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EMPOWERING WOMEN

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AUSTRALIA

SUMMER 2022/2023 | ISSUE 14

*Women's Network Magazine*



Circular fashion:  
*repurposed glamour*

Recession survival tips:  
*how to budget*

Side hustle  
*or taxing times?*

Business insights:  
*10 tips to a powerful  
brand strategy*

Philanthropy special:  
*creating a giving culture*

Business books  
*...and more*

# Women's Network Magazine

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Photography by Debi Brett, [www.debibrettphotography.com](http://www.debibrettphotography.com)

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# Editor's letter

*Cheryl Gray*



**Money makes the world go round. It also creates a huge amount of waste.**

Frankly, Australians are rubbish at rubbish. We are one of the most wasteful nations in the world, second to Americans in terms of per capita plastic bag consumption. Although there are many recycling schemes across the country, there is a lot of room for improvement when it comes to waste reduction.

Australia generates over 78 million tonnes of waste each year. A typical Australian household throws out over 1.2 tonnes of waste annually. Let's break that down:

Per person, Australians consume over 24 kilograms of plastic annually and use more than 230 plastic bags every year.

We throw out 23 kilograms of clothing and textile waste every year. According to one report, 6,000 kilograms of clothing is discarded every 10 minutes.

There is a recognition at government policy level that more needs to be done if we are to tackle this problem. The Federal Budget forecasts expenditure of \$83.1 million over five years to support Australia's transition to a more circular waste economy. This includes \$60.4 million to boost plastics recycling capabilities and advance recycling solutions for 'problematic plastics' (such as soft plastics like bread bags, chip packets, takeaway food containers and cling film), and \$18.2 million to improve awareness of correct recycling techniques and to develop and promote a 'ReMade in Australia' brand and certification scheme.

The challenge, for all of us, is not only what we do after we buy or use a product, but what we spend our money on in the first place. As businesses and individuals, we can use our "purse power" for good. Yes, it requires a little more effort than

*We throw out 23 kilograms of clothing and textile waste every year. According to one report, 6,000 kilograms of clothing is discarded every 10 minutes.*

simply grabbing a product off the shelf however, the ripple effect of conscious consumerism can be life-changing. In this edition of *Women's Network Magazine*, we feature some of the incredible businesses and individuals who are making a difference through their commitment to creating a circular economy that reduces waste and puts people ahead of profit.

Our front cover brings together two of our passions – thoughtful fashion and caring for carers. A big thanks to our models, Emma and Jasmine, two young carers who have benefitted from the wellbeing programs delivered by The Carers Foundation Australia. Also thanks to Styling Station for the outfits and the styling session for the girls. You can read more about the inspiring work of Styling Station on [page 6 and 8](#). And well done to photographer Debi Brett for adding her personal sunshine to what was an otherwise rainy day when shooting the cover!

Also in this edition, we celebrate the return of live events which have seen business women connecting and collaborating. As this is my first anniversary as CEO of Women's Network Australia, I'd like to thank the WNA Members for their support and trust. I'm looking forward to celebrating our achievements and to planning an even bigger and better year in 2023. Stay tuned! ■

**Cheryl Gray**  
CEO, Women's Network Australia

# Snippets & news

## More women on High Court bench

For the first time in Australian history, the High Court of Australia has a majority of women on the bench. This follows the appointment in late September of Justice Jayne Jagot. She replaced the retiring Justice Patrick Keane. Law Council of Australia President Tass Liveris said: “Over 50 per cent of our profession and population are female. Representation in our courts should reflect the community that they serve.” ■

## Money worries

The new *Ellevest Women's Financial Health Index* underscores how far we have to go in achieving true financial gender equality. It found that 43 per cent of women are actively worrying about money at least once a day, and 59 per cent stress about money more than once a week. What are we worrying about? Women said their top-ranked financial priority is supporting family – a category that includes family planning, child care, taking care of parents etc. Men ranked growing their retirement as their top priority. Supporting family ranked in fourth place for men. ■

## More steam needed in STEM push

Data from the *2022 STEM Equity Monitor* has revealed that a decade of investment has barely shifted the dial on women's participation in science and engineering. From 2009–2021, the percentage of women working in STEM has only increased by four per cent. Women are enrolling in STEM courses at universities in dramatically greater numbers (although 13 per cent of women who enrolled between 2012 and 2020 switched to another course) but that is not translating to lengthy careers: the percentage of women working in science, technology, engineering and maths jobs rose from 11 per cent in 2009 to just 15 per cent in 2021. ■



## The Metaverse: where are all the women?

The Metaverse is a landscape created by and dominated by men. Dr Jeffery Brand, Associate Dean of Learning and Teaching at Bond University told the *2022 Women in Media Conference* that social change is needed to bring more female representation to the Metaverse. And in traditional media, women's voices are still underrepresented. Dr Kathryn Shine told the conference that across Australian news media, women made up 32 per cent of news sources, compared to men at 68 per cent. “When you drill down into latest Global Media Monitoring Project data, you find that some cohorts of women are particularly marginalised in news content. Older women. Women of colour. Women with disabilities. And, when women do appear in the news, the reporting is often stereotypical and/or sexist. Read more about the 2022 Women in Media Conference on page 27. ■

For weekly updates on topics relevant to women in business, subscribe to “The Friday File” at [womensnetwork.com.au/contact-us/subscribe](https://womensnetwork.com.au/contact-us/subscribe)



# A circle of *fashion* for a new age

Circular fashion is all the rage right now. But can it turn the fashion industry around from global polluters to sustainable doers?

Every 10 minutes, 6,000 kilograms of textile waste is discarded into Australian landfills.

On average, Australians purchase 27 kilograms of new textiles and throw out 23 kilograms annually. About seven per cent of these items get recycled and the rest is left to decompose in landfill over hundreds of years.

This needless waste releases greenhouse gases into the atmosphere and leeches dyes into the waterways and the soil – contaminating crops and safe drinking water. It's clear that the linear fashion economy we currently use is unsustainable and change is well overdue.

The world is in a textile waste crisis and the need for a circular economy has never been more important. We take a look at some of the innovators who are helping consumers engage with fashion in a positive way.

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## STYLING STATION, BRISBANE

**Styling Station, at Milton, provides a personal styling service and new clothing to women, with heartfelt care.**

Founder Kylie Rowan and Co-Partner Karen Ullmann (see page 8) aim to inspire confidence, and nurture women in all seasons of life. They offer \$110 styling sessions with a complimentary outfit to all women who are seeking new clothing and wish to do so in a socially and environmentally conscious way. All of their stock is brand new. It's sourced from top designer and popular street wear labels and has been diverted from becoming environmental waste.

When you book a styling session or become a member of the Style Club, you also provide the opportunity for a vulnerable woman in the community – including carers from The Carers Foundation Australia – to be empowered and to receive the same service free of charge.

Our gorgeous cover girls Emma and Jasmine Wratten (see main photograph) were styled and dressed courtesy of Styling Station. Read more about their work on page 8.

[www.stylingstation.org.au](http://www.stylingstation.org.au)  [stylingstationqld](https://www.instagram.com/stylingstationqld)

*Image: Emma and Jasmine Wratten, styled by Styling Station. Image by Debi Brett Photography.*

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### SWOP CLOTHING EXCHANGE, SYDNEY

**Located in Newtown, SWOP is Sydneysiders go-to for sustainable sourced vintage threads.**

Shop from their curated collection or take part in their Friday 'SWOP' clothing exchange for cash or store credit. Thrift shoppers are guaranteed to walk away with a one-of-a-kind find for no more than \$50.

Started by two friends with an eye for style, the slow fashion that SWOP advocates for has become ingrained in the region, with sustainable values also reflected in regular local events the Makers and Shakers Market and Sydney Craft Week, as well as the other amazing vintage stores and op shops around Sydney.

SWOP's carefully considered vision is proving to be a national success; alongside their shop in Newtown, there are stores in Brisbane and Melbourne.

🌐 [www.swop.net.au](http://www.swop.net.au) 📷 @\_swop

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### GOODBYES, HOBART

**Goodbyes is a resale service and shopping experience that extends the lifespan of well-made garments, shoes and accessories. Together they have a shared vision of making second-hand shopping more desirable than buying new.**

With a range of unique pieces, quality fabrics, great construction and details that pleasantly surprise, Goodbyes invites their community to leave with something special that makes you feel like you.

Goodbyes are making a positive impact within the fashion industry and community by supporting causes that carry out impactful work towards mitigating climate change and preserving natural habitats.

🌐 [www.goodbyes.com.au](http://www.goodbyes.com.au) 📷 @goodbyes

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### SUSTAINABLE CLOTHING CO, ADELAIDE

**This new thrifty community includes a range of curated and pre-loved unisex clothing, shoes and accessories focusing on the eras of 80s, 90s, 2000s and now.**

When you shop with Sustainable Clothing Co, you are helping to reduce the waste that comes with unsustainable fast-fashion production, over-consumption and throw-away habits by focusing on re-wearing, repairing and recycling clothing which has already been made.

