

Diana Todd

10 years of auto industry and cooperative experience, professional qualifications, entrepreneurial spirit, and intimate knowledge of the Capricorn Group, all working together to make Capricorn stronger, and elevate the strategic discussions and decisions as the next WA Member Director on the Capricorn Board.



Diana Todd | WA

Standard of education:

- 2022 (pending results): Graduate, Australian Institute of Company Directors Course
- 2016: Master's Degree in Applied Tax Law, The Tax Institute (Australia)
- 2007: Master's Degree in Accounting and Technology, University of Maryland (USA)
- 2004: Bachelor's Degree in Accounting, Liberty University (USA)

Automotive industry experience background:

- 2020-present: Managing Director, Quickstop Auto Service Pty Ltd, Balcatta WA
- 2015-2020: Office Manager, Quickstop Brake & Clutch Centre, Balcatta WA
- 2016-2018: IT Business Analyst, Capricorn Society, Perth WA
- 2012-2016: Financial Accountant, Capricorn Society, Perth WA

Relevant board or committee previous experience:

- 2017-2018: Capricorn Society Data Integrity Committee

Other relevant personal development:

- 2022-present: GAICD, Australian Institute of Company Directors
- 2020-present: WA Motor Vehicle Repair Business License
- 2017-present: Registered Tax Agent, Tax Practitioners Board
- 2016-present: MIPA, Institute of Public Accountants, Australia

My accounting firm was awarded the 2020 Institute of Public Accountants WA Practice of the Year for the innovative ways we served our small business clients during the Covid-19 pandemic.

Community involvement:

- 2016-2017: ATO Tax Help Volunteer
- 2014-2016: Leukemia Foundation Volunteer

Other content:

My 10 years of industry experience and being a committed Capricorn Member has provided me with a deep understanding of Cooperative & Mutual Enterprise Governance Principles. Working together to achieve desired outcomes, putting people first, returning profits and increasing benefits to members are at the heart of these principles and align with my own personal values.

I currently work a combined 25 hours a week in my two businesses and have ample capacity to take on the duties and responsibilities of the WA Member Director Capricorn board role.

Final words

My presence will strengthen the representation of the next generation of Capricorn Members at the board table. I am strategic, educated, and driven. I have taken over my parents' auto shops they started back in the 1980s. I have adapted our businesses to operate in a world where marketing and operations are driven by the internet and technology, and

supply chain challenges and employee shortages are a daily occurrence. I am a visionary. I understand we are stronger when working together, and we are operating businesses that serve a vital role in our communities.

My unique and intimate knowledge of the Capricorn group gained from working in Capricorn's own finance and IT departments will add an operational understanding to strategic board discussions. My role on the board is not to focus or be involved in the details, but rather to evaluate how we can leverage where we have come from to take us to where we need to go next to secure a stronger future together.

I am a small part of Capricorn's story myself. In my roles, I was involved in the closure of the South African operations, the purchase of the West Perth office, implementation of new member benefits such as fuel card, Capricorn Insurance Services, Capricorn service data, and complex supplier contract payments into the IT and finance operations.

My online accounting firm has served thousands of small businesses across Australia in e-commerce and service-based industries. The accounting industry largely operates via traditional methodologies, and I have a proven track record of taking the best of the traditional and innovating to operate in today's digital arena. This achievement was formally recognised by The Institute of Public Accountants, one of the leading professional accounting bodies in Australia, when they awarded my firm the 2020 WA Practice of the Year. My entrepreneurial spirit, financial literacy, and strong business acumen will serve as assets to board conversations.

The success of Capricorn relies heavily on the board driving innovation, and asking the right questions, to the right people, at the right time. I would be honoured to represent the WA Members on the Capricorn board.