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## LEADERSHIP PROFILE

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I am an Accredited Social Worker (AASW) with over 15 years of cross-sector experience spanning mental health, disability, suicide prevention, community services, and global corporate leadership. My work is deeply informed by lived experience - as a man from a Culturally and Linguistically Diverse (CaLD) background, a carer, bereaved son, and cultural advocate - shaped by my upbringing in Egypt and my journey navigating complex systems after migrating to Australia.

I am the founder of [Lived Experience Solutions \(LEXs\)](#), an independent practice dedicated to embedding lived experience in service design, system transformation, and community healing. Through LEXs, I support individuals and organisations via counselling, consultancy, leadership development, and training. I also serve as Writer-in-Residence with the ALIVE National Centre for Mental Health Research Translation and am currently completing a PhD focused on Lived Experience Leadership in mental health systems.

As a recognised public speaker, consultant, and advisor, I hold national and state leadership roles across suicide prevention, mental health policy, and cultural transformation. I am committed to fostering dignity-led care, co-creation, and culturally responsive systems that honour both professional and lived wisdom.

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## QUALIFICATIONS *(Original transcripts and testamurs are available upon request)*

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- **Doctor of Philosophy (PhD) in Mental Health** – Charles Sturt University (Expected 2028)
  - **Graduate Certificate in Mental Health** – Australian Catholic University (2023)
  - **MicroMasters in Organisational Psychology** (High Distinction) – University of Canterbury (2023)
  - **MicroMasters in Business Leadership** (High Distinction) – University of Queensland (2021)
  - **Master of Social Work - Specialisation: Counselling for Loss and Grief** – University of New England (2020)
  - **MBA (Distinction)** – Cardiff Metropolitan University, UK (2014)
  - **Bachelor of Commerce (Accounting)** – Alexandria University (2008)
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## AWARDS, SCHOLARSHIPS & RECOGNITIONS

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- **Finalist – 2025 R U OK? Barbara Hocking Memorial Awards - Conversation Leader**  
National recognition for leadership in fostering courageous, culturally safe, and life-affirming conversations to prevent suicide
- **Finalist – 2025 WA Multicultural Awards - Sir Roland Wilson Leadership Award**  
Honoured for contributions to multicultural communities and advocacy in mental health
- **Nominee - 2025 LiFE Awards (Suicide Prevention Australia)**  
Recognised for innovation and leadership in suicide prevention initiatives.
- **Writer-in-Residence - ALIVE National Centre for Mental Health Research Translation (2025–2026)**  
Appointed to author reflective and strategic writing centred on trauma, systems transformation, and lived experience in mental health

- **Finalist - WA Mental Health Awards (2023)**  
Nominated for Innovation in Lived Experience Leadership through “*Living My Best Life*” program (as General Manager, Richmond Wellbeing)
- **Finalist - HESTA Nursing & Midwifery Awards (2023)**  
National recognition of MH Connex program under my strategic leadership at Richmond Wellbeing
- **Scholarship Recipient - Emerging Leaders in Governance Program (ELGP) (2023)**  
Awarded full scholarship for this competitive WA board leadership program
- **Scholarship Recipient – Auspire Multicultural Leadership Program (2023)**  
Selected as 1 of 16 leaders from over 100 applicants for a high-impact multicultural leadership program in WA
- **UNE Professional Development Award (2020)**  
Recognised for outstanding personal and professional growth during the Master of Social Work program

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## PRESENTATIONS & SPEAKING ENGAGEMENTS

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- **Perspectives 2025 e-Symposium (Finding North Network)**  
Presented “*Moving Beyond Cultural Barriers: Embedding CaLD Lived Experience Leadership in Mental Health Transformation.*”
- **National Suicide Prevention Conference (NSPC25) (2025)**  
Presented “*Building Bridges: A Culturally Grounded, Trauma-Informed Suicide Prevention Program for CaLD Families.*”
- **WA Mental Health Conference (2024)**  
Presented “*Creating a Pipeline of Lived Experience Leaders: Embedding Peer Work in Mental Health Systems.*”
- **WA Peer Supporters' Network Conference (2023)**  
Presented “*Co-Creation and the Power of Peer Support in Suicide Prevention.*”

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## SELECT PROFESSIONAL EXPERIENCE

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### Founder & Director – Lived Experience Solutions (LEXs)

**2022 – Present | Perth, WA**

Established a lived experience-led enterprise delivering counselling, consultancy, training, and systems transformation. Partner with government, peak bodies, and services to co-design culturally responsive, trauma-informed, and recovery-oriented approaches to mental health and suicide prevention.

### General Manager – Outreach Services, Richmond Wellbeing (now RichMind WA)

**2021 – 2024 | Perth, WA**

Oversaw 10 statewide mental health services supporting over 1,600 consumers and 75 staff annually. Led award-nominated services including MH Connex and Living My Best Life. Partnered with Aboriginal Elders and communities to rename and culturally adapt mental health services. Supported co-design and strategic leadership aligned with recovery principles.

### General Manager – Service Quality & Innovation, Richmond Wellbeing

**2020 – 2021 | Perth, WA**

Provided quality and strategic leadership across \$30M in mental health services. Oversaw service development including the Community Care Unit and Momentum QP, working closely with funders, clinical services, and NGOs. Led clinical governance improvements and sector partnerships.

#### **Contracts Manager – Uniting WA**

**2019 – 2020 | Perth, WA**

Inaugural Contracts Manager overseeing a \$53.2M portfolio across mental health, disability, youth, housing, and family services. Led contract performance, supported new program development, and ensured compliance during the COVID-19 pandemic.

#### **Case Manager & Peer Worker – Woden Community Service**

**2016 – 2018 | Canberra, ACT**

Promoted from Peer Support Worker (NDIS) to Case Manager on the ACT Greyhound Industry Transition Taskforce. Supported vulnerable populations during industry closure, managed complex transitions, and facilitated psychosocial recovery through peer-informed and community-based approaches.

### **KEY APPOINTMENTS & MEMBERSHIPS**

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- **Member** - Australian Association of Social Workers (AASW)
- **Member** - AHPRA (Australian Health Practitioner Regulation Agency) Board – Accreditation Committee
- **Member** - Office of the Chief Psychiatrist’s Lived Experience Consultation Group (LECG)
- **WA Representative Member** - Multicultural Mental Health Expert Group (National Mental Health Consumer Alliance)
- **Member** - WA Mental Health Commission Lived Experience Advisory Group (LEAG)
- **Member** - National Lived Experience Panel, Suicide Prevention Australia
- **Member** - WA State Committee, Suicide Prevention Australia
- **Member** - Manna Institute LEAG
- **Member** - Sustainable Health Review Steering Group (WA Health)
- **Member** - Australian & New Zealand Mental Health Association
- **Digital health Adviser** - Australian Digital Health Agency
- **Former Board Member** - Association for Services to Torture and Trauma Survivors - ASeTTS (2023–2025)

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### **PUBLICATIONS**

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Elwan, M. (2024). Co-creation and recovery in mental health services: a lived experience perspective. *Irish Journal of Psychological Medicine*, 1–3. [doi:10.1017/ipm.2024.50](https://doi.org/10.1017/ipm.2024.50)

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### **REFEREES**

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#### **Piroska (Pip) Kovacs**

**Team Leader** – Woden Community Service

Phone: 0481 186 106

Email: [pip@wcs.com.au](mailto:pip@wcs.com.au)

#### **Ian Moore**

**Chief Operations Officer** – Richmond WA

Phone: 1800 742 466

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