By getting more than 30 wears out of any clothing item you are helping to make up for its environmental impact, extending the garments life by 2.2 years and keeping it from rotting in landfill. This is effectively reducing the 1.2 billion tons of greenhouse gas emissions produced by the fashion industry each year.

🌐 [www.sustainableclothingco.com](http://www.sustainableclothingco.com)  
📷 @sco\_lookbook



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### CONSIGNERS CLOSET, PERTH

**Consigners Closet is a pre-loved luxury consignment boutique keeping well-made pieces in rotation for longer.**

With the help of their shoppers and consigners, Consigners Closet is contributing to a more sustainable fashion industry where luxury goods stay in circulation and are kept out of landfill for longer.

🌐 [www.consignerscloset.com.au](http://www.consignerscloset.com.au)  
📷 @consignerscloset

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### FITTED FOR WORK, MELBOURNE

**Fitted for Work go well beyond recycling and repurposing clothing – although this is part of their business – to help women return to work.**

The Conscious Closet brings the very best of pre-loved clothing and accessories to you via a Melbourne storefront and an online store so you can purchase from anywhere in Australia. This successful social enterprise supports the Fitted for Work program which include job readiness support services through She Works.

Managing Director and CEO Donna De Zwart explains that Fitted for Work helps women in Australia experiencing disadvantages get work, keep work and navigate through working life with success.

“Our goal is to provide women with practical skills, knowledge, self-esteem and know-how so that they can move forward with confidence in the workplace,” she said.

“Inclusion and empowerment are at the heart of all we do here at Fitted for Work and we warmly welcome anyone who identifies as a woman and those who do not wish to be limited by definition.

“We believe in, we support and we transform the work lives of women in the knowledge that when a woman is fitted for work, she is fitted for life.”

🌐 [www.fittedforwork.org](http://www.fittedforwork.org) 📷 @fittedforwork



### MIND YOUR FASHION

While the fashion industry has taken great strides to improve its environmental credentials and make a positive impact on the environment, Mind Your Fashion founder Jude Kingston expects more.

She wants the fashion industry to pay greater attention to its people and is on mission to raise awareness and support those who work in the fashion and creative industries and experience mental health issues.

Mind Your Fashion events held this year, and work with RMIT fashion students, have helped bring greater attention to these issues.

🌐 [www.mindyourfashion.net](http://www.mindyourfashion.net)

📷 @mind.yourfashion

### LABELS ON THE LAWN, BRISBANE

Labels on the Lawn, held at Hanworth House in support of Women's Legal Service Queensland, is your chance to enjoy a relaxed and leisurely shop for some of the best labels and luxury designer items donated by some of Brisbane's most stylish fashionistas! Then, discuss your purchases with friends while sipping on something fabulous from the champagne and gin bar. Held annually in October, Labels also features online auction items including gorgeous designer handbags, shoes and more.

🌐 [www.hanworthhouse.com.au](http://www.hanworthhouse.com.au)

📷 @hanworthhouse

*Image: Kylie Rowan and Karen Uhlmann from Styling Station. Image by Debi Brett Photography.*

## In focus: *Styling Station*

We talked with Styling Station Founding Director Kylie Rowan about where the business idea came from and what's next.

**Kylie:** The idea for Styling Station came from seeing gaps in the not-for-profit sector, fashion and personal styling industry. Our mission is to inspire confidence, impart knowledge and to nurture women in all seasons of life through an accessible styling service, creating a pattern of social and environmental change. We promote sustainable fashion by diverting NEW fashion waste away from landfill and utilising it in a meaningful and practical way. Our service is devoted to helping all women with a wide-range of needs and complexities. Styling Station provides a personal styling service and new clothing to women with heartfelt care for every individual.

**If there's one thing you would like people to take away from their experience at Styling Station what would it be?**

**Kylie:** To feel confident and beautiful in their own skin and to be the best version of themselves.

**What are your future plans for Styling Station?**

**Kylie:** To expand our business beyond South-East Queensland, so we can help more women in need and divert more new fashion from landfill.

**Why do you believe it is so important for businesses to embrace sustainability?**

**Kylie:** Sustainability is the key to a better future. Each business and individual has a responsibility to do their part to ensure our planet's survival. Styling Station's sustainable business strategy aims to positively impact environmental and social issues. Since opening our doors in March 2021, we have saved over three tonnes of new fashion from going to landfill. We've also diverted the following fashion packaging away from landfill: 10,000 square metres of soft plastics and two tonnes of paper and cardboard. ■





CARERS FOUNDATION PRESENTS

# *Unsung Heroes*

*Show your support!*

The Carers Foundation Australia officially launched *Unsung Heroes* in October 2022 at a gala event in Brisbane.

In 2023, local business owners and high profile personalities will take to the stage and showcase their vocal prowess in support of unpaid carers.

Funds raised through this new campaign will allow more carers to access our unique wellbeing programs to support their physical, emotional and mental health, enabling them to continue their vital role in the community.

There are almost three million unpaid carers in Australia and your support helps provide them with key resources and resilience tools to reduce health crisis breakdowns.

Support our *unsung heroes* by scanning the QR code below and donating to your favourite performer and helping them to reach their fundraising goals!

SCAN TO HELP RAISE  
FUNDS FOR OUR  
UNSUNG HEROES!



# Redefining the narrative



WORDS BY *Chris Knight*  
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*Soroptimist International*  
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**We women are redefining the narrative in how we do business, who we do business with, our thoughts on ageing, politics, the environment and what matters most to us. And not before time I might add. We are finally finding that sweet spot where we are prepared to share our own stories and where we are providing a safer space on and offline that enables us all to feel vulnerable, connected, empowered and, most importantly, valued. While some may still struggle with trust issues in sharing their thoughts and aspirations, the majority of us women are gaining more confidence in speaking our truth and discovering that other women do actually want to listen to each other's stories.**

Not all women are destined to be a trail blazer, leader, millionaire or out there in the limelight and, yes, it might feel a little intimidating at first to be in the company of those who are. It also provides us with a wonderful opportunity to listen, to learn from their successes, their failures and ask questions on how they juggle life, family and a career. Isn't it a wonderful feeling to suddenly discover that they are warm, funny, sincere and can often have the same fears when trying something new just like we do? I love to hear how excited they get about sharing what often is the same passion that we all have and that is to love and to be loved, to make a difference in this world and to support other women to have the financial and economic security and independence that we all long for.

Maybe it is time that you also re-evaluate your networks and decide whether you are getting value for your time, talent and money. This assessment needs to go much deeper than if you made a sale or a future booking. It goes to whether you enjoyed the experience, if you found some common ground with other women, discovered things in common or introduced each other to something completely different. Whether you laughed a lot or maybe shed a tear or two, felt relieved that someone else actually understood what you were going through. Our collective success depends on our collaboration with each other, finding that little niche that complements what we are all doing and how we can develop these respectful relationships even further and celebrate our success and achievements together.

Now, if you have not been around these kind of women, all I can say is that you have missed some of the most amazing opportunities that Women's Network Australia (WNA) is providing at our face-to-face events, online zoom meetings, blogs and podcasts! Yes, it does take commitment to schedule in the time. It is an investment in ourselves and an important part of our self-care routine, so I would encourage you to check out the upcoming WNA events and book in.

Remember that one of the best conversations you can have with another woman simply starts with "Hello. It's nice to meet you. Tell me a little about yourself and your dreams?" ■

Namaste,  
Chris

## About the Author

Chris Knight is the Director, Inspirational Connections and is a creative freelance writer/poet, dream catcher, trainer and advocate for gender equality and human rights. She is a member of the WNA National Leadership Team and a Global Ambassador for Soroptimist International.



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# We're back for *Sydney Build 2023*

**Women's Network Australia took to the stage at the Sydney Build Expo in June 2022 as we networked with women in construction. In 2023, we'll be back supporting women and encouraging them to break down the barriers to careers in the building, construction, design and infrastructure sectors.**

It's Australia's second largest industry however women still only make up 13 per cent of the building and construction industry's workforce and, of those, only 2.5 per cent are in trades. The rest work in administration and support roles.

If women in construction remain a minuscule minority, there'll be no change to the macho, sexist culture that dominates construction, and no change to systemic gender stereotypes.

That's one of the reasons why Women's Network Australia is pleased to partner once again with Sydney Build when it returns on 6 and 7 March 2023.

WNA's NSW Ambassador Dr Leanne Elich spoke at this year's event and was among an impressive line-up of Women in Construction Ambassadors.

