



Fusing Business with Purpose

SOCIAL IMPACT ENTREPRENEUR
SPEAKER & BUSINESS GROWTH COACH
PADDLE ACROSS THE BAY FOUNDER

cesaraldea.com.au



Biography

Cesar Aldea is a living testament to resilience, purpose-driven entrepreneurship, and the boundless potential of the human spirit. With a life journey marked by adversity and a relentless commitment to creating positive change, Cesar has emerged as an inspirational force for individuals and organisations alike.

Born in Chile during the early '80s, Cesar's childhood was a story of navigating challenges and responsibilities from a young age. He became his mother's unwavering support system, shouldering the responsibility of raising his two younger brothers at the tender age of 12 when his father's mental health led to his absence and, ultimately, a tragic end.

In 2007, Cesar's pursuit of a career as a physiotherapist led him to migrate to Australia, but life had more tests in store for him. Among the most challenging was the loss of his mother to an aggressive cancer in 2012, while he was living on the other side of the world. Instead of succumbing to grief, Cesar transformed his pain into an unstoppable force for good.

This transformation birthed Across the Bay to Conquer Cancer, which later evolved into Paddle Across the Bay, a charity aimed at raising funds for cancer research and mental health and promoting a healthy lifestyle through watersport challenges. To date, this initiative has rallied more than 1,500 participants and raised over \$1M, with the vision of becoming the "Melbourne Marathon on the water."

In 2014, Cesar transitioned from clinical practice to the corporate world, leading a team of 150 clinicians towards business success. Yet, his calling for something more profound and genuine led him to establish Aldea Consulting, dedicated to helping healthcare businesses grow sustainably.

Cesar's passion for helping others is unmistakable, and his ability to fuse business with purpose is central to his life ethos. Through Aldea Consulting, he empowers healthcare operators with innovative and sustainable solutions to expand their businesses. Simultaneously, his online telehealth psychology service, Feeling Better, emphasises holistic well-being and mental health support.

Cesar Aldea's life and work embody the belief that one person can create enduring change. His unwavering commitment to doing good, dedication to helping others reach their full potential, and firm belief in the power of the human spirit to overcome challenges are at the heart of his compelling message.

Achievements & Speaking Topics

NOTABLE ACHIEVEMENTS

- GAICD
- Bachelor of Physiotherapy
- Managing Director, Aldea Consulting
- Co-Founder — Paddle Across the Bay
- Company Director — Across the Bay Events
- Co-Founder & Company Director — Feeling Better
- Chair of Finance & Risk, Board Member of Australasian Society of Lifestyle Medicine
- Member & Business Coach — Entrepreneurs Organisation (EO)
- Business Growth Coach
- Volunteer Firefighter, CFA Inverloch Fire Brigade
- Raised \$1M for charity through Paddle Across the Bay

SPEAKING TOPICS

- 📌 **From Grief to Greatness:** Channeling Adversity into a Force for Good
- 📌 **Paddle Across the Bay:** The Transformative Power of Community
- 📌 **From Comfort to Courage:** The Power of Choosing Challenge



From Grief to Greatness: Channeling Adversity into a Force for Good

OVERVIEW

Cesar Aldea is a social entrepreneur, inspirational figure, and business growth coach whose life story is a testament to the remarkable potential for transformation even in the face of unimaginable grief.

Born in Chile in the early '80s, Cesar's early years were characterised by the profound experiences of adversity and responsibility. From a tender age, he became an essential source of unwavering support for his mother, shouldering the immense responsibility of caring for his two younger brothers. This responsibility arose from his father's absence due to mental health challenges, tragically culminating in his father's passing by suicide when Cesar was just 12 years old.

In 2012, tragedy struck again for Cesar when he lost his mother to a battle with cancer shortly after he migrated to Australia to pursue his dream of becoming a physiotherapist. Having to say goodbye remotely and absolutely devastated, Cesar sought refuge in the ocean, taking up kite surfing as a way to channel his grief.

During one such surf, instead of succumbing to despair, Cesar decided to harness his pain as a driving force for positive change. The result? The birth of Across the Bay to Conquer Cancer, which later evolved into Paddle Across the Bay, a groundbreaking charity dedicated to raising funds for cancer research and mental health. To date, this initiative has rallied more than 1,500 participants and raised over \$1M, with the vision of becoming the "Melbourne Marathon on the water."

