



SACRED HEART ALUMNAE ASSOCIATION



2021

# MAGUIRE ONLINE

## ALUMNI IN THE SPOTLIGHT

COLLEEN CALLANDER



Colleen runs Callander and Co from her bayside Brighton home.

By her own admission, **Colleen Callander** was not a big personality during her years at Sacred Heart College. The then Colleen Furnari was a shy but diligent student, who loved the social aspect of school, played any and every sport and also enjoyed debating to the point of bringing it home with her.

"My father would say I'm the best arguer ever. He thought I should be a lawyer. I had an opinion." Yet as career options started to unfold for her, she made a brave and bold decision at the end of Year 11 in 1987. A summer working at Just Jeans resulted in a job offer, and the lure of making her own way in the world proved irresistible.

"I was told I had potential and what 16 year old wouldn't be excited about going into the fashion industry? I loved everything about it."

At this point Colleen's brilliant career trajectory began. Starting as a sales assistant, she quickly progressed with her dedication to results and was headhunted to join legendary fashion brand Sportsgirl where she spent the next two decades. For thirteen of those years she was CEO of sister label Sussan and then Sportsgirl itself, joining the less than 20 percent of females who head companies in this country.

During this time, she and her husband Nick also raised their three children Jake, Trent and Macey (pictured right) creating a close family of whom she is immensely proud. But it was not all steady climbing.



Colleen and family

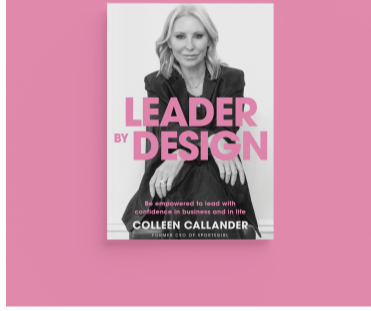
In 2007, her willingness to give 100 percent "and then a little bit more" saw her suffer burnout. "I walked in and said to my husband, I'm not doing it again tomorrow".

"I had nothing left. I always thought if I gave myself any self care I was selfish. But my biggest realisation was that I have to be at the top of the tree because when I am, I am awesome for everyone else."

And when Colleen stepped down as Sportsgirl CEO in 2020, it was this crucial lesson which inspired her next move, Callander and Co. As well as keynote speaking and coaching, it incorporates *Mentor Me*, a four-week program to help people find their identity, values and purpose, aiming for a life in balance.

Expanding on that theme, Colleen's first book *Leader by Design*, which she wrote in six weeks "locked away" at the back of her house in Sorrento, was released in May of this year. The book details how Colleen led her companies in a different way where people chose, rather than felt obliged, to follow her and where kindness was seen as a superpower rather than a weakness.

"Kindness is what is going to set leaders apart in the future; it is something you trade for loyalty, performance, trust and collaboration."

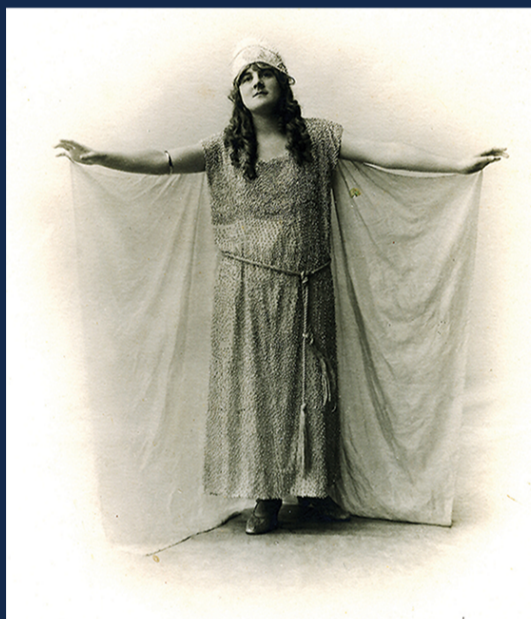


Colleen's book *Leader by Design* is available at bookstores now. Further information on Colleen's book as well as Callander and Co's *Mentor Me* program can be found at [colleencallander.com.au](http://colleencallander.com.au)

- Article written by guest editor, Rachel Favaloro (Class of 1993)



## FROM THE Archives



MAISIE DAFFY | PHARMACY MEDAL, 1925



< MAISIE DAFFY, PICTURED 1910

### Maisie Daffy's Medal

This gold medal was awarded to Maisie Daffy in 1925 on completion of her pharmacy pass. Maisie completed her secondary schooling here at SHC as a boarder in the early 1920s and went on to become a qualified pharmacist, at a time when only 6% of pharmacists were women. When Maisie retired she was Deputy Head of the Pharmacy Department at the Royal Melbourne Hospital.

More on Maisie's amazing life story in following editions of this online publication.

### Reunions // Please Save the Date



5, 10 and 20 Year Reunion

Please Save the Date  
Saturday 16 October 2021

30, 40 and 50 Year Reunion

Please Save the Date  
Saturday 21 August 2021

### Updated your contact details?

Please reply to this email with your new contact details so we can keep our records up-to-date.

Also if a peer from your year level is not receiving our communications and reunion invites please ask them to forward their contact details to us via the following email: [alumni@shcgeelong.catholic.edu.au](mailto:alumni@shcgeelong.catholic.edu.au)

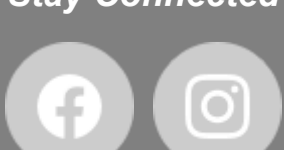
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### Do you have any news to share?

Have you recently married or had a baby? Are you working in an interesting field of work and would like to share your story?

We invite our alumni to share their news and photos for future editions of *Maguire Online*. Simply reply to this email ([alumni@shcgeelong.catholic.edu.au](mailto:alumni@shcgeelong.catholic.edu.au)).

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