Leanne's involvement supporting women in trades include as a Board Member of Empowered Women in Trades (EWIT), a registered charity set up to support educational institutions and workplaces to encourage women to see trades as a viable career path.

In collaboration with educational institutions and industry leaders, EWIT aims to increase women's role in learning the trade skills required for people and industry to thrive. EWIT is there for women in the workforce to learn the skills to thrive in these industries.

The move to better reflect the role and opportunities for women in the building and construction industry is attracting greater attention from governments.

In late September, the Victorian Government unveiled a multi-media campaign highlighting women's success in the construction industry, in an attempt to encourage broader participation in the state's construction industries.

The 'She Built It' campaign – across digital, print, and radio – aims to address women's participation in construction trades, who currently account for just three per cent of the state's workforce.

Appearing in the campaign is mature-age apprentice electrician, Sarah Tabone, who said breaking down gendered barriers was critical to encouraging broader participation in the workforce.

"This campaign was important to me as I wanted to show other women that opportunities are there and the door is open. I hope it breaks down stereotypes and shows how accessible the industry is for women," Ms Tabone said.

"If even one woman sees this and it helps her to have the courage or plants the idea to walk through that open door, it will make such a difference for our industry."

Also in September, the New South Wales Government launched its 'Have Your Say' consultation program, seeking to explore new ways of encouraging greater gender diversity in male-dominated industries.

New South Wales' Deputy Secretary of Customer, Delivery and Transformation, William Murphy, said women were key in addressing the nation's major skills shortages.

"As a modern and customer-centric government we are committed to making pathways to trades easier for our customers," Mr Murphy said.

"The Department of Customer Service's Behavioural Insights Unit is supporting Training Services NSW's Women in Trades Strategy by undertaking research and testing possible solutions.

"It's important we better understand what does and doesn't work when encouraging women to begin a trade career, especially in a male dominated workplace."

If you work in or want to be part of the building and construction industry, mark your calendar and attend the 7th annual Sydney Build. ■

**Sydney Build is the only event in Australia to offer 300+ accredited presentations, 500+ exhibitors and incredible networking opportunities for all of Australia's construction, architecture, engineering and infrastructure industries. Find out more or register for free tickets at the Sydney Build website [www.sydneybuildexpo.com](http://www.sydneybuildexpo.com)**

# How to set – and keep – a realistic household budget



WORDS BY *Helen Baker*  
*Helen Baker is a financial adviser, author, speaker and spokesperson for online finance information platform Money.com.au*

**Interest rate rises are compounding cost of living worries for many households, with the effects of inflation being felt across the country and Australians having borrowed nearly \$55 billion in loans this past year alone. It is more important than ever to have a budget and to stick to it. A budget will ensure your bank balance leaves no nasty surprises by year-end, but first, you need a clear picture of all your income and spending.**

## HOW TO CREATE A HOUSEHOLD BUDGET

Creating a basic budget will be your first step to making – and saving – funds. Once you've performed a financial audit of your life and feel in control of your finances, you'll be ready for an advanced budget planner with greater depth.

Create an Excel spreadsheet with months in the row across the top. The first column should have all your separate income sources such as your wages, investment income, interest earned on deposits and balances, and ad hoc income such as rewards points that you might cash out. You also need to ensure your budget takes tax obligations out of your income.

In the rows underneath, have all your expenses listed out in categories, such as schooling, utility bills, mortgage repayments or rent, and groceries. This budget might take up to three months to create a realistic working document, as you need to get a clear picture of all your spending over several weeks, and some bills might come in quarterly. Your expenses should also include loan and credit card repayments. I even recommend you forecast expenses for, say, Christmas shopping, special occasion celebrations and holidays.

Put in formulas to ensure that as you type in your expenses, total balances appear at the bottom of each row. Your goal is to be in the black, not in the red: the last row in your budget will show you how much you can save each month. For any months you are in the red, you will need to adjust your expenses, and find ways to either earn more money or reduce your spending for the period.

**Tips to reduce your expenses and increase your income to ensure your household budget is in the black.**

Once you've created your budget, you'll be able to anticipate any periods where you may need to increase your income. Of course, an easier way to avoid this altogether is simply to find ways to reduce your expenses instead. Here are my tips to reduce your expenses on everyday items, from selling unused items around the home to getting better deals on your phone and internet plans.

1. Switch, or negotiate with, your phone, internet and electricity plans. This could be as simple as calling your current mobile or internet provider and asking them for a better deal or shopping around using one of the many great comparison tools available online. Look for better deals on electricity and gas, internet, and streaming services in particular, as every one of these subscriptions and services adds to your ongoing expenses.
2. Switch, or negotiate with, your home loan provider. An easy way to get a better interest rate deal with your bank is to find a similar loan with lower rates and ask your bank to match that. For better negotiating power, ensure the loan you are comparing has the same features as your own loan, such as allowing a mortgage offset account or redraw facility.
3. Cancel regular expenses that provide little value. Identify and cancel subscriptions that you hardly use, such as media, music or movie subscriptions, as well as club memberships such as wine memberships. With any subscriptions and plans that are essential and you want to keep, see if you can go on lower-priced plans without impacting the value you get from the service.
4. Sell household items you don't use. Look at clearing out your home of unused objects, all of those potential money makers hiding away in boxes gathering dust. This can include CDs, games and puzzles, books, toys, whiteware, appliances, furniture, jewellery, art, electronics and antiques. Maximise the money you make through selling items by charging delivery in local areas or using social media to avoid listing and success fees on marketplace platforms. This can be the easiest and fastest way to declutter your personal space and your personal finances.
5. Create a secondary income stream. Secondary and passive income is a great way to boost your budget in the short and long term. Maximise your earning potential outside of your primary career and look at ways to supplement your income through side-business or passive-income opportunities like landscaping, putting together furniture, decorating or painting, house-sitting, tutoring lessons or dog walking.

Once you've created a solid budget, finding ways to earn more money and save more money will be easier than you think. While the initial creation process can be a bit of a shock, understanding your finances and learning to master them is an essential life skill that will help keep you financially secure well into the future. ■

# Up & Comers



In Issue 13 of *Women's Network Magazine*, we introduced three up-and-coming young business women, including our youngest WNA Member, Melbourne's Zara Jansz, now aged 16. In this edition we introduce our new youngest member.

Siobhan Wilson founded Our Pixie Friends when she was just six years old. Now aged 13, Siobhan is WNA's youngest member and continues to grow her business and achieving her goal of helping young children with medical conditions reduce feelings of isolation and build resilience.

Drawing on her own experiences, Siobhan has created the magical land of Sprizzletania, where pixie characters with medical conditions live – brought to life through an interactive website, and two children's picture books, with plans for a range of comforting merchandise. Her stories have been shared on Radio Lollipop and she's working to have her books in every school library.

And in October, Siobhan was named Young Entrepreneur and her business, Our Pixie Friends, won Business of the Year at the Redland Chamber of Commerce Business Excellence Awards.

"I never thought a dream I had at age six would ever become a reality," Siobhan said. "I cannot wait to see how many more kids I can help this year!"

Siobhan's story and her magical ability impressed WNA Members who gathered for a networking breakfast at the Wellington Point Farmhouse. She spoke with confidence and enthusiasm as she demonstrated all the business fundamentals – from goal setting, to business planning and marketing.

We wish Siobhan all the very best and look forward to supporting her, and all of our *Up & Comers* on their journey. ■

**Would you like to support a young woman in business? Contact [media@womensnetwork.com.au](mailto:media@womensnetwork.com.au) to find out how.**

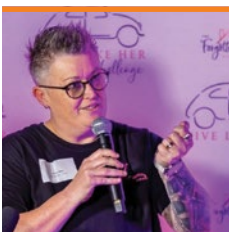
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# Shining a light on Australia's hidden homeless



WORDS BY *Teresa Reed*  
CEO, Mangrove Group and  
*The Forgotten Women*

**Did you know that women aged over 55 are the fastest growing homeless population in Australia? To counter act this, the CEO of Mangrove Group, Teresa Reed, established The Forgotten Women, a grassroots housing initiative that provides vulnerable women over 55, secure, safe, and affordable housing. In this article, Teresa shines a light on Australia's hidden homeless.**

In Queensland alone, there are more than 39,000 women over the age of 55 who are homeless or at risk of homelessness. Alarmingly, recent forecasts predict that this figure is set to double by 2036.

When I first learnt that vulnerable older women are more likely to be sleeping on a friend's couch, living in a car, living under the threat of violence in their home or physically hiding rather than seeking help, I knew we had to act straight away.

These women are significantly less visible than their male counterparts and are often being described as the "hidden homeless".

People often ask me how did this happen? My first answer is superannuation. There around 13 million females in Australia and two million of them are over the age of 64. Around 35 per cent of those women, which is 700,000, have zero super. And for those who have super, nearly half of them have less than \$40,000 in super.

