VIII. Management Team

Our management team has the experience and expertise to successfully execute on our business plan.

Management Team Members

- **Name: Susanne Bleasel**
  - **Title:** Director of Planning
  - **Role:** Lead the management team
  - **Experience:** For the past 20 years, Sue has specialised in the introduction to Australia of groundbreaking medical and scientific equipment from small devices to major infrastructure. In 1998, on behalf of Hitachi Japan, she introduced proton therapy to Australia. Since the Hitachi withdrawal from Australia in 2004, Sue has led the development program for Australia’s first proton therapy facility. She is recognised internationally as one of Australia’s experts in the proton therapy business.
  - **Educational background:** Diploma, Cardio-Pulmonary Technology, Member NSW Institute of Cardiopulmonary Technology of Australia.

- **Name: Richard Bate**
  - **Title:** Project Director
  - **Role:** Procure and deliver the design, construction, and commissioning of the PTA facility
  - **Experience:** 34 years industry experience in Australasia, Africa, Europe and the Middle East particularly in the fields of Healthcare Projects, Defence and Complex Major Projects. Health Projects include: St Vincent’s Private Hospital & Clinic, Sydney; The Mater Hospital Sydney; Toowoomba Hospital, Qld; Royal Brisbane Hospital, Qld; The Newcastle Strategy, NSW; Fiona Stanley Hospital, Perth. Major achievements include first stage $US2.5b Blue City Oman; Sydney Olympic Village; and Australian National Museum in Canberra.
  - **Educational background:** Bachelor of Science (Civil Engineering). For relevant qualifications and experience see Annexure 15.
• Name: A/Professor Michael Jackson
  
  • Title: Director of Radiation Oncology
  
  • Role: Advise in relation to the design of, and the provision of equipment for the Radiation Oncology Department, and when completed, lead the Radiation Oncology Department.
  
  • Experience: Michael Jackson is head of Radiation Oncology, Prince of Wales Hospital, NSW and is recognised as Australia’s foremost authority on clinical Proton Therapy. He has led four radiation oncology departments in Australia, worked in a number of cancer centres including Royal Prince Alfred Hospital and the Peter MacCallum Cancer Institute, and has extensive experience in the design and building of radiotherapy centres. Michael has academic appointments at the Universities of New South Wales and Wollongong. He is a long term advocate of Proton Therapy and has been involved with the plans to develop an Australian proton facility since 1998. He maintains close contact with overseas centres to provide information on current treatment protocols and equipment.

• Educational background: BA, MB BChir, FRANZCR

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• Name: Professor Anatoly Rozenfeld
  
  • Title: Director of Physics Research
  
  • Role: Secure grants and lead research programs between the Australian Proton Facility and collaborating hospitals.
  
  • Experience: With more than 25 years experience in medical radiation physics, Anatoly has a strong interest in the development of radiation detection instrumentation for radiation therapy and imaging. He holds 15 patents on radiation medical instrumentation, and more than 150 peer review publications. Since 1998, Anatoly has pioneered proton research in Australia. As the Founder and Director of the Centre for Medical Radiation Physics at the University of Wollongong he has formed collaborative research programs with major Proton Therapy institutions in the USA and Europe, and currently has six students on exchange in preparation for the Australian facility.

• Educational background: Anatoly holds a MSc (with distinction) and a PhD in radiation physics.
Name: Marcus Bleasel
Title: Company Secretary and CFO
Role: Accounting and Legal

Experience: Marcus Bleasel is a practicing barrister of 28 years standing. He was Chairman/Head of Chambers for over a decade. Prior to that he worked in the Accounting and the Financial Services Industry at Touche Ross, Charles Berg & Partners and Star Green & Co. In addition, he has spent 13 years as a shareholder and director in hospitality industry companies and 22 years as the principal point of legal and accounting reference for his family’s commercial activities with turnover in excess of $30M and 100FTEs

Educational background: BEc, LLB Syd
16. Advisory Board

Clinical

**Dr Martin Berry, MBBS, BSc (Med), FRANZCR, FRCPC**

Dr. Martin Berry is an admired clinician, leader and educator in the field of radiation oncology. Martin has a broad clinical experience gained from working at a number of major Australian and Canadian teaching hospitals.