Cesar's personal story of turning 'grief into a force for good' is a shining example of the power of resilience, determination, and the unwavering belief in the potential to achieve the impossible through compassion and determination.

KEY AUDIENCE LEARNINGS

- **Grief as a Catalyst:** Cesar's journey will take the audience through the depths of his grief, his initial reactions as he grappled with his heartbreak, and how he transformed this pain into a force for change.
- **From Despair to Determination:** Explore the pivotal moments in Cesar's life, particularly in 2012 when he faced the heartbreaking loss of his mother. Learn how he sought refuge in the ocean, engaged in kite surfing, and how these physical activities became instrumental in his emotional and mental transformation.
- **The Birth of a Mission:** Discover the incredible genesis of Paddle Across the Bay and its evolution from its humble beginnings to an extraordinary initiative that raises funds for cancer research and mental health. Hear how Cesar's unwavering belief in the potential to achieve the impossible through compassion and determination fuels this mission.
- **The Power of Community:** Understand the incredible impact of Across the Bay, an initiative that has grown from just 24 participants to over 1,500 individuals, united by their commitment to raising funds and promoting a healthy lifestyle through watersport challenges.

Cesar's Paddle Across the Bay story is an extraordinary journey of hope, resilience, and the indomitable human spirit. His speaking engagement promises to inspire, motivate, and empower your audience by showcasing the incredible capacity to turn tragedy and grief into a driving force for positive change.

Paddle Across the Bay: The Transformative Power of Community

OVERVIEW

Cesar Aldea is driven by an unwavering belief in the profound influence of community. As the founder of Paddle Across the Bay, a close-knit social movement born from the depths of personal loss following his mother's battle with cancer in 2012, Cesar possesses a unique perspective on the transformative power of collective strength gleaned through his own personal journey.

When Cesar founded Paddle Across the Bay in 2012 as a way to grieve the loss of his mother, he was not to know this community of strangers would ultimately be his lifeline. As he shared his pain in a watersports blog filled with unfamiliar faces, he couldn't have foreseen that, a decade later, this community would have raised nearly \$1M for cancer research.

As a result, Cesar passionately champions the significance of shared experiences, a common purpose, and effective leadership as the foundational pillars of strength for any collective endeavor, a lesson that holds equal relevance in the corporate world.

Collective vs. Individual Suffering:

Cesar shares a deeply personal story about the most challenging decision of his life—choosing not to attend his mother's funeral in Chile. Drawing upon his experiences, Cesar reflects on the profound support that comes from a community collectively experiencing the same pain. He highlights the stark contrast between the solidarity of grieving with family in Chile and the isolation he felt upon returning to Australia, without a support network to lean on. This narrative highlights the importance of community in times of immense personal hardship.

A Common Purpose:

Cesar's own founding experience with Paddle Across the Bay vividly illustrates the transformative power that emerges when individuals rally together in pursuit of a shared objective. He recounts how, by opening up about the pain of losing his mother and embracing vulnerability within a community of strangers, this shared mission ignited a remarkable level of involvement. It compelled individuals to wholeheartedly commit themselves to a collective cause, even in the absence of any assurance of successfully being able to cross the bay.

Community Requires Leadership:

Through a dramatic stormy crossing event, Cesar emphasises the critical role of leadership in a community. He shares the lessons learned from a chaotic bay crossing experience, where the lack of a strong leader led to a very dangerous situation resulting in the rescue of ten kite surfers, including himself. Cesar underscores the importance of a single, trustworthy leader in not only uniting a community but guiding them through challenges.

Evolution of Community:

Cesar reflects on the evolution of the Paddle Across the Bay community, transitioning from adventurous kite surfers to a diverse group, made up primarily of 'superhero' mums. He discusses the shift in messaging and engagement strategies required to connect with different audiences, emphasising the need to understand and relate to your community's changing demographics.