My second answer is equal pay. While equal pay was granted in 1969, we still have a gender pay gap of more than \$16,000 each year. That equates to more than \$600,000 over a work life from age 18 to 55.

*Our mission is to provide fit-for-purpose housing for homeless women aged over 55...as everyone deserves to live with dignity and age securely in place.*

My third answer is the workforce participation. Equal opportunity was not enacted until the 1980s and is still yet to be fully realised today. In 1960, women made up less than 25 per cent of the workforce.

My last answer is us. We are all here because of our mothers. Our mothers took time out to have children and often stayed home to raise them. Many of our mothers could only work part-time because their main job was raising the family and running the household.

With an ageing population, high housing costs and a significant gap in wealth accumulation between men and women, through lack of superannuation and gaps in working life, this is set to increase.

These women are someone's daughter, aunt, mother, grandmother and someone's friend, struggling to keep their heads above water.

And that is why we established The Forgotten Women. Our mission is to provide fit-for-purpose housing for homeless women aged over 55 with individually tailored support as everyone deserves to live with dignity and age securely in place.

The project's mission is to put a roof over the heads of as many of these vulnerable women as possible. Through the acquisition of suitable properties, The Forgotten Women project will ensure these women have access to secure, safe and affordable housing options that enable them to age in place. ■

**To find out more about The Forgotten Women, visit [theforgottenwomen.org.au](https://theforgottenwomen.org.au)**



# Lead by *doing*

WORDS BY *Kelli Martin*  
*Managing Partner, KLM Solicitors*  
*klmsolicitors.com.au*

It's not enough to just talk about supporting and mentoring women. We have to lead by doing.

When I started my own law firm in 2015, I knew I wanted it to be very different from the traditional firms I'd worked with. And a big part of that would include supporting and encouraging more women – particularly young women – entering the profession.

For the first time across Australia, there are more women than men in the legal profession with women accounting for 53 per cent of solicitors. We still have some way to go before the scales are balanced when it comes to senior roles. Despite women making up two-thirds of law graduates, only 10 per cent occupy senior positions.

These figures make me proud to lead a majority female-led firm where we recently celebrated the appointment of Jane Bruxner as Partner. Jane is a highly regarded criminal law specialist who has been part of the KLM Solicitors team for more than five years.

It's been a pleasure to support her development and growth and to work beside her and learn from her as well. Jane was a finalist in the Australasian Lawyer Rising Star Award and Lawyers Weekly 30 Under 30 Awards in the criminal category. Professionally and personally, she's a star. And one of many talented, young female solicitors that I've had the opportunity to work with.

As leaders, we instil confidence and faith in people by letting them run their own race, coaching only when required and maintaining an interest not only in their work but who they are as people.

I've always believed in leading from within. By that I mean consistently and clearly demonstrating our values and purpose. Leadership is not a suit we put on at the start of the day. It's who we are; it's us in action.

Not long after starting my business in 2015 I was diagnosed with PTSD. I was shocked by this – I hadn't been to war or at the centre of a terrible tragedy. Only then did I begin to learn about vicarious trauma and how the cumulative effect of my exposure to horrific cases of domestic violence had impacted me. I sought help and learned strategies to recognise and manage my thoughts and feelings. And rather than walk away from my business, I found that this experience made me a better, more empathetic lawyer, as well as a better mother, wife, friend and leader.

When we are clear on who we are, what we want and how we want to achieve it, the day-to-day becomes purposeful. I know what gets me out of bed every day. I love my job. I love that my firm and lawyers like Jane share my vision. We don't have it on a poster on the wall. It's part of us. ■

If you need help with family or criminal law matters, contact KLM Solicitors at [www.klmsolicitors.com.au](http://www.klmsolicitors.com.au) or phone (07) 3733 0901.

*Main image: Jane Bruxner, Partner at KLM Solicitors, with Founder and Managing Partner Kelli Martin.*





# THE BEST *outcome for you!*



Since 2015, our team has been providing clients with honest, down-to-earth and quality legal representation.

**We specialise in family and criminal law, with significant experience in domestic violence matters.**

Our team understands that navigating the complex legal process can be overwhelming, especially when you are also managing a difficult time in your life. That's why we do everything we can to make it as simple and easy-to-understand as possible, and are there with you through every step of the way.

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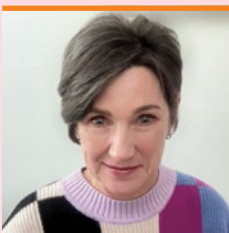
Get in touch with our team today to request an initial consultation and we guarantee that you'll be given the option of a same day appointment\* at a fixed price.

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**Brisbane: Level 6, 102 Adelaide St, Brisbane  
Sunshine Coast: 3/4 18-22 First Avenue, Maroochydore**

# Why developing your *CREATiViTY* is important for your business



WORDS BY *Leda Van Der Post*  
*The CREATiVE JOURNEY*  
[ledavanderpost.com](http://ledavanderpost.com)

the  
**CREATiVE**  
**JOURNEY**  
Developing CREATiVE iNTELLiGENCE

What do you think of when you hear the word creativity? Many people think immediately of artists—painters, sculptors and so on. That is, people often mix up being creative with being an artist. But the two are very different. Being good at drawing, painting, sculpting and the like is about being artistic. Creativity, or Creative Intelligence, is something else. It comes in many forms and does not necessarily have anything to do with art.

Creativity has been identified as one of the top soft skills required by organisations for future growth, and for solving the complex challenges and problems we face today.

Creativity is a mindset, or a way of thinking. It is something that we all have. Sternberg's triarchic model of intelligence describes three aspects of intelligence: analytical, practical, and creative. Developing creative intelligence (CQ) requires a shift in thinking to develop a creative and growth mindset. These are some of the benefits for your business of developing CQ:

- The ability to *problem-solve* from a space of creative thinking enables employees to generate new, innovative solutions in many areas.
- Employees with higher CQ are more likely to use conflict to trigger useful debates and explore differences of opinion in a way that leads to innovation, as well as reducing *conflict* and *tension*.

- Creative projects and problem-solving increase involvement and commitment, leading to *improved motivation*.
- Being actively creative improves self-esteem and encourages employees to collaborate, leading to more *effective teams* that readily share knowledge for everyone's benefit.
- Engaging in creative processes and activities *develops trust* through employees getting to know each other better and building more open relationships.
- Employees with high CQ become more comfortable with ambiguity, and are more easily able to see the *opportunity* presented by uncertainty and change.

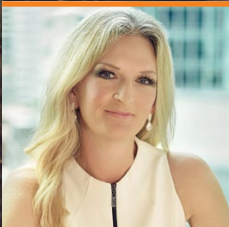
While creativity does come more naturally to some people, you can develop your CQ and make thinking creatively a habit, or way of being.

And this opens up so many ways to access what you truly desire for your business and create a work environment more in alignment with your values and goals. ■

## **Do you need help with developing creative intelligence within your business?**

The CREATiVE JOURNEY offers programs and workshops that use a unique nine-step process to work with you in a playful, yet focused way to build an ongoing practice of developing CQ so that it becomes a habitual way of thinking and being at work. You are welcome to book a complimentary Zoom chat via my website [www.ledavanderpost.com](http://www.ledavanderpost.com) or email me directly at [leda@ledavanderpost.com](mailto:leda@ledavanderpost.com)

# Success doesn't have to be a *sacrifice*



WORDS BY *Kelly Van Nelson*  
*Managing Director of Operations*  
*Serco Asia Pacific*  
[serco.com/aspac](http://serco.com/aspac)

Recently, I was invited to be the keynote speaker at the Second HR Women in Defence and Defence Industry Leadership Summit and was provided with the brief of covering the convergence of career, motherhood, and creative passions as a writer.

As someone who works full-time as a senior executive at Serco Asia Pacific, has two children and a husband who travels as frequently as I do, and has now had seven books published, three of which became number one bestsellers, the topic could not have been better matched.

For years I called myself a 'juggler'. I was managing three compartmentalised worlds as an executive, writer, and mum, as separate silos, and I was regularly dropping the ball. Eventually, I had the profound realisation that we can only truly be authentic to ourselves if we embrace every aspect of life as one whole person.

With the guidance of a very good business mentor, I collapsed the walls between my 'worlds' and began merging my day more effectively, opening up in forums about the different sides of my life that all made up the one whole person I am today. I've never looked back.

*I collapsed the walls between my 'worlds' and began merging my day more effectively, opening up in forums about the different sides of my life...*

I now prioritise the important things, rather than sacrificing them, including scheduling in writing sessions and spending quality time with my family.