He was the founding Director of the South Western Sydney Cancer Service that rapidly earned national and international recognition for innovations in cancer care delivery, teaching and research.

He was Chairman of the Education Board and Chief Examiner of the Faculty of Radiation Oncology, Royal Australian and New Zealand College of Radiologists 2005-2010; established the Paediatric and Genito-Urinary Radiation Oncology Special Interest Groups within the College and was founder of the multidisciplinary New South Wales Genito-Urinary Oncology Group and Urology Oncology Program.

His numerous publications and presentations have focused on paediatric and urological oncology, medical teaching and education.

Martin brings to the Australian Proton Therapy Facility leadership and clinical expertise to two of the most important patient groups - paediatric and prostate cancer patients.

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**Dr David Ziegler, MBBS, BSc (Med), FRACP, MD (Paediatric Medical Advisor)**

David Ziegler is a Paediatric Neuro-Oncologist, at the Centre for Children’s Cancer and Blood Disorders, Sydney Children’s Hospital, NSW and leads that hospital’s cancer therapies unit.

David won a Fulbright Postgraduate Alumni (WG Walker) Award to conduct research at the Dana-Farber Cancer Institute at Harvard Medical School with Professor Andrew Kung, a leader in the area of targeted cancer therapy. The prestigious Alumni (WG Walker) Award goes to the highest ranked postgraduate candidate. He will advise PTA on the design of the paediatric area.
Financial

Michael Baskin, BCom, CA(SA) (Auditor)
Baskin Clarke, Chartered Accountants

Michael Baskin is a Chartered Accountant, Registered Auditor and Partner at Baskin Clarke.

Baskin Clarke has an enviable reputation for providing a range of business advisory services to select corporate clients and individuals both in Australia and internationally. Building on the accounting and tax base, Michael and his partners provide a strategic and advisory service to PTA.

Legal

Dan Brush (Corporate Law)
Herbert Geer

Dan Brush is a partner in the Herbert Geer law firm. Dan's practice is based within the technology and media sectors. Dan advises PTA on the full range of commercial and corporate matters. Dan is admitted in New South Wales and California USA. Herbert Geer is a full service Australian law firm with over 50 partners and offices in Brisbane, Melbourne and Sydney.

Regulatory

Sue O'Malley, PhD, MEc (Reimbursement Specialist)
Medical Intelligence

Ms O’Malley is the principal consultant and founder of Medical Intelligence, a consulting business specialising in applications to the Medical Services Advisory Committee (MSAC) for Medicare Benefits Schedule (MBS) funding since 1999. Ms O’Malley started as a Health Economist in 1993 as Principal Economist for Northern Sydney Area Health following several years working as a senior public servant working as both an Economist and a Policy Coordinator. Since starting in the Health Industry she has worked in Biotechnology, Pharmaceutical, and Medical Devices companies.

Ms O’Malley holds a Masters Degree in Public Economics and her Doctorate thesis was on the funding of new and emerging medical technology in Australia.

In accordance with Australian government legislation, Ms O’Malley is a registered lobbyist with the Department of the Prime Minister and Cabinet.

Ms O’Malley will lead PTA’s application to the Medical Services Advisory Committee (MSAC) for proton therapy reimbursement.
**Fundraising**

**Steve Liebeskind (Corporate Advice / Fundraising)**

Steve Liebeskind is a founding partner with Sydney Capital Partners, a boutique investment banking and advisory firm, providing corporate development services to clients in a range of industry sectors, specializing in emerging and high growth companies.

With skills developed as a Chartered Accountant, Steve is an experienced frontline operations manager, has led many fund raising projects, and has been involved in a number of IPOs on the ASX. Steve has successfully advised on the migration of a number of Australian technology companies to the US.

Steve is providing PTA with corporate advice, strategic planning, mentoring and fund raising strategies.

