



Momentum For Change

I'm nominating for the position of Assistant Secretary of the Pearl Beach Progress Association because I care deeply about the future of our wonderful community and would love to play a more active role in shaping it.

My family and I have owned our home here for five years, and while we aren't full-time residents yet, Pearl Beach is a big part of our lives. It's where we unwind, connect, and spend time together. I understand the perspective of both permanent locals and those who rent out their homes— and I believe both groups share the same goal: to protect and nurture what makes Pearl Beach so special.

Professionally, I've spent more than 20 years in senior leadership roles across some of Australia's most recognised organisations — including Super Retail Group, Rebel Sport, The Iconic and Harvey Norman. I've worked with boards and regulators, and spent a lot of my time helping businesses bring people together through good communication, clear organisation and shared purpose. I'm currently the Chief Commercial Officer at David Jones and am a graduate of the Australian Institute of Company Directors.

I've also served on several boards, including Sydney FC, the Australian Retailers Association and as President of the Australian Sporting Goods Association. These experiences have given me strong governance, organisational and administrative skills — all of which align closely with what's needed in the Assistant Secretary role. I'm very comfortable planning and documenting meetings, managing communications, keeping information organised and up to date, and helping ensure that people are engaged and informed.

More importantly, I know the power of good communication and collaboration. The Assistant Secretary role is not just about taking minutes or sending updates — it's about helping connect people and ensuring that every member of the community feels heard and involved. I'd love to bring some of my digital and communication experience to how the PBPA shares information, promotes events and engages members — especially those who aren't always here full-time.

As a mother of three young children, I'm also keen to represent the next generation of families who are growing up with a love for this beautiful place. I think it's really encouraging to see a new wave of people wanting to get involved, and I believe a diverse committee — with a mix of ages, backgrounds and experiences — can bring fresh ideas and new energy while still respecting the long-held traditions of the community.

I'm passionate about helping the PBPA continue to thrive, ensuring Pearl Beach remains a vibrant, inclusive and well-protected village for everyone who calls it home — whether that's full-time, part-time or just for wonderful weekends away. I am part of a new group of residents who are keen to bring Momentum For Change to the PBPA, not by altering the community's character, but by revitalising how we connect, communicate and collaborate.

Thank you for considering my nomination. I'd be honoured to contribute my time, skills and enthusiasm to the committee as Assistant Secretary

Erica Berchtold