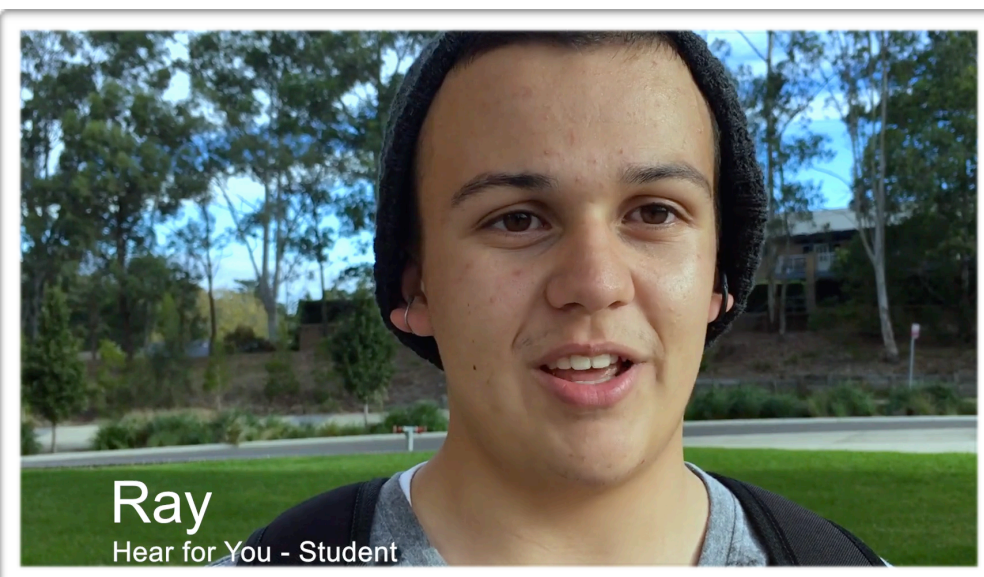
In 2020 Pauline from *Story Rock Star* had to adapt to the **Covid-19 Pandemic** and turn the physical workshops into '**Virtual Filmmaking**' workshops on **Zoom**.

In two weeks she made her live format completely online ready for her students.

