

Jaclyn Geddes

State	VIC
Organisation/Company	enrich360
Position/Role	CEO
Membership Type	National Associate Member
Nominator	Patricia Scott
Nominator Organisation	Van Schaik's Bio Gro
Nominator Position	Business Relations Manager

Do you have experience in any of the following areas?

☒ Financial Acumen

☒ Governance

☒ Risk Appetite & Management

☒ My experience lies in other key areas

Finance - Please provide details of your financial experience (max 100 words)

I have managed financial performance and commercial outcomes across several senior leadership roles. At enrich360, I am responsible for budgeting, forecasting, cash flow, investment decisions and financial risk, while balancing growth with the realities of operating a small business. At In2food and TOMSoft, I managed significant commercial portfolios with responsibility for profitability, customer outcomes and sustainable growth. My earlier experience in regulated industries also gave me a strong appreciation of financial accountability and compliance. I bring a practical commercial mindset and understand the importance of asking the right questions, understanding the numbers and making informed decisions.

Risk Management - Please provide details of your risk management experience (max 100 words)

Risk management has been a consistent part of my leadership roles, spanning operational, financial, regulatory, customer and reputational risk. At enrich360, this includes assessing new technologies and applications, working within evolving regulatory frameworks and delivering projects with councils, government and commercial partners. I am comfortable identifying where risks exist, asking questions early and considering both the consequences of action and inaction. My approach is practical and measured. I believe innovation and good risk management can coexist, provided decisions are evidence based, responsibilities are clear and appropriate controls are in place.

Governance - Please provide details of your governance experience (max 100 words)

My governance experience has developed across multiple leadership roles in commercial and regulated environments. I have worked alongside boards and senior leadership teams, prepared and presented board reports, contributed to executive steering committees and supported governance frameworks covering compliance, risk, people and stakeholder accountability. Since January 2026, I have also served on the AORA Victorian Committee, giving me direct experience contributing within AORA's committee structure. I understand that good governance requires transparency, considered decision making, accountability and the ability to respectfully challenge and contribute while ultimately supporting collective decisions.

What other skills and qualifications(refer to skills matrix) will you bring to the Board of AORA?
(max 200 words)

My experience aligns with several areas of AORA's Skills Matrix, particularly industry experience, business development, stakeholder engagement, change management, technology and project delivery.

My career in fresh food distribution gave me an understanding of the food supply chain before material becomes waste. At TOMSoft, I worked with wholesalers using technology and data to improve procurement, warehousing and operational processes. At enrich360, my focus has shifted to what happens at the other end of that cycle and how we can create practical pathways to keep food waste out of landfill.

This has included progressing new approaches from concept through to real world implementation. Our initial multi unit dwelling work in Parramatta has developed into council led projects, including the Moonee Valley City Council project now underway and upcoming Brisbane City Council trials forming part of a Queensland Government funded program examining food waste solutions for multi unit dwellings.

I am comfortable bringing people together, questioning whether existing approaches remain fit for purpose and exploring alternatives through evidence and collaboration. I would bring that practical, curious and solutions focused perspective to the Board.

Describe your experience in working with member organisations and how you would help raise the profile of AORA (max 200 words)

Since joining AORA, I have made a conscious effort to become an active member rather than simply hold a membership. I presented at the 2025 AORA Conference, have attended Victorian events and, since January 2026, have served on the Victorian Committee. That experience has helped me better understand the breadth of AORA's membership and the different perspectives that processors, technology providers, consultants, government and other industry participants bring.

I also bring extensive experience in business development, stakeholder engagement and communicating with different audiences. Through my work I regularly engage with councils, regulatory bodies, businesses, community organisations and industry stakeholders.

I would like to help raise AORA's profile by creating more opportunities to tell the industry's story outside our existing networks. There is an opportunity to connect organics recovery more strongly with food businesses, councils, property, education and communities and demonstrate the environmental, social and economic value the sector creates.

I would also use my own networks and industry engagement to advocate for AORA and encourage greater participation in the association.

Why do you want to become an AORA Director? (max 200 words)

Serving on the Victorian Committee this year has strengthened my desire to contribute more to AORA and to the broader organics industry.

I came into this sector with experience from other parts of the food supply chain, and that continues to shape how I see both the challenges and opportunities ahead. I am particularly interested in how we create practical pathways for organics that are difficult to capture through traditional systems, while recognising there is no single solution that will suit every generator, community or location.

I want to contribute to an AORA Board that represents the breadth of the industry, supports its members and is willing to explore new ideas while remaining evidence led and grounded in good governance.

I bring curiosity, resilience, commercial experience and a willingness to ask questions, but equally I value listening to people who have spent decades building this industry.

For me, becoming a Director would be an opportunity to contribute more, continue learning and help AORA advocate for an organics sector that is recognised as an essential part of Australia's circular economy.

What are three key points about you that you would like members to consider when electing Directors (max 100 words)

I bring a different perspective, with experience spanning the food supply chain, technology and now organics recovery, allowing me to look at challenges from generation through to resource recovery.

I am an active contributor. Since joining AORA I have presented at the National Conference and joined the Victorian Committee, and I am keen to contribute further.

I believe in constructive change. I am prepared to ask questions and explore new approaches, but I also listen, collaborate and value evidence. My focus is on bringing people together to find practical solutions that strengthen the industry.

Please disclose any potential conflicts of interest including prior relationships with any AORA Board Director or staff member, payments from AORA, business related legal issues (pending or past), bankruptcies (discharged or note) and any other conflicts(perceived or material) relevant to AORA members.

