



Dr Catherine Ball

Co-Founder and Chief Engagement Officer, She Flies

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Dr. Catherine Ball is an author, founder, and ethics advocate working across global projects where robotics and new technology meet environmental protection. A sought after voice in industry, Dr. Ball is now working with the application of Remotely Piloted Aircraft Systems (RPAS) aka drone technology across remote communities, schools, industry, and citizen scientists. Dr. Ball is leading the call for discussions around the ethics of spatial data, and commercial drone operations.

Dr. Ball's biggest passion is found working on projects that have a humanitarian aspect, ranging from the use of RPAS for emergency response, to recording cultural heritage, and agricultural assessments. Dr. Ball has travelled and worked globally on cutting edge projects that combine science, entrepreneurship, empowerment, education, and training.

Dr. Ball's latest passion project is #SheFlies (www.sheflies.com.au; www.facebook.com/shefliesau) whereby women and girls get a chance to fly and try drone technology. She Flies aims to reach 100,000 Australian women and girls by 2020, and is already expanding internationally.

Dr. Ball continues to support Australia as being the world leader in the non-military application of drone technology, also known as "drones for good". As such, Catherine has co-created a new, global congress to be held annually in Brisbane starting in August 2017 www.worldofdrones.com.au. The World of Drones Congress will run annually and will be the first significant global drone conference to focus on all parts of the drone economy, and the future of the industry.

Dr. Ball holds a BSc Honours (Environmental Protection) and a PhD (Spatial Ecology, Descriptive and Predictive Statistics) from the University of Newcastle-upon-Tyne in the United Kingdom. Some of the awards Dr. Ball has won include:

- 2015 AFR's BOSS Magazine Young Executives of the Year - Winner
- National Telstra Business Woman of the Year 2015, Corporate and Private Award
- Queensland Telstra Business Women's Awards Winner 2015: Queensland Business Woman of the Year, Queensland Corporate and Private.
- Innovator of Influence, 2015 at Innovation Week.
- Courier Mail Q Magazine: Queensland 50 Best and Brightest, 2015
- Westpac 100 Women of Influence 2016 (Innovation)
- Top 25 Women in Robotics List- 2016