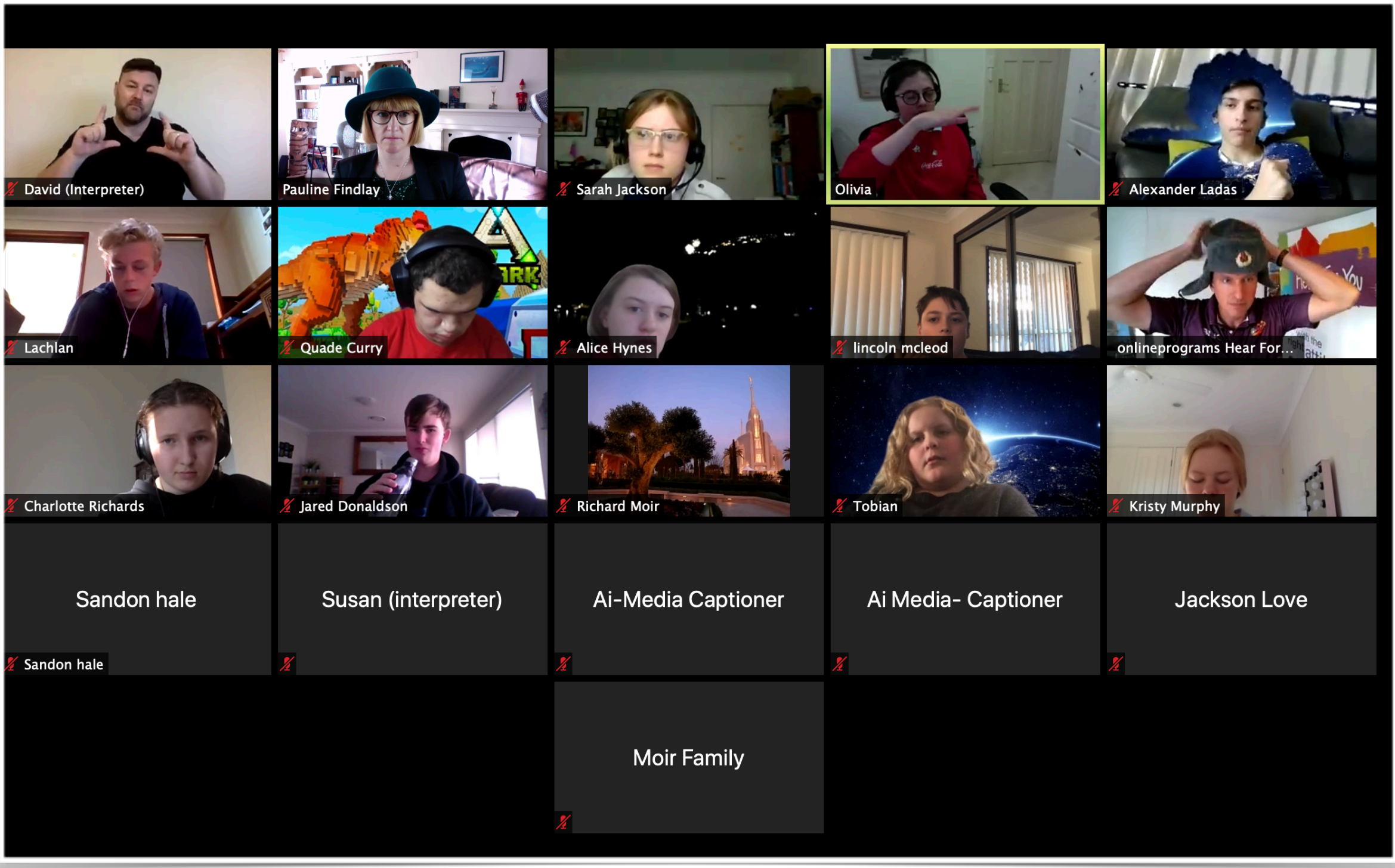
Hear for You website: <http://www.hearforyou.com.au>

Hear for You Film Festival Winning Film: <http://bit.ly/2kNuOsh>

Testimonial from Ray, a student of the Film workshop: <http://bit.ly/2lZOrxl>



ADAPTING TO COVID-19 - *VIRTUAL FILMMAKING WORKSHOPS*



HEAR FOR YOU - VIRTUAL FILMMAKING WORKSHOPS - ADAPTING TO A PANDEMIC

In March 2020 the '*Hear for You*' **Rock Your World Filmmaking** workshops were due to kick off around Australia, starting in Sydney.

Students had enrolled, cameras were about to roll, then... **Covid-19** locked down Australia on March 12. Everyone was devastated.

Suddenly deaf students were home alone and unable to connect with their peers.

Story Rock Star swung into action to create a **Virtual Filmmaking Workshop** through Zoom in two weeks.

This online course had eight sessions that rolled out over eight weeks across Zoom.

Using their mobile phones, students were able to create films about what it was like to be living through a pandemic, in isolation.

This year the course was also able to reach students in remote locations who couldn't normally get to major cities for the 'in person' workshops.