Everything we do is a choice. Where we work, how hard we chase our goals, who we spend time with, and what we do to unwind. I am my work and my work is me, but I have intentionally sought out a career with Serco that fits my values, goals, lifestyle and strengths, and made it happen, so it's not a sacrifice. My work is a well-considered choice, just as carving out time to give sustenance to my passion as a writer allows my side hustle to thrive, just as choosing to being fully present in the moment with my family allows us to remain connected as a solid, loving unit even when we are apart.

Women no longer have to choose between pursuing a career or raising a family. We should not feel the need to compromise on our passions. Success doesn't have to be a sacrifice. We can unapologetically have it all and be fearless in the pursuit of authenticity in living the one life we choose. This is our time. ■

# The wars rage on against *women*



WORDS BY *Chris Knight*  
*Director, Inspirational Connections*  
*Soroptimist International*  
*Global Ambassador*  
[grachris@iprimus.com.au](mailto:grachris@iprimus.com.au)  
[in chris-knight-906a7034](https://www.linkedin.com/in/chris-knight-906a7034)

**We are now at a pivotal point in our evolution on this planet where women are becoming more proactive in pushing back because they have had enough of being regarded as collateral damage in times of conflict and war, or nothing more than a disposable commodity. Yet all life begins with a woman. At a local level, women have been campaigning for decades to raise awareness of domestic and family violence within our own communities, this has resulted in legislative changes and funding for support services yet more still needs to be done as the number of women killed by an intimate or ex-partner continues to rise. Domestic and family abuse is a community issue and one that can only be addressed by encouraging people to seek help before the situation escalates. Our daily news feeds and much of what is on our television screens desensitises the significant impact of the trauma that others suffer rather than being more proactive in promoting respectful relationships and resolving conflicts before they become violent.**

On a global level, there was an immediate outrage at the death of Mahsa Amini, a young Iranian woman held by the country's morality police for allegedly violating its strictly enforced dress code. She died in police custody from a reported heart attack that has been refuted. Thankfully our Australian Government Ministers, Senators Penny Wong and Katy Gallagher, acted swiftly by condemning the use of force against protesters and raised concerns regarding the circumstances surrounding her death in custody to the Iranian Embassy in Canberra. They have also supported calls led by the Acting UN High Commissioner for Human Rights for a prompt, impartial investigation into Ms Amini's death by an independent body, which ensures her family has access to truth and justice, with those responsible held to account. This is what happens when we have women in positions of influence.

Womens Rights are Human Rights and it is women that are not just the targets of these wars, they are also the ones that continue to care and comfort those who are injured and displaced. I was humbled to be invited to a Zoom meeting that provided an update to sponsors of the Soroptimist International Polish Union and their efforts to provide direct assistance,

support and aid to the millions of Ukrainian Refugees. They wanted to let people know that the funds were reaching the people most in need. They brought together the voices of the women and the children that they are helping. From very simple activities of making sandwiches and providing drinks and warm clothes at transit centres, to opening up their homes and their hearts to ensure that those who were now displaced from their own country and their loved ones felt that they were not abandoned and that someone actually still cares about them. They shared the story of an 80-year-old woman, no home, no family, no friends; she does not speak the language and does not understand the culture... who will care for her? Images of pregnant mothers awaiting the birth of their child in a country where they have no family and friends – yet with a new birth also brings Hope for the future. The little children who are so traumatised by what they have witnessed had drawn images of the conflict and are now receiving education in community centres run by volunteers. Ukrainian Women who had a job and a business and who were financially and economically independent now have nothing. They are faced with the prospect of having to learn new skills and retrain as well as learn new languages, new customs without knowing what the future will hold. These women are just like us.

My heart swelled as I listened to these stories, I was very proud that I have Soroptimist Sisters in Poland who are juggling their own family and work responsibilities to do as much as they can. Many other Soroptimist Members are also working closely in their own countries where refugees have been relocated to while many more are gathering much needed resources and sending them on to those who are doing the hands-on work. Tears did flow as sponsors were also able to speak briefly. Past Soroptimist International Europe President Anna Wszelaczynska reassured us that every little bit helps. ■

**Our work continues as a global voice for women through education, empowerment and enabling opportunities, locally, nationally and internationally. If you would like to support our Soroptimist war zone initiative projects please visit:**

**[www.soroptimisteurope.org/donate/disaster-recovery-fund](http://www.soroptimisteurope.org/donate/disaster-recovery-fund)**



# Women in media

WORDS BY *Charlotte Ricca,*  
*Independent Media Reporter with*  
*additional words by Cheryl Gray*

When it comes to the representation and visibility of women across all media platforms, the industry still comes up short.

That's what the most recent surveys in Australia, the UK and the US have found – a situation highlighted at this year's Women in Media Conference, held at Bond University.

According to the Global Media Monitoring Project, things are slowly improving. Between 1995 to 2020, across 120 nations, the number of female news sources and subjects increased from 16 per cent to 24 per cent in newspapers, 15 per cent to 24 per cent in radio news, 21 per cent to 26 per cent in TV news, and 25 per cent to 27 per cent online.

However, the percentage of women quoted in media reports remains low. Coverage during COVID-19 was particularly startling. Women comprised just five per cent of experts in science, technology, engineering and math, and a third of people quoted in 146,867 articles about the pandemic.

The *Status of Women In the US Media 2021*, a report by Women's Media Centre (WMC), — an organisation founded by Gloria Steinem, Jane Fonda, and Robin Morgan — found that among the US's top five Sunday news shows, more than two-thirds of the guests were men, and most of those guests were white men.

"This report will help to hold news media accountable for the persistent inequalities in media," said Steinem in the report.

"One productive step forward would be for media companies to release employment numbers by gender, race, and position," said Julie Burton, President and CEO, in WMC's report. "This transparency would allow comprehensive tracking of progress or regress for diverse women in the workplace. We recommend that managers and editors establish standards that require producers, bookers, and journalists to make sure the experts interpreting news stories include representative numbers of women and people of colour to ensure that stories are told with authenticity and accuracy."

## DRIVING DIVERSITY WITH DATA

Our own ABC has been driving efforts to restore the balance by aiming for 50:50 content representation. Head of Investigative Journalism and Current Affairs

at the ABC, Jo Puccini admitted that currently a third of the ABC's teams were able to meet that target. But it's a start.

The BBC launched its 50:50 Project in 2016. It's most recent Impact Report reported in March 2022 that 61 per cent of all BBC teams reached 50 per cent representation of women in their content.

Bloomberg's New Voices is another successful initiative, which has already made significant strides in amplifying the voices of women. Since launching in early 2018, outside guest appearances of women on Bloomberg Television have increased from 10 per cent to 26 per cent. The program has also provided media training to over 180 women all around the globe, who have gone on to appear more than 530 times on Bloomberg Television, as well as other media outlets.

## BIG POLICIES, SMALL ACTIONS

Another way to ensure gender equity in content, is to ensure equity in content creators. If newsrooms don't reflect society, the content produced isn't likely to either. Even though women outnumber men in journalism programs and colleges, they become the minority voice soon after entering the workforce.

On average, women represent 41.7 per cent of newsroom employees and produce 37 per cent of news reports. Furthermore, men account for 69 per cent of all news wire bylines published by the Associated Press and Reuters, 63 per cent of prime-time news anchors or correspondents, and write 60 per cent of all online news.

The UK's Dorothy Byrne told the Women in Media Conference that while big policies and targets are helpful, small actions such as staggered start times and more affordable childcare were practical ways to ensure newsrooms catered for the needs of families, particularly women.

Byrne has championed discussion on "women's topics," including menopause, and has led the charge for more stories about women and girls.

## CLOSING THE PAY GAP

Not only are there fewer female reporters, they also earn less than their male colleagues. But that's not the only blockage for women working in the Australian media.

Women in Media patron and board member Victoria Laurie said "Women in Media wants a better deal for media women, and our members have provided solutions – calling on employers to implement gender pay audits in their organisations, an increase in follow-the-leader 'shadowing' programs to upskill future leaders, as well as more training in digital skills." ■

Read more about the Women in Media Conference 2022 here [womeninmedia.com.au/what-happened-at-the-women-in-media-national-conference](https://womeninmedia.com.au/what-happened-at-the-women-in-media-national-conference)

# Make A Positive Impact With Mental Health First Aid Training

Learn How to Have Those Difficult Conversations With Family, Friends and Co-Workers



Mental Health is a complex issue that impacts individuals, families, communities and workplaces, of all industry types, locations and sizes. In any one year, it is estimated that 1 in 5 Australian adults will experience a mental illness. With over 13 million people working in Australia, this equates to over two and a half million workers.

The Standard Mental Health First Aid course will teach you how to provide initial support to other adults. Who may be experiencing a Mental Health problem or Mental Health crisis, until appropriate professional help is received or the crisis resolves, using a practical, evidence based Action Plan.