KEY AUDIENCE LEARNINGS

Through personal stories of resilience and decision-making, Cesar encourages audiences to explore the profound impact of community and to navigate life's toughest moments with the support of others. Key takeaway's include:

- The power of collective suffering and the therapeutic value of community support during life's most challenging moments.
- The ability of a common purpose to unite people, drive engagement, and inspire them to overcome seemingly insurmountable obstacles.
- The crucial role of strong leadership in guiding a community through uncertainty and adversity.
- The importance of evolving and adapting community engagement strategies to meet the changing needs and demographics of your audience.

Cesar Aldea brings a unique blend of personal anecdotes, leadership insights, and powerful storytelling to captivate audiences. His compelling narrative of transformation, resilience, and the profound impact of community leaves a lasting impression, inspiring individuals to harness the power of collective strength and common purpose in their own lives and organisations.

From Comfort to Courage: The Power of Choosing Challenge

OVERVIEW

Cesar Aldea is a prominent social entrepreneur who deeply believes in the transformative power of choosing to challenge oneself over the allure of a life of perpetual comfort. As the founder of Paddle Across the Bay, a community he established in the wake of his mother's heart-wrenching battle with cancer in 2012, Cesar's philosophy is rooted in the belief that embracing discomfort, sacrifice, and discipline can lead to profound personal growth and transformation.

Central to Cesar's ideology is the annual Paddle Across the Bay event, a challenging 10km stand-up paddleboarding journey from Brighton Beach to Port Melbourne. This movement and its legacy is a testament to his commitment to encouraging individuals to push their boundaries for a higher purpose.

Crucially, Paddle Across the Bay was conceived with a deliberate challenge component. This element serves to reflect the profound suffering endured by cancer patients and those grappling with mental health issues. The event's charitable aspect, which originally raised funds for cancer research and now supports Lifeline, aligns with the mission of aiding individuals navigating some of life's biggest challenges.

Rather than lowering the bar, Cesar and his team have consciously maintained a high standard to create an experience mirroring the uncertainty and ongoing struggles faced by individuals suffering from health challenges. Within this challenging environment, participants experience the supportive power of community, explore their own personal limits and find a profound sense of belonging and achievement.

The Importance of Choosing Challenge

Cesar's core message revolves around the importance of choosing to challenge oneself instead of settling for a life of comfort. He highlights that true growth and transformation occur when individuals step out of their comfort zones and actively work towards something meaningful. Cesar's personal journey of grief, as exemplified by the Paddle Across the Bay event, underscores this philosophy.

The Sense of Accomplishment

Cesar passionately advocates for the sense of accomplishment that comes with challenging oneself. Even if participants don't complete the challenge on their first attempt, the act of trying their best and pushing their boundaries can have a profound impact on their self-perception. Cesar believes that this sense of accomplishment motivates individuals to make positive changes in their lives, driving them to reach new heights both personally and professionally.

Testing Limits in a Supportive Community

In Cesar's view, to truly challenge yourself, you must test your limits. He emphasises the vital role of community support in this process. The Paddle Across the Bay event serves as an environment where participants explore their boundaries while being embraced by the power of community. This support fosters a sense of belonging and empowerment, reinforcing the message that no challenge is insurmountable when faced together.

Be an Agent of Positive Change

Cesar unfolds personal narratives that illustrate his proactive approach to problem-solving, emphasising the importance of venturing beyond comfort zones to confront challenges directly. He underscores the advantages of confronting fear, embarking on calculated risks, and harnessing inner fortitude to surmount obstacles. Drawing from his life experiences, including the inception of Paddle Across the Bay and the subsequent myriad barriers he has conquered in the past decade, becoming a volunteer firefighter during the 2019/20 bushfires and establishing an online telehealth venture amid the COVID-19 pandemic, he vividly illustrates the transformative potential of taking action and being a meaningful and proactive part of the solution.

From Comfort to Courage: The Power of Choosing Challenge (cont.)

KEY AUDIENCE LEARNINGS

By sharing personal anecdotes of venturing beyond his comfort zone to confront challenges head-on, Cesar inspires audiences to delve into the profound influence of proactive problem-solving when faced with life obstacles.

- Audience members will gain a profound understanding of the significance of choosing challenges for personal growth and societal impact.
- They will learn the value of sacrifice, discipline, and confronting fear as tools for transformative change.
- Participants will be inspired to test their limits within a supportive community, overcoming their fears to face challenges together.
- Cesar's stories of taking action will motivate others to overcome inertia and become agents of positive change in their communities.