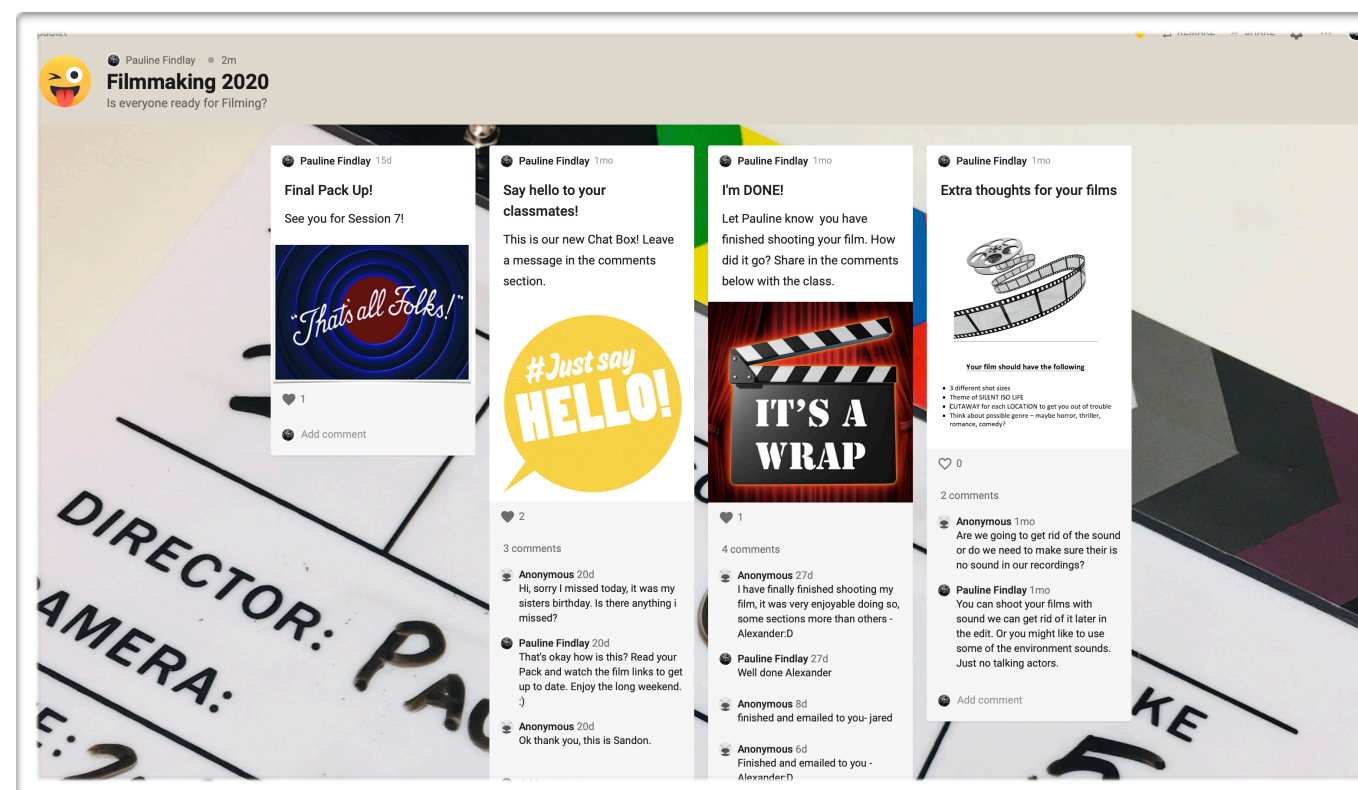
The depth of stories this year was incredible.

Story Rock Star and '*Hear for You*' are now creating a Virtual Watch Party to screen the student films in early September.

As part of the online course, Pauline set up a **Padlet Wall** to connect with her students virtually. She would put up information on topics like gear the students might like invest in. It was also a place they could just ask questions when they were on set shooting their films.

PADLET link:

<https://bit.ly/3879WR1>



HELP US SUPPORT GRACE - *HEAR FOR YOU*



HEAR FOR YOU - HELP US HELP GRACE CAMPAIGN

The '**Help us Help Grace**' campaign was created to provide insights into the world of a deaf teenager.

The film was created using an iPhone, to add to the visual texture of the teenage world. Through the film we are able to show Grace's daily hearing experience with her peers.

With the help of audiologists and sound engineers at NAL (**National Acoustic Laboratories**) we give the audience a powerful experience of deafness in two minutes.

The power of the film raised the public profile for 'Hear For You' through

social media and national conferences. This led to further corporate and organisational support.

There are 8,000 deaf or hard of hearing teenagers in Australia, 87% of them are the only student in their class with a hearing loss. We wanted to show Grace's daily hearing challenges.