-  Staff are supported to be more mentally healthy and connected.
-  Positive messages and actions around Mental Health or staff and stakeholders.
-  Improved Mental Health literacy and communication across the workforce.
-  Enhanced skills and knowledge development for staff growth and capacity building.
-  Contribution to broader well-being and safety in the workplace.
-  Increase ability for an employee to support a co-worker experiencing a Mental Health problem.

This course is based on guidelines developed through the expert consensus of people with lived experience of Mental Health problems.

-  Two Day 6 hour Workshops (day & evening classes available)
  -  Delivered at your worksite or at our Brisbane City Campus for private Workshops (minimum number of 8)
  -  Individuals can register for public Workshops
  -  Cost \$330 per person (groups of 10+ will receive a discount)
- "Note: This course is not a therapy or a support group."



Register your interest through our website

# Self-care is not selfish



WORDS BY *Marney Perna*  
*Owner and Stress Consultant*  
*Kinique Consultancy and*  
*Natural Therapies*  
*kinique.com*

*“Self-care is not selfish; you cannot serve from an empty vessel.”*  
— *Eleanor Brown*

**How often do you put you and your health first? When is your health and wellness the highest point on your priority list? How healthy is your wellness reserve?**

Have you ever thought: “I’ll deal with that little niggle later” or “I don’t have time for this now”? If you do not take notice of the little niggles, they have the potential to become bigger ones and eventually may lead to a major health deficit! One that will demand your resilience, tenacity, and energy to regain good health and wellness.

It’s time to make you the priority.

To ensure good health, it is important to be aware and mindful of your stress build up, energy reserves and mental capacity. Ancient Chinese philosophy has long worked on the theory of the ‘triad of life’. This is symbolised by an equilateral triangle with each of the sides representing your physical, mental, and chemical aspects of life. When one side is out of harmony it will affect all other sides.

Stress impacts health on many levels. However, not all stress is bad or harmful. It helps to understand where, what and who your personal stress triggers are originating from. Knowledge is the key; you can’t change what you don’t know. When you have identified the stress trigger you can act.

Kinesiology, a natural therapy modality that helps to identify the trauma/stress trigger, isolates which body system or organ is affected and offers solutions specific to your personal journey. Kinesiology practitioners use many of the Ancient Chinese philosophies and techniques to bring about balance and harmony.

Proactive stress management can assist this process. When something is worrying us, it is of no benefit to be told “not to worry!” Statements like that can add to your stress and worries. The ‘worry thoughts’ can chase themselves around in your head like a hamster on a wheel. Until you have taken some form of action, your brain will continue to keep those thoughts alive and agitated.

One simple, easy to use and extremely effective stress management technique is ‘The Worry Box’. Here’s how:

- Write down your 10 biggest current worries on separate pieces of paper
- Fold each piece of paper in half and place them into a worry box (a simple receptacle to hold pieces of paper)
- Place the worry box out of sight for safe keeping
- Make an appointment in your diary to revisit your worry box
- At your appointment, take each piece of paper out and read the worry. Ask yourself:
  - ‘Is it still a worry?’ Yes/No? If No, throw the piece of paper away. If Yes, is there some form of action you can take? Yes/No? If Yes, write down your action steps, refold the paper and replace into the worry box. If No, you now have permission to worry for three minutes, then return it to the worry box.
  - Continue until you have addressed each of your worries.

The worry box method helps to compartmentalise the worry thoughts, to enable clarity and helps to de-stress. Some worries will be gone, some are to be actioned and others are still a challenge. It is amazing how easy it is to find solutions when your brain is not overwhelmed. ■

# Diamonds & Dancing for a Cause



**WNA Member, entrepreneur, diamond wholesaler, jewellery designer and owner of Starfire Diamond Jewellery, in Brisbane, Shweta Khan will grace the stage at Brisbane City Hall as a 2023 Dancing CEO.**

Shweta has inspired many through her generosity and giving nature and is an avid supporter of Women's Legal Service Queensland, the community legal service to benefit from funds raised through the Dancing CEOs event.

With over 30 years of professional experience in building and running successful businesses, Shweta's passion for creating stunning diamond jewellery sparkles when bringing a client's diamond dreams to life. With a background in accounting and finance, Shweta is also a qualified diamond grader and jewellery designer who believes anything is possible if you believe in it.

She was featured in the Business Connect Magazine as one of the 10 Most Inspiring Women Entrepreneurs to Watch Globally in 2021 and in Style Magazine's Women to Watch 2020. She was also a finalist in the Bulimba electorate Small Business Awards.

Shweta is a diamond specialist with over 25 years of specialised training, experience in diamonds, and a diamond wholesale business. With this knowledge and experience, the Starfire team have the ability to source diamonds that are conflict-free and certified with GIA international grading.

Starfire Diamond Jewellery is recognised as one of Australia's elite brands, taking pride in exceptional customer service and a high standard of quality craftsmanship in its jewellery. Located in Oxford Street, Bulimba, Starfire Diamond Jewellery is well known for unique, quality jewellery pieces that capture the fiery beauty of diamonds and gemstones.

It's this sparkle that Shweta plans to bring to the stage in the 2023 Dancing CEO challenge. She not only believes in living life to the fullest and pushing her personal boundaries, Shweta is dedicating this challenge to her brother, the youngest in her family, whom they lost far too early at the age of 37.

Women's Network Australia has a chorus line of members who have participated in Dancing CEOs. In 2023, WNA is proud to support Shweta Khan on this personal journey that benefits Women's Legal Service Queensland and the vulnerable women supported through free legal advice and support. ■

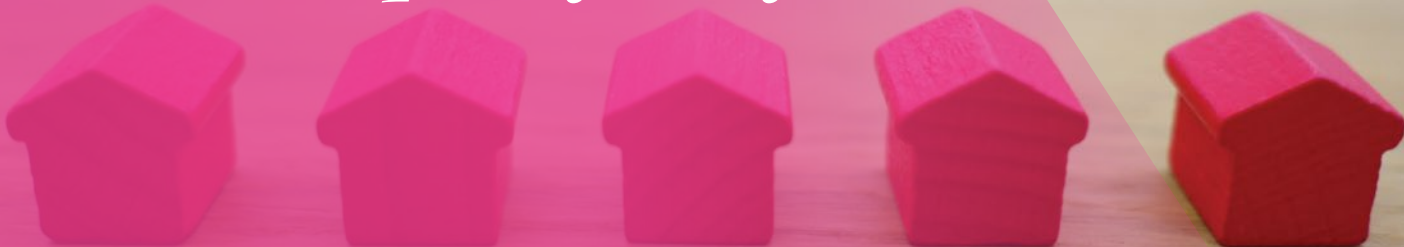
Scan the QR code to donate and support **Shweta Khan** in the 2023 Dancing CEOs.

[dancing-ceos-2023.raisely.com/shweta-khan](https://dancing-ceos-2023.raisely.com/shweta-khan)





# Introducing: *Real Property Buyers*



WORDS BY *Michael Salvartsis*  
*Director, Real Property Buyers*  
[www.realpropertybuyers.com.au](http://www.realpropertybuyers.com.au)

**I'm Michael Salvartsis, the principal buyers agent of Real Property Buyers and we are very excited and honoured to be a Corporate Member of Women's Network Australia (WNA). Supporting WNA is something that is very dear to my heart!**

Bricks and mortar have been the cornerstone of my career ever since discovering the excitement of the property industry. The evolution and change within the sector is something that I have always found intriguing. I pursued my passion for Property Valuation, Consulting and Property Risk working for some of the biggest names in the industry, including CommBank, HSBC Bank and Chesterton International.

With a desire to help and educate people in the challenging real estate market, I founded Real Property Buyers – an independent property buyers agency – in 2017.

For me, working in real estate is about creating a genuine, trustworthy experience so we can significantly impact one of the biggest decisions in our clients' lives.

Our role is to be trusted advisors and understand our client's specific purchasing needs. We source, shortlist and inspect properties that meet their criteria and carry out the necessary due diligence. With the constant change in market conditions and market values, we develop a purchasing strategy and negotiate on our client's behalf. We also attend auctions to achieve a successful outcome.

Over the years of experience, our clients have engaged with us due to the fast-paced environment of everyday life.

Our clients:

- are time poor
- are frustrated about missing out on properties
- want good independent professional advice
- want access to a broader selection of properties and not just those listed on the main property websites
- are stressed and overwhelmed about the entire purchasing process.

Typical clients we love to help are homebuyers (first home buyers, upsizers, downsizers); residential and commercial investors; commercial owner occupiers and developers.

One aspect of our industry that has changed significantly over the past few years is the number of women purchasing properties on their own. Amongst the life changes of separation, divorce, property settlement or the unfortunate loss of their partner, the added stress of being in a position to purchase their own property or find a home to live in can be an emotional rollercoaster. We have the privilege of working with legal and financial colleagues who reach out to us (understandably, in challenging times) to assist their clients in purchasing a property for themselves and their families.

