



KEYNOTE SPEAKER | AUTHOR | SOCIAL ENTREPRENEUR

Founder & CEO, Autism MATES | MATES4U | Model MATES – The Agency

8-Time Stevie Award Winner | NSW Women of the Year Awards Finalist | Author

Challenging assumptions. Recognising potential. Creating opportunity

ABOUT RANDA

Randa Habelrih is a social entrepreneur whose work challenges the way we think about people, potential and opportunity.

With a professional background in corporate marketing and experience as an Associate Lecturer in Marketing at UNSW, Randa's journey into advocacy began through her son Richard, who is autistic and has an intellectual disability. As a child, Richard's future was defined by what others believed he would never achieve. Today, he is an award-winning speaker, entrepreneur and advocate in his own right.

That experience shaped a philosophy that continues to drive Randa's work:

"If you can't change the whole world, then change the world for one person."

In 2018, Randa founded the NFP, Autism MATES, followed by social enterprises Model MATES – The Agency, and also MATES4U, creating practical opportunities for autistic and disabled people to develop friendships, confidence, independence, employment skills and genuine community participation.

Her work now brings together lived experience, business, marketing and social impact.

Combined this gives Randa a perspective that resonates well beyond the disability sector.

Whether speaking about leadership, untapped consumer markets, workplace culture or inclusion, Randa challenges audiences to question assumptions and recognise the opportunities that can be missed when we focus on labels rather than people.

Her message is simple:

See the person, recognise the potential and create the opportunity.



SIGNATURE CORPORATE KEYNOTE

One in Five - The Lost Opportunity.

The Market Hiding in Plain Sight.

1 in 5 Australians lives with disability, yet they are underrepresented in advertising and media.

Corporations spend big trying to find new customers, enter new markets and differentiate themselves... But what if one of the largest underserved consumer markets is sitting right in front of them?

Drawing on her background in marketing and in creating Autism MATES and Model MATES, Randa challenges businesses to stop viewing disability inclusion solely through the lens of corporate social responsibility and start recognising its commercial potential.

People with disability buy clothes, travel, eat out, yet are largely invisible.

This keynote explores the opportunity for organisations prepared to see this market, understand and include it.

Because inclusion isn't only good for people. It can also be very good for business.

"Globally, people with disability and their families represent an estimated US\$18 trillion in spending power."

So why are we still talking about disability inclusion as though it's simply corporate social responsibility?



WHY RANDA?

Randa brings to her audiences, an unusual combination of

- Corporate marketing experience
- Entrepreneurship
- Lived experience

She has experienced disability as a mother and carer, challenged barriers as an advocate, and built organisations and social enterprises in response to the gaps she saw firsthand.

Her presentations are personal without being sentimental, challenging without being confrontational and inspiring while remaining practical.

Randa doesn't simply talk about change. She has built it.

SELECTED AWARDS & RECOGNITION

2023 - Finalist - NSW Women of the Year Awards

2023 - Community Service Award, Kingsford Smith

2022 - Six-time Stevie Award Winner – International Awards for Women in Business

2022 - Gold – AusMumpreneur Awards, Non-Profit Excellence

2020 - Gold – AusMumpreneur Awards, People's Choice: Making a Difference Award

2020 - Finalist, HESTA Excellence Awards – Outstanding Organisation

2019 - Woman of Excellence – Womens Economic Forum

2017 - Gold & Silver Stevie Awards – Stevie Awards for Women in Business