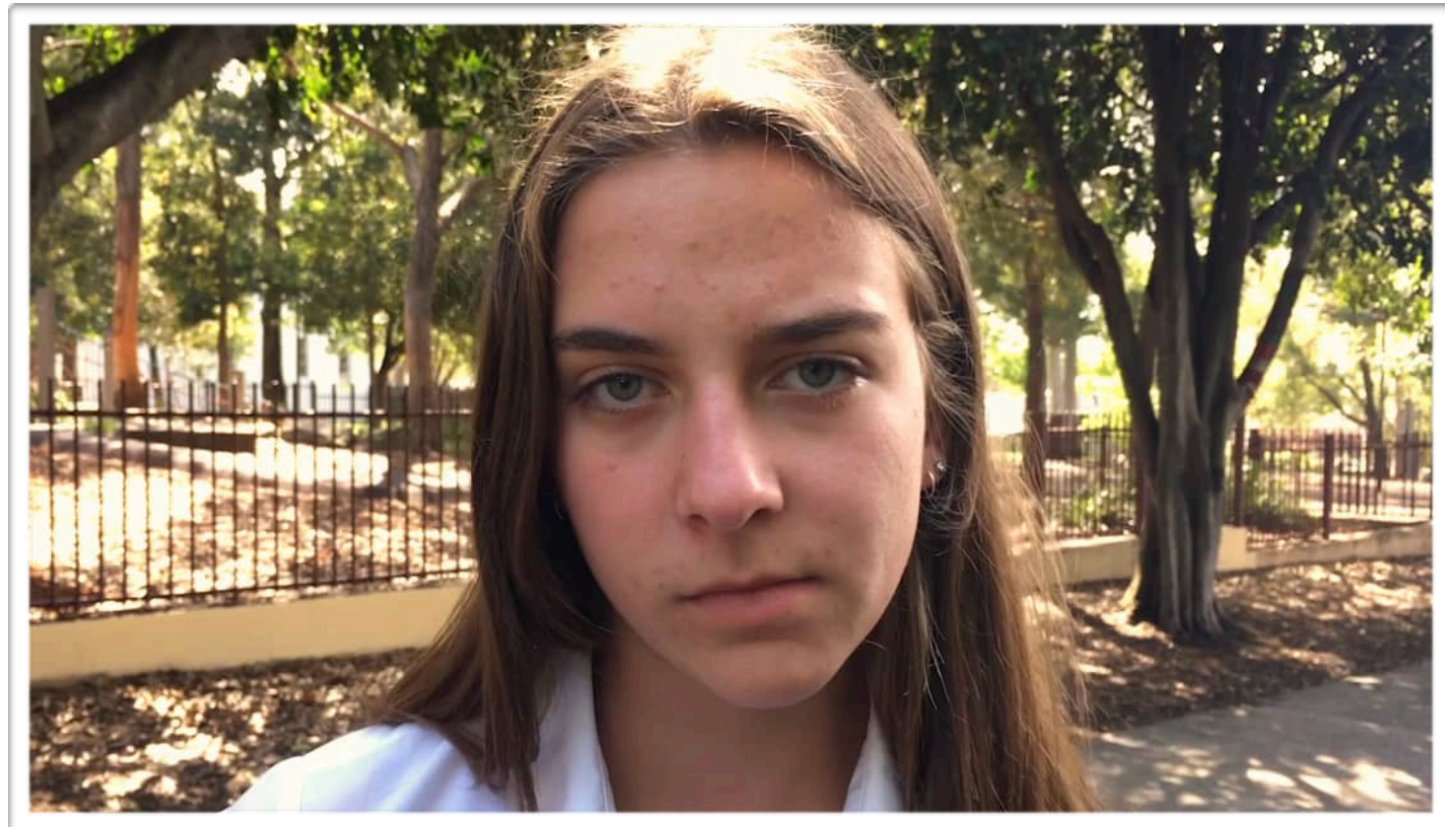
Pauline came up with the idea of using sound design to illustrate the actual way Grace hears a conversation even with the assistance of Hearing Aids.

Hear for You website page:

<http://bit.ly/2Rzf0EO>

Link to film on Vimeo:

<http://bit.ly/2kNtrK9>



SILENT CEO - *DAVID BRADY* - CEO HEAR FOR YOU



DAVID BRADY - SILENT CEO - HEAR FOR YOU

LinkedIn article : <http://bit.ly/2mmbdQx>

The Silent CEO is the brainchild of David Brady, the CEO of Hear for You, with entrepreneurial support from Pauline.