Our role is to represent women in these circumstances and provide a trusted, independent and supportive relationship to make what is often a life-changing journey for them a lot simpler and a more enjoyable experience. For us, providing support, empathy and understanding is number one. ■

**To learn more about Real Property Buyers, please visit us at [www.realpropertybuyers.com.au](http://www.realpropertybuyers.com.au)**

# Dream network

## Melbourne

Melbourne's event and social scene continues to hot up as the city makes up for lost time!

Surrounded by history and with an eye to the future, WNA hosted Melbourne Lord Mayor Sally Capp at a luncheon at the Hellenic Museum in June. It was an honest and frank insight into political life, and an opportunity to hear about plans for Melbourne's post-pandemic recovery.

This was on show at the WNA Melbourne 'Mix & Mingle' event in September, held on the rooftop of The Emerald Peacock. It was a glittering social night, with new connections and great conversation. ■

*Hellenic event photography by Simon James.*



## Sydney

There were plenty of lightbulb moments at WNA's Sydney networking events during 2022.

In May, WNA Corporate Partner KLM Solicitors hosted lunch, and in September we 'Mixed & Mingled' at the Solera Bar.

In November, WNA celebrated New South Wales Small Business Month and has a packed calendar of informal and workshop-style events planned for 2023.

We also welcomed Sydney's Real Property Buyers, who joined WNA as a Corporate Member. Real Property Buyers is an expert, independent buyer's agency. Founder and Principal Buyers Agent Michael Salvartsis has 30 years' experience in buyer's agency, valuations and property risk with local and international banks and private valuation companies.

As well as being a regular at WNA events, Michael is a strong advocate for women in business and assists many to achieve financial security and independence through property. Read more about Michael and Real Property Buyers on page 25. ■



## Brisbane

WNA's Brisbane networking breakfasts have seen us laugh and cry as we've shared stories, challenges and, most importantly, connected.

We also had the opportunity to share a special chef-prepared meal at the delightful Hanworth House, joined by our NSW Ambassador Leanne Elich and other Silver Circle members, and hosted by WNA Corporate Partner, KLM Solicitors.

Thanks to Dandelion & Driftwood, Ralph & Co and the Wellington Point Farmhouse Restaurant for some memorable meals. ■



## Hobart

Women's Network Australia CEO Cheryl Gray completed a whirlwind tour of southern states in September and October, including a delightful dinner with Hobart members.

The Beachhouse, at Blackmans Bay, has become a favoured venue for WNA events – hard to beat the beachside location and the terrific food!

Strongly evident among the Hobart group is the close connection between business and support for charitable causes by WNA members.

This was an important topic discussed during the WNA “Winter School” Virtual Business Insights Masterclass series, led by women's philanthropy expert Kimberly Downes.

This four-part series also included presentations and discussion on the psychology of customer behaviour, by Dr Leanne Elich. We also welcomed expert presentation trainer, Tony Bulmer, with vocal and leadership coach Lisa Lockland-Bell for a discussion on finding your voice and being heard. And communication expert and author Mel Kettle led an engaging discussion on self-leadership.

WNA Members also had the opportunity to hear from Olympian Libby Trickett and her husband, businessman Luke Trickett, as we explored resilience in the face of adversity.

No matter where you live, you can access critical business information through WNA's virtual events and grow your network through informal “Coffee & Conversations” or “Cocktails & Conversations” held throughout the year.

**Our 2023 program of events – live and virtual – will be published in January. ■**





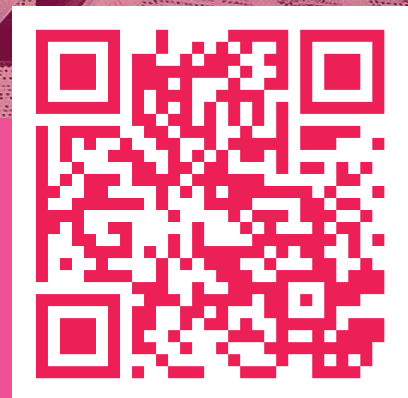
**WOMEN'S NETWORK  
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# Did someone say Podcast?

WORDS BY *Andy Le Roy*  
*Welcome Change Media*  
[welcomechangemedia.com.au](http://welcomechangemedia.com.au)

**I love making content. That's why I joined forces with the fabulous Louise Poole to start Welcome Change Media. While any number of marketers are saying "content is king" (validating us for our life choices!), we're also acutely aware of how much time content generation takes. We're all strapped for time running our businesses, so unless there's an easier way, the content just isn't happening.**

We're proudly collaborating with Women's Network Australia, bringing Trailblazers to life: WNA's very own podcast with voices from across the Network. It shares stories of success and innovation, while amplifying the voices of women in business. Subscribe now from your favourite podcast app! Opportunistic plugs aside, though, I recently checked in with WNA Content Manager, Bec McCoan, to see how things were travelling after the first episodes dropped.

Bec explained the podcast has opened up a whole new world of content to feed that hungry SEO beast. And it's content that never ages, telling me "the evergreen content is amazing for us as a business... it just provides so many opportunities for us to schedule (it) to go on as much as we need it to... without us having to work for it every time."

When it comes to recycling content, Bec quickly recognised just how much time this evergreen content can save. "If you've written a social media post one year about World Environment Day, why every year, are you going to recreate that content? It's already there, you already have it. Maybe you use a

different image, or you very slightly tweak your words, but it's not something you have to continue doing over and over and over, because that just takes time that, let's be honest, none of us have."

This humble author agrees. When you've got time up your sleeve, making content is fun if that's your bag, but it also takes time. I'm looking squarely at the three hours I took to pen two blog posts this morning. Sometimes you just want to know the content you've already made is still working hard for you.

Bec mentioned another plus, just two episodes in saying "we've also got a lot of people from outside the Network connecting with us as a result." Mission accomplished!

A win for WNA is a win for us, and there's lots more to share from our conversation, so head over to the Elevating Experts episode at Welcome Change Media to hear the full interview and see how much more content is waiting to be turned into even more digital content. My own plus side? Bec's episode gave me a transcript from which I lifted her quotes. Simple.

At Welcome Change Media, we make content easy. ■

**Keen to start your own content web? Scan the QR code below and grab our free content web starter guide to help get you started, and if you're short on time and need some help, Louise and Andy are here for you. We love making content easy!**



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To enter, email: [media@womensnetwork.com.au](mailto:media@womensnetwork.com.au) with your name, contact details and attach a photograph of you reading this edition of Women's Network Magazine. Winner will be drawn at 8am on Friday 10 December 2022.





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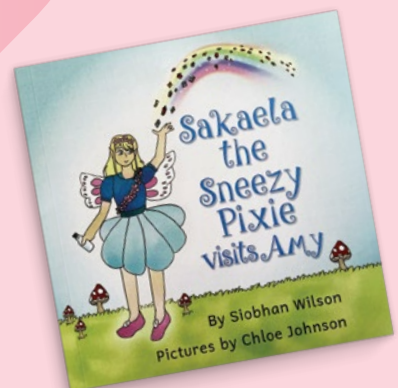
### CONVERSATIONS COUNT

Conversations don't come easy for everyone. That's why we love Kerryn Powell's Conversations Count board game. Reach out to Kerryn to improve your conversations, have her facilitate an event for your team or group, or have a chat about the two versions of Conversations Count board game and which is right for your needs.

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# Is a *side hustle* actually worth it?

**More Australians are now taking on a second job to relieve cost of living pressures. But is the extra money worth the amount of time (and tax) it takes up? UNSW Business School experts explain.**

The Australian Bureau of Statistics (ABS) recently revealed that the number of Australians with multiple jobs has risen by eight per cent. This means six per cent of all employed people – a massive 900,000 individuals across all industries in Australia – are working at least two jobs.

Dr Evgenia Dechter, a Senior Lecturer at the School of Economics, UNSW Business School, is an expert in labour economics. She says this rise in people taking on second jobs is not surprising, with the pandemic opening up opportunities for people looking to supplement or replace their job.

“While we saw job transitions and business creations slowdown in 2020, it’s clearly been followed up by larger than average movements in 2022,” she explains.

**Why are we seeing more second jobs in Australia right now?**

Dr Dechter points out that people had more spare time to develop and implement their ideas during lockdown, while also experiencing an acceleration in adoption of technology.

“In this way, it has meant an increase not just in the number of secondary jobs but also in small business creation. In addition, household savings increased substantially during lockdowns due to precautionary savings and limited spending opportunities. This, and the very low interest rates on loans, could have provided a start-up capital to those with a good business idea.

“The willingness to work a few extra hours is also increasing due to higher uncertainty and cost of living.”