Cesar is dedicated to inspiring and motivating individuals to welcome challenges rather than seeking comfort, ultimately fostering personal growth and transformation. He shares his unique philosophies, gained from confronting his own fears head-on, to empower others on their journey.





Paddle Across
the Bay



About the Event

Paddle Across the Bay is Australia's largest stand-up paddleboard (SUP) challenge dedicated to mental health support.

Since its inception, the initiative has united a remarkable community of more than 1,500 participants and successfully raised over \$1M in charitable contributions. It is rapidly becoming the "Melbourne Marathon on the water," which is further solidified by Anaconda's major sponsorship of the event.

👉 paddleacrossthebay.com.au

RECIPIENTS & MAJOR SPONSOR



ANACONDA



Event Timeline

2012



Across the Bay is Born

In November, Across the Bay was created after Cesar's mother's death on October 28th 2012, with Cesar posting the challenge on local water sports blog seabreeze.com.au

2013



Raised: \$10K | Participants: 25

Australia Day marked the first Across the Bay, with 25 kitesurfers crossing Port Phillip Bay from Rosebud to Port Melbourne for the first time, in support of Cancer Council Victoria (CCV)

2014



Raised: \$25K | Participants: 50

On Australia Day, 50 kitesurfers crossed, raising \$35K for CCV

2015



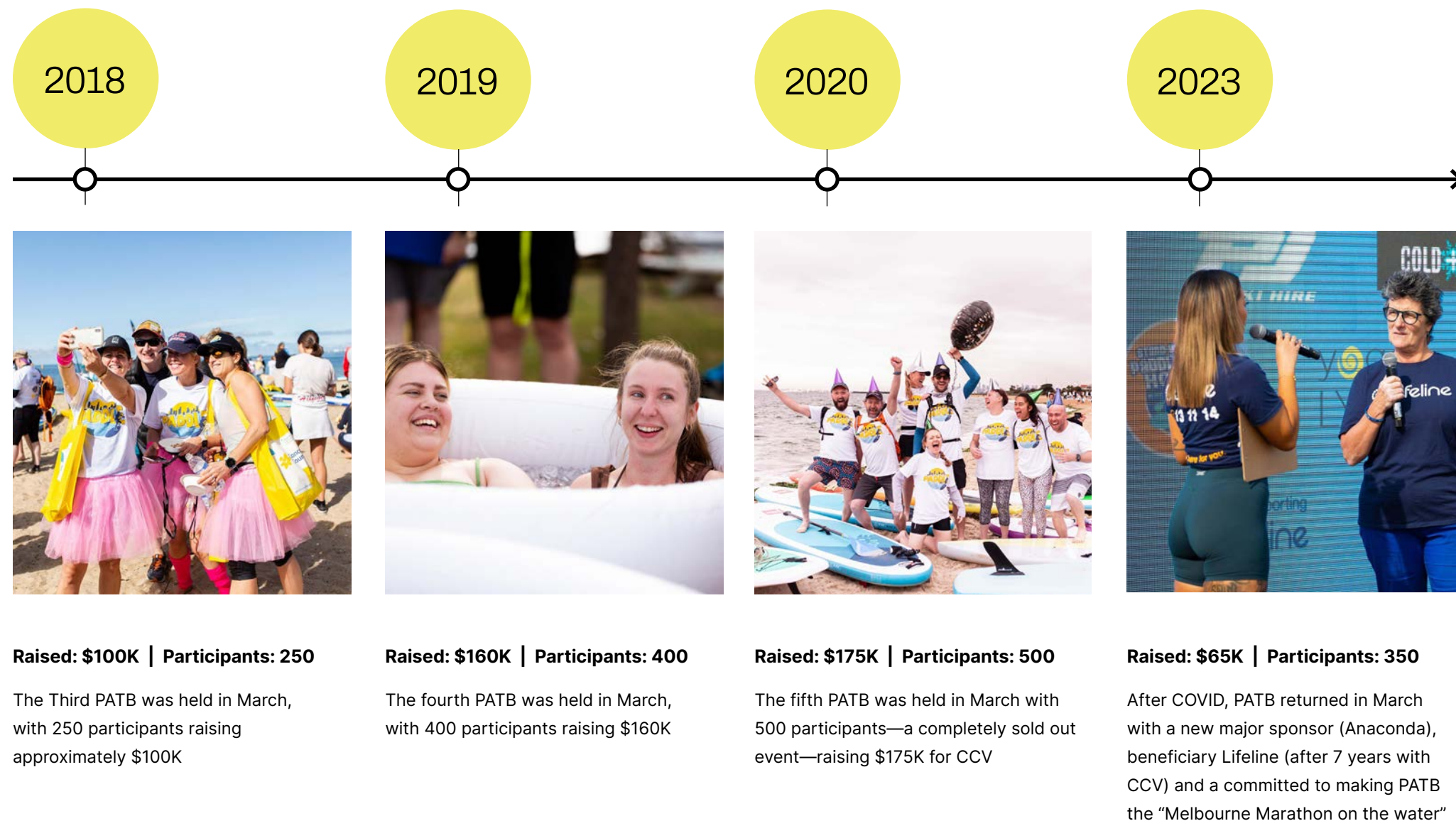
Raised: \$100K | Participants: 100

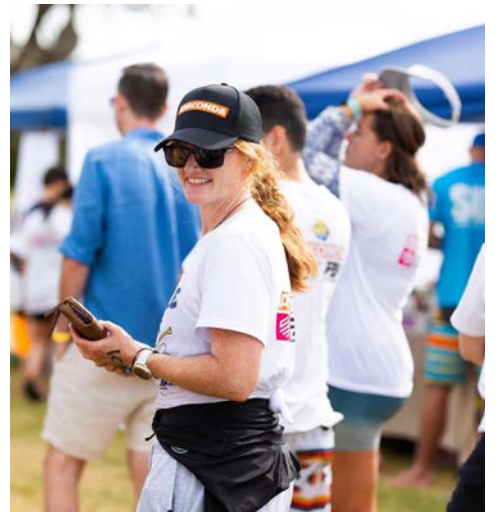
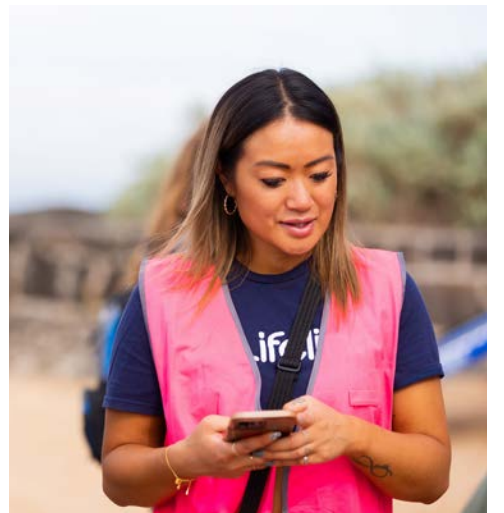
In March, 100 kitesurfers crossed Port Phillip Bay, raising \$100K