David started to blog about his unique challenges of being a Deaf CEO. Pauline provides inspiration, editorial support and strategic advice on the best way to get David's voice heard in a noisy online environment.

Through his twice monthly blog David has elevated the conversation around inclusion and diversity. David comes up with a blog idea, then runs it by Pauline who will give input from a hearing person's perspective.

Pauline believes her job is to bring out David's authentic voice. She doesn't squash or over edit David's voice. What has connected David to his audience is his real life experience as a Deaf CEO.

Through creating a regular blog David has seen corporate sponsorship arrive



effortlessly that would otherwise have been challenging to achieve. In 2018 a corporate sponsor provided support after seeing the Silent CEO blog, allowing 'Hear for You' to extend its Mentor Programs.

Mentor Programs : <http://bit.ly/2mdvpDQ>

Hear For You Limited
PO Box 1710
Macquarie Centre NSW 2113



ABN: 26 131 365 298

The Stevie Awards for Women in Business - Judging Panel

Female Solo Entrepreneur of the Year - Pauline Findlay

To Whom This May Concern,

As CEO of Hear For You Limited, the charity which provides award-winning mentoring programs for deaf teenagers by deaf young adults, and as Chairperson of Deafness Forum of Australia, a leading national disability peak advocacy organisation in Australia, I write to provide an outline of the positive work undertaken by Pauline Findlay in 2019.

Pauline is a dedicated, hardworking entrepreneur using the power of film to inspire and motivate a generation of deaf teenagers. Pauline collaborated with Hear For You, bringing her experience and skills to plan, organise, and teach deaf teenagers through unique film-making workshops in Brisbane, Melbourne, and Sydney. She taught more than 27 deaf teenagers, and led a team of 11 deaf young adult mentors to work alongside her in all three workshops. These workshops provided the deaf teenagers an opportunity to learn from Pauline to create, design, shoot and produce short films to enter the 2019 Hear For You Film Festival. All six judges on the Film Festival judging panel remarked that the films were of excellent standards and complimented the attention to detail and high standard of teaching by Pauline to the deaf teenagers.

Pauline's support of deaf teenagers and young adults is not only restricted to film making. She has also included a team of deaf teenagers and young adults in the development of her latest novel, which revolves around life as a deaf teenager. Like all great book writers, Pauline was able to interact with deaf teenagers and young adults to gain their insights, experiences, and challenges as deaf people in today's world. As Pauline does not have a hearing loss herself, she made up for this through listening to those who do have a hearing loss, interpreting their world onto paper, and bringing it to life through words.

Applying her writing skills further, Pauline provided me with advice and guidance towards my writing of the Silent CEO series. These are a series of short articles highlighting my experiences as a deaf CEO of a charity to bring to the world an insight into the challenges, learnings, and highlights. Pauline provided ideas, guidance, and suggestions, just as she has done for the teenage and young adult filmmakers and story contributors.

I have no hesitation in recommending Pauline to be considered as a recipient of the Stevie award to recognise her life-changing work for many deaf teenagers and adults in Australia.

Yours faithfully

A handwritten signature in blue ink, appearing to read 'David Brady', is written over a horizontal line.

David Brady
CEO – Hear For You Limited
Chairperson – Deafness Forum of Australia

HIGHLIGHT OF 2019 - *SOLO ENTREPRENEUR OF THE YEAR*



STEVIE AWARDS - WOMEN IN BUSINESS - SOLO ENTREPRENEUR OF THE YEAR

The highlight of 2019 for Pauline Findlay (*Story Rock Star*) was winning the Women in Business **Gold Stevie** for '**Solo Entrepreneur of the Year**'.

Pauline travelled from Sydney, Australia to New York City in November 2019 to be in the room with 550 women, for the Stevie's awards ceremony.

She also attended the '*Women Future Conference*' where she was inspired by other female entrepreneurs, sharing their war stories and victories.

Pauline returned home to Sydney with '*Stevie*' feeling inspired.

