

I am **Genéne Kleppe** the CEO & Founder of Digital Twinning Australia.

My heritage is rooted in pioneering spirit, tracing back to my maternal ancestors who fled the religious wars in Prussia. The second generation embarked on a monumental journey across Australia to Hopetoun, WA, where they ingeniously repurposed ballast tanks from shipwrecks. These tanks were salvaged, cleaned, and transported water to the Goldfields in the late 1890s, laying the foundation for a burgeoning industry in Western Australia (WA). My forebears were instrumental in developing vital infrastructure; they sank dams essential for constructing the rabbit-proof fence [1901] and were the first independent contractors engaged by the WA Government for these monumental tasks.

Their legacy continued with the next generation, who played a pivotal role in developing the wheat belt and revolutionizing pig farming, further showcasing our family's knack for innovation and hard work.

On my father's side, the narrative was equally compelling. Sent to Australia at the tender age of 15, he found himself in a migrant camp at Northam, WA. With resilience, he mastered English, attended the School of Mines, and carved out a career in mining. His path crossed with my mother, a dedicated nurse, at a weekend dance in Perth. Their love story began on the dance floor, bonded by my father's unexpected dancing prowess. They married in 1959.

His career trajectory was remarkable, evolving from a plant operator at Mt Whaleback in 1960s to spearheading construction projects and establishing mining towns, culminating in the founding of Monadelphous in the late 1970s. This journey was not just a testament to his determination but also to his vision and entrepreneurial spirit.

Reflecting on five generations of my family's history, it's evident that each generation has been pivotal in pioneering new industries, sectors, and revenue streams. This legacy of innovation and resilience is something I've come to recognize as a defining trait of my lineage—a willingness to embrace difference and challenge the status quo for success.

In the late 1970s and early 1980s, while my father was pioneering transformations in the Mining Services industry, I found myself drawn to the nascent fields of organizational psychology and data science. Growing up amid technological breakthroughs and witnessing the fluctuating fortunes of the mining sector, I learnt early on the critical importance of adaptability and foresight.

This period of technological evolution and industry upheaval highlighted the necessity of being able to pivot and anticipate future trends. It took a generation for technology to mature to a point where data could be harnessed effectively, demonstrating unequivocally its value and dependability.

This exploration of my family's history reveals a deeply ingrained truth: the drive to be different, to challenge established norms, and to forge new paths is not merely encoded in my DNA—it's the bedrock of my achievements.

This relentless pursuit of innovation has culminated in the 2024 launch of CCEmissions360, a groundbreaking technology designed to navigate the delicate balance between capital expenditure, operational costs, and carbon emissions reduction.

CCEmissions360 embodies the culmination of generations of pioneering spirit and innovation. By addressing the complex trade-offs between capital and operational expenses and environmental impact, it represents not just technological advancement, but a continuation of my family's legacy of challenging the status quo and pushing the boundaries of what's possible.