Event Timeline



Event Timeline







Available For

KEYNOTE SPEAKING

From conquering grief to fostering a thriving community and raising over \$1M for charity, Cesar's journey is a wellspring of motivation, inspiration, and empowerment that can deeply resonate with and uplift your audience.

PANEL APPEARANCES

Cesar is an inspiring, charismatic and dynamic member of any panel, able to engage and participate with both other panel members and the audience to deliver thought provoking and knowledgeable commentary on overcoming adversity, the power of community, leadership and being a positive agent of change.

MEDIA INTERVIEWS

As a leading social impact entrepreneur, Cesar is available to speak with authority on leadership, identifying common purpose within communities, overcoming adversity and finding the opportunity in a challenging situation.

BOARD DIRECTORSHIPS

With over a decade of experience as a successful entrepreneur and as an influential and effective leader within the social impact space, Cesar can be a valuable asset for your advisory team.

PARTNERSHIPS

Cesar's extensive network and authentic approach to his philanthropic and business endeavours mean brands can trust him to deliver curated and authoritative partnership campaigns that engage and inspire.



Cesar travels from Melbourne and is available both within Australia and internationally.

➤ **Connect with Cesar Aldea on LinkedIn**

For speaking engagements, panel appearances, corporate workshops, media interviews and board directorships, please contact:

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