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**Public Relations / Media**

**Wells Haslem Strategic Public Affairs**

Wells Haslem has a remarkable heritage, its team combining decades of experience in public affairs, government relations, issues management, journalism, politics and foreign affairs. Its history dates back to the 1992 establishment of what would become one of Australia’s leading independent PR companies, Jackson Wells. Chairman John Wells (pictured) and CEO Benjamin Haslem first worked with Sue Bleasel and Proton Therapy Australia in 2006, helping educate Federal Ministers; their advisors and the media around the need for a proton therapy facility in Australia and the unique benefits it delivers cancer patients.
Johnson Pilton Walker
Architects

Johnson Pilton Walker’s core philosophy is the belief that each project, client and site holds unique opportunities that their multi skilled design and management approach can synthesise into an outcome that exceeds the project objectives of its time, is environmentally responsible, and makes a lasting contribution to its place. Johnson Pilton Walker has completed projects of every scale from modest residential additions to significant urban redevelopment schemes transforming cities. Their depth of experience spans the categories of Public, Institutional, Residential, Commercial, Educational, Leisure, Hospitality and Industrial. They take great pride in producing award-winning buildings that meet and exceed their clients’ expectations in terms of quality, time and cost.

Prestigious awards include some for Australia’s most treasured icons, the Sydney Opera House, Australia’s National Portrait Gallery, and The Australian War Memorial Western Courtyard.

Taylor Thomson Whitting
Structural Engineers

Taylor Thomson Whitting is a wholly owned Australian company providing Consultancy Engineering Services to Australia and Asia since 1958. They have five offices, and provide a wide range of specialised services in Structural, Civil, Facade and Traffic Engineering. With over 170 staff, TTW's core philosophy is to provide service that is client oriented and produce practical, economical and innovative engineering solutions.

TTW has an extensive history in the design of major health and research related facilities, including cancer care and radiation treatment structures at most of the major hospitals in NSW, with particular emphasis on shielding and vibration requirements.

TTW's reputation is based on the design of architecturally complicated structures that are both build-able and environmentally responsible.
Donnelly Simpson Cleary is a multi discipline engineering consultancy with nearly 30 years experience in the construction industry, with offices in Sydney, Hong Kong and Singapore, and a complement of 30 full time staff in Sydney. John Donnelley, Mel Simpson and Phillip Cleary established the practice in Sydney in 1983.

The firm specialises in all facets of building services, including Mechanical, Electrical, Fire, Hydraulic, Sustainability, and Lift and Building Automation disciplines.

Their experience in the industry is extensive and diverse, covering most market sectors with significant involvement in specialised projects for medical, research, data management and higher education sectors. Recently, DSC completed the $100M Hurstville Medica, incorporating state of the art theatre suites, radiology and radiation oncology departments as well as six floors of consulting suites.

Their role for PTA will involve design of all building services required to ensure effective and integrated servicing of the building. The services will support staff/patient activities, and optimise the operation of the various specialist diagnostic and treatment equipment around which the facility is designed.

Davis Langdon dates back to 1953/54 in New Zealand, out of a merger between a New Zealand and an Australian company both with strong reputations in quantity surveying.

Since then, Davis Langdon has merged with significant players enabling them to offer the resources of the world’s largest firm of quantity surveyors to the South Pacific region.

Their core business is cost management.

Gary Boyd and his team have extensive experience in substantial building projects including the redevelopment of major teaching hospitals including radiology departments. They will play a key role in advising PTA on construction risk and value management.
Patient Advocates
(all had Proton Therapy Treatment)

John Beresford

John Beresford had an extensive career in the Australian clothing and textile industry before moving into the commercial property market as a developer and investor. In recent years he has been the principal director of a private family investment company.

John has become a passionate advocate of Proton Therapy since his successful treatment with protons for prostate cancer in the United States in 2004.

Peter Farris

Peter Farris is a well respected and highly credentialed businessman in the Perth real estate industry and corporate advisory services. He has managed and developed major real estate companies with turnovers in excess of $200 million and has extensive experience in company management.

In 2004 Peter had proton therapy in the US for prostate cancer and since that time Peter has been disease free and has experienced no side effects. Since his treatment he has assisted men Australia-wide making enquiries about going overseas for proton therapy to prostate cancer.

Shirley Scannell

Shirley works in partnership with her husband in an acoustical consultancy business in Sydney. Her two children are grown up and she enjoys a fulfilling social life - active in local charities. In 2010, she was diagnosed with a rare form of salivary gland cancer. The Australian Government funded Shirley to have proton treatment at the University of Pennsylvania proton facility.