

Avene Ong

(She/Her)

Chief Finance Officer



Expertise:

Accounting Services

Finance Management

Business Partner

Reporting and Financial Software
Operation

Qualifications:

Bachelor of Commerce Accounting
(Curtain University of Technology)

Certified Practising Accountant (CPA
Australia)

Avene Ong joins Performance Frontiers as our very capable lead and manager of all matters' financial. Believing in the deeply interdependent nature of any organisation, Avene is passionate about being a business partner across all functions of PF to build capability and facilitate the broader purpose of the collective.

Avene brings a wealth of experience to the team in the full scope of accounting and finance services. She has held senior financial management roles across a range of industries, with a focus on product importation and wholesale and, more recently, hospitality and hostelry. In this work, she has obtained a sophisticated grasp over month-end accounting processes, cashflow management, revenue and bookkeeping reporting, taxation requirements and asset management.

Avene believes in the importance of storytelling with numbers to educate, inform and arrive at a fuller picture of a situation, beyond what each of us might see individually. In this way, her approach is deeply strategic and collaborative, as she builds consensus around number-driven innovation.

For Avene, living one's values is foundational to everything else. She is excited to work towards PF's broader purpose and values and steward their underpinning in all our work. Personally, this means for her championing integrity in everything she does.

Outside of work, Avene is an equally capable manager and mother for her wonderful family and, in her (very) few moments of down time, she will snatch an episode of a K-Drama to unwind.