

Creating and actioning exceptional ideas

Mary-Anne Waldren has an unrelenting passion for Canberra, for business and for brokering partnerships to create original events that make a difference.

Her list of accomplishments is long: award-winning businesswoman, science-communication pioneer, event-management expert, sponsorship sharpshooter, lobbyist extraordinaire, marketing whiz. But what really drives her is the essence and indomitable spirit of entrepreneurs. She loves mentoring them, advising them and, best of all, connecting them to people who can take them further along the path to commercial success.

Mary-Anne has created events ranging from entire festivals with hundreds of events to one-off events for people such as former US President George W. Bush's brother Jeb Bush, businesses and all tiers of government.

She built the Australian Science Festival, National Science Week and Canberra's first innovation festival, ICAN.

Mary-Anne pioneered a partnership with the ABC and the staging of science-themed Radio National forums. She researches and suggests exciting and topical event topics and panelists, brokers partnerships to fund the forum and markets the event to fill venues.

She is CEO of MAW Action, founder of the Master Entrepreneur Program and part-time Executive Director of the Australian Science Festival.



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Mary-Anne Waldren, who runs MAW Action, delivers these solutions:

- ✓ Creating original projects
- ✓ Brokering partnerships
- ✓ Managing events
- ✓ Connecting people
- ✓ Developing businesses
- ✓ Managing public relations
- ✓ Sourcing notable speakers
- ✓ Solving problems

She has close to two decades of senior executive experience in doing so.

“ Waldren is a powerhouse of drive and enthusiasm. She is becoming recognised as one of the nation's marketing whiz kids.

The Sunday Times

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Fantastic Furniture MD and Freedom Furniture co-founder Julian Tertini

// *Mary-Anne Waldren is an impressive and ethical entrepreneur who is destined to succeed at any new venture she puts her mind to.*



"Mary-Anne has a canny instinctive ability to understand everybody's agenda and to arrange win-win situations. She could start up any business and is a stand out."

Director of National ICT Australia and founder of Tower Software Brand Hoff

// *Mary-Anne Waldren is an inspiration and a legend.*



ABC science broadcaster Robyn Williams

MAW Action Initiatives

Master Entrepreneur Program

"This is the most valuable information by far that we have received in the two years we have been a start-up and we got it all in half a day."
Participant Adriano Di Pietro

The Bush Summit

MAW Action created this event for Radio National's Bush Telegraph. The program will take experts into regional areas throughout Australia to reflect, along with locals, on major issues. The conversations will prompt communities to begin thinking differently about themselves.

Celebrating Science

Mary-Anne took the Australian Science Festival to dizzying heights, kick-started National Science Week and returned it to the Federal Government and has advised governments and decision-makers throughout the world on establishing science festivals and events.

// *I have worked with the remarkable Mary-Anne Waldren on creating ABC events for over a decade. She dreams up juicy topics, provides many of the panelists, puts the partnerships together to fund the event, and sells the event so we have a live packed house. You can't say 'no' to her. But why would you want to?*



"Canberra-based Mary-Anne Waldren knows her way around the corridors of power."

The Australian



The ABC's Bernie Hobbs

// *Mary-Anne Waldren has real vision and is fun to be around. She has an unusual combination of qualities, she is insightful, very energetic, but is modest about her own abilities, which helps her achieve much more than most people.*



Creativity pioneer and urban planner Charles Landry