I have no current conflicts of interest to disclose.

For transparency, I have professional relationships with AORA Board Directors and staff through my AORA membership, participation in industry activities and service on the Victorian Committee. These relationships are professional in nature and do not give rise to any current conflict of interest.

I have not received any payments from AORA and have no financial, commercial, or other interests that I consider would conflict with, or improperly influence, the proper performance of my responsibilities should I be appointed.

I understand the importance of identifying, declaring and appropriately managing any actual, potential, or perceived conflicts of interest should they arise.

JACLYN GEDDES

CEO, enrich360® | AORA Victorian Committee Member

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PROFESSIONAL PROFILE

Senior leader with more than 20 years of experience across sustainability, food distribution, technology, commercial operations, regulated industries, business development and stakeholder engagement. Brings a whole of supply chain perspective to organics recovery, from procurement and food distribution through to food waste diversion and circular resource outcomes. Experienced in strategy, governance, financial management, risk, change, project delivery and working with boards, government, councils, corporates and community stakeholders.

AORA & INDUSTRY CONTRIBUTION

- AORA Victorian Committee Member, January 2026 to present, contributing to state based industry engagement and member priorities.
- Presenter, AORA Annual Conference 2025, sharing practical experience in food waste diversion, technology and behaviour change.
- Regularly engages with councils, regulatory bodies and industry stakeholders on practical pathways for food waste diversion and the role of decentralised processing solutions.
- Board and governance exposure across multiple senior roles, including preparation and presentation of board reports, senior leadership teams and executive steering committees.

CURRENT LEADERSHIP

Chief Executive Officer | enrich360® *August 2023 to present*

- Lead strategy, financial performance, operations, partnerships and national growth for an Australian circular food systems business focused on diverting food waste from landfill.
- Work across residential, commercial, education and government settings to develop practical food waste solutions combining technology, education, data and behaviour change.
- Build partnerships with councils, corporates, waste and resource recovery organisations, community groups and regulatory stakeholders to test, implement and scale new approaches.
- Advocate for evidence led, fit for purpose food waste pathways while recognising that different generators, communities and locations require different solutions.

SELECTED ORGANICS & CIRCULAR ECONOMY PROJECTS

- Moonee Valley City Council, Victoria: council led apartment food waste dehydration trial supporting residents without access to a kerbside food organics service.
- Brisbane City Council, Queensland: upcoming multi unit dwelling trials within a Queensland Government funded program testing food waste collection and onsite processing approaches.
- Parramatta high rise pilot, NSW: 50 household benchtop dehydration pilot generating practical evidence on participation and behaviour change.
- 50 Queen Street, Melbourne: A 400+ residential apartment with organics chute and multiple large dehydrators onsite to manage food waste in high rise setting.
- City of Melbourne high rise project: food waste diversion work across high rise residential environments, with a focus on practical implementation and resident engagement using centralised food waste methods.
- SEEDs Community Garden, Melbourne: community based circular food waste project supporting local engagement and beneficial reuse pathways.
- Eco Mob, Darwin: Commercial processing facility processing approximately 1,700 litres per day from Defence base operations.
- Woolworths Weipa, Far North Queensland: local processing approach aimed at reducing reliance on transporting food waste approximately 14 hours to landfill.

EARLIER CAREER EXPERIENCE

Customer Success & Business Development | TOMSoft & enrich360® February 2022 to August 2023

- Managed commercial relationships, implementations, account growth, training and customer success for wholesale and distribution technology solutions.
- Worked with food wholesalers to modernise procurement, warehouse and operational processes, improving visibility, accountability and efficiency.
- Built a strong sales pipeline for enrich360 technology and introduced the Eco 5 benchtop solution to Australia and NZ.

National Commercial Manager | In2food Australia August 2019 to February 2022

- Managed national commercial strategy, key accounts, pricing, procurement relationships, tenders and growth initiatives across the fresh food supply chain.
- Worked with procurement and executive stakeholders and contributed through senior leadership and executive steering committee structures.

General Manager VIC | In2food Australia May 2018 to August 2019

- Led operations across three Melbourne facilities, with responsibility for sales, warehouse, transport, procurement efficiency, key customers and teams of up to 100 people.
- Delivered margin improvement, operational change and new capability including high care production and export initiatives.

National Customer Care Manager | In2food Australia / Yarra Valley Farms November 2016 to May 2018

- Led national customer service and communications, major customer onboarding, advocacy programs and integration activity during business growth and acquisitions.

EARLIER REGULATED SECTOR EXPERIENCE

Held leadership, business development and customer service roles across general insurance and superannuation, including Yes Insurance Group, Arthur J. Gallagher and AWARE Super (formally First State Super / Health Super). Experience included regulated customer environments, compliance, risk, stakeholder management, professional associations, business retention, claims, member education and organisational change.

CORE CAPABILITIES

Strategy & Commercial Leadership	Governance & Board Reporting
Financial Management & Risk	Stakeholder & Government Engagement
Business Development	Project & Change Management
Food Supply Chain & Organics	Technology, Data & Process Improvement

EDUCATION & QUALIFICATIONS

Diploma of Insurance Broking / Risk Management	Diploma of Financial Planning
Certificate IV in Frontline Management	Tier 1 Insurance Broking Compliance
RG 146 compliant training	Certificate in Leading with Emotional Intelligence
Public Speaking training, Public Speaking Australia	