In NYC she formed new friendships and business contacts that she touches in with monthly via Zoom, from all over the world.

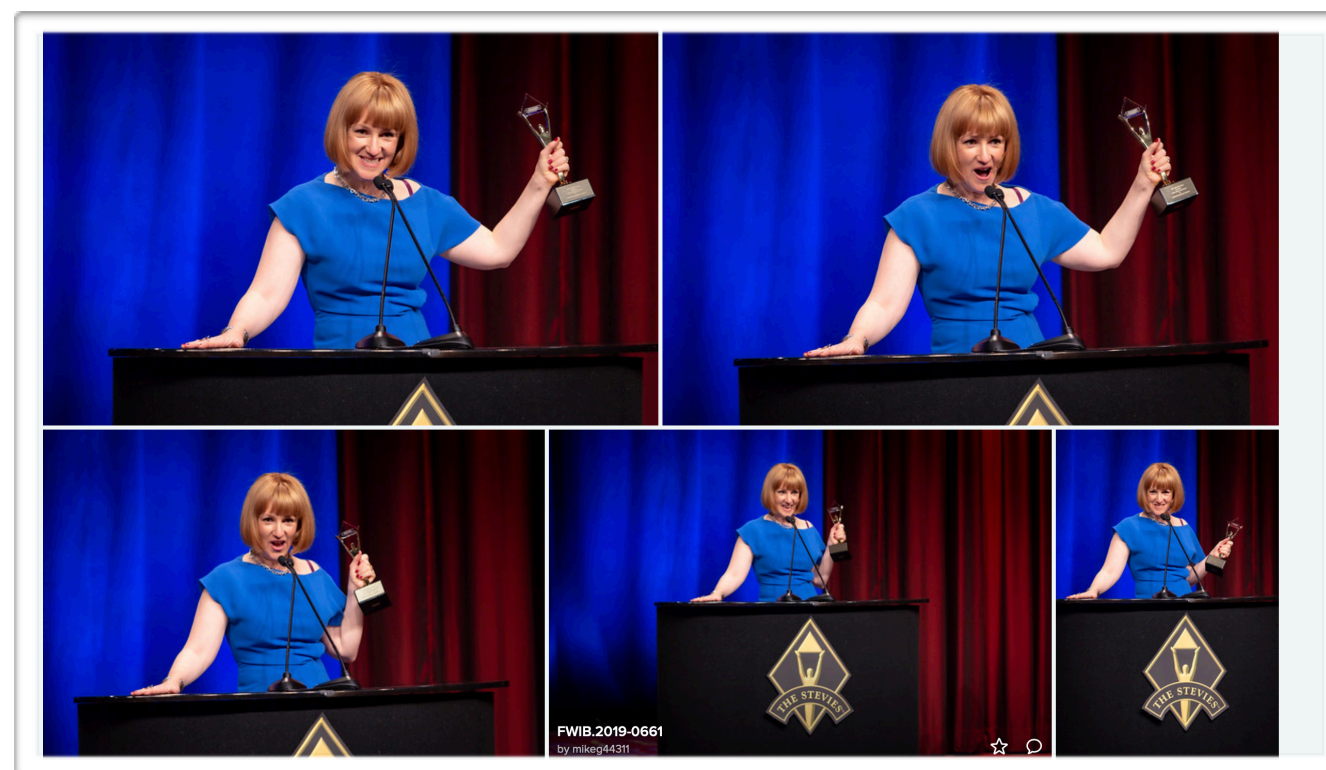
2020 is the year '*Story Rock Star*' ventures firmly into the space of **online education** for teenagers and women.

Pauline is setting up several online courses in filmmaking and storytelling for teenagers.

Her big signature program is her **female empowerment program**, which rolls out in late 2020.

This program is designed to elevate women into their light. It gives them the confidence to take the steps needed to charge into the unknown. In doing so, they will help change the world for the better!

Pauline believes when equality is possible, anything is possible... even world peace. :)



Stevie's Winners 2019 : <https://bit.ly/2NC5YGo>

CONTACT DETAILS - *PAULINE FINDLAY*



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