But while rising cost of living and opportunities emerging from the pandemic might have led to the rise of Australians taking up second jobs, Associate Professor Dale Boccabella, an expert in personal taxation at the School of Accounting, Auditing and Taxation, UNSW Business School, points out that working a second job is nothing new.

“But there may be more opportunities these days to do this, as well as more convenience on choice of times to work the second job,” he adds.

So, is a side hustle simply a no-brainer way to see money hitting your bank account and making your financial goals? Or is it more of a drain than a good way to combat the rising cost of living?

Dr Dechter and Assoc. Prof. Boccabella explain some of the considerations as the tax and economic implications.

**Is having a side hustle a good idea?**

Improving your personal financial situation through a side hustle can be a rewarding step, says Dr Dechter.

“At different career stages, some people may find themselves not fully satisfied with their job or occupation and want to try something different,” she said.

“Slow entry into another occupation, or becoming self-employed, while keeping the current job allows people to learn about new opportunities and new skill sets while minimising risk of income loss.”

But before you rush out to start a part-time job, it is important to recognise that making your side hustle ideas a reality comes with challenges, as well as the extra income.

“There is more risk associated with business, as well as start-up costs,” warned Dr Dechter. “But there are also higher potential profits in the future.”

Assoc. Prof. Boccabella also advises that before taking on commitments beyond your primary or full-time job, it’s wise to consider if taking on the extra work will suit your lifestyle and existing commitments.

“Consider the amount of money received from the second job, as well as the costs associated with doing it, which should include input of time,” he says.

“You should also think about the value of the time you spend away from family and friends, and the effect of doing the second job on your primary job.”

**I want to be a side hustler. Does it mean I’ll pay more tax?**

While claims that a good side hustle isn’t worth it because of over-taxation are often made, Assoc. Prof. Boccabella says it’s one without much merit in Australia.

“At the end of the year, all your assessable incomes are added together, and all your deductions are added together. This adds up to your taxable income,” he explains.

“If you’re employed, your employer must withhold some part of the wages payable and send it to the Australian Tax Office (ATO) as a tax contribution, in anticipation of the worker having a tax liability for the year.”



It's a process that applies to your first, second or even third job—meaning that if the payments to the tax office (also known as Pay-As-You-Go Withholding, or PAYGW) add up to more than the tax liability (AKA what you're supposed to pay to the ATO), the taxpayer gets the excess back as a refund.

"You can even apply to have the PAYGWs lowered from your second job during the year, if you think that the amounts withheld are going to lead to an excess above your tax liability," Assoc. Prof. Boccabella adds.

"This means you don't have to wait for the tax return to be lodged to get back the 'excess tax' contributed on money made from your side hustle income or second job."

### **The gig economy: what has its impact been on the rise of side hustle?**

Gig economy businesses that use the 'independent contractor' model, such as food delivery services Uber, Doordash and Lyft, or freelance platforms like Upwork or Airtasker, have given individuals a seemingly easy pathway to have a side job.

"Gig economy gives examples of new business models and teaches consumers how to use and enjoy such services," Dr Dechter said. "It opens the door to new businesses which can build on this knowledge."

But as pointed out by Assoc. Prof. Boccabella, the relationship between the worker and party wanting work done has been fractious in recent times, with heated legal debate on workers' rights and employer obligations.

"Quite different pay rates can arise depending on whether the relationship between the worker and the party they are doing work for is an employment relationship or an independent contractor relationship," he explained.

"For example, the payer may be under an obligation to make superannuation contributions for the worker."

### **A gig economy side hustle can hit some legal roadblocks**

Assoc. Prof. Boccabella added that the Fair Work Commission, the Administrative Appeals Tribunal and

the Courts are currently filled with cases dealing with the classification of the relationship between a worker and the party they are working for.

"There have been a number of high-profile cases concerning the delivery rider situation," he said. "A significant number of entitlements and payments obligations depend on the proper classification."

"When the relationship breaks down (for example, the party does not want the worker's services anymore), the worker often seeks legal advice, and the advice often is that the worker may in fact have been an employee or a deemed employee under particular legislation (such as the superannuation contributions regime).

"It's an area of the law that is very complex and at times it is very hard to predict how a tribunal or court will decide the case."

### **Does more Australians having a second job mean we're becoming more similar to the US?**

According to the US Bureau of Labor Statistics, as of August 2022, around 7.5 million Americans have a second job. Commentators there have pointed to cost of living, inflation and a strong jobs market as some of the root causes.

When it comes to Australia, Dr Dechter pointed out that small, low-risk businesses or a second pay stream can deliver much needed extra income to a household. But she also added that holding a second job might not be a good sign for the overall Australian economy.

"In Australia, marginal tax rates increase more progressively than in the US, which implies that holding a second job is less profitable in Australia compared to there," she said.

"This means that if we do observe more Australians taking more than one job and working more hours, it could suggest that the cost of living and economic insecurity have increased too much."

"But with Australia's tax rate scale to become quite flatter for a large number of taxpayers in 2024 (due to a legislated 30 per cent tax rate all the way from \$45,000 to \$200,000), the argument about lower profitability of a second job will weaken." ■



# Why we need to talk about *menopause* at work



WORDS BY *Mel Kettle*  
[www.melkettle.com](http://www.melkettle.com)

In the previous edition of Women's Network Magazine, we featured two articles on menopause. It was the start of a conversation which health and work experts agree needs to continue if women are to maintain their career trajectory.

Did you know that approximately 20 per cent of the Australian workforce are currently going through perimenopause or menopause?

And that the vast majority (over 80 per cent) say that the symptoms of menopause are having a detrimental impact on their work and life?

Menopause is a natural phase of life that all women (and some trans men) who reach the age of 55 will undergo. It occurs when women experience hormonal changes such as a decrease in oestrogen levels. This eventually leads to the end of menstruation.

For most women, it occurs between the ages of 45 and 55 and typically lasts between four and eight years, although it can start when women are in their 30s and last up to 18 years. Every woman is different however, for many women, menopause can have a huge impact physically, mentally and emotionally.

A 2022 Menopause and the Workplace report found that one in 10 women who have been employed while undergoing menopause have left work because of their menopause symptoms, which can include hot flushes, unpredictable and/or heavy periods, sleep disruptions, mood swings, forgetfulness, extreme anxiety and depression. Many other women had reduced their hours at work, switched to part-time, or not applied for promotion.

This has far reaching implications on workplace engagement, productivity and profit.

The theme for World Menopause Day this year (celebrated on 18 October) was cognition and mood.

My two least favourite menopausal symptoms were brain fog – forgetting what I was saying, where I was going, what I was doing – and mood swings. My brain fog was so bad I thought I had early onset dementia. Fortunately, I didn't.

It was an incredibly scary time.

And often embarrassing.

Such as the time I was standing on a stage in front of 400 people, delivering the closing keynote for a conference, when I suddenly forgot what I was saying, mid-sentence...

Lucky for me, my audience was primarily women in their 40s and 50s, so when I made a joke about meno-brain they all laughed. That gave me enough time to collect my thoughts and continue.

If you have women in your life or your workplace who you suspect (or know) are going through menopause, please be kind to them!

In the workplace, managerial support is essential.

A menopause-friendly workplace that supports women going through this natural life transition will have positive impacts on your whole workforce, leading to improved engagement, increased productivity, and a better bottom line.

Unfortunately, in many workplaces menopause is either seen as a taboo topic or no-one really knows much about it. Either way, it's not talked about.

The impact of this is that many women are too embarrassed to have a conversation about their menopausal symptoms with their boss, especially if their boss is a man.

A few simple things you can do are:

- Offer learning and development programs to increase awareness and talk about why menopause matters at work (I can help with this – please get in touch)

*“A menopause-friendly workplace that supports women going through this natural life transition will have positive impacts on your whole workforce, leading to improved engagement, increased productivity, and a better bottom line.”*

- Develop a conversation guide for managers to help them approach the topic with sensitivity and care
- Ask women what they need to be supported during this time
- Demonstrate kindness and understanding. Menopause is a horribly confusing time for most women and a little kindness can go a long way.

If you're going through menopause and need some support, have a chat to your doctor. The Australasian Menopause Society has an excellent directory of doctors who have a special interest in women's health and menopause.

What does your workplace do to support women undergoing menopause?

I'd love to know.

And if you would like to have a chat about how to start the conversation, please get in touch. ■

#### ABOUT THE AUTHOR

**Mel Kettle is an internationally recognised expert at fully connected leadership and communication. With more than two decades of experience, Mel is a valuable asset to leaders and teams that want to achieve real connection and sustained engagement. She is the host of podcast *This Connected Life* and author of two books, best-selling *Fully Connected* and *The Social Association*.**

Visit [www.melkettle.com](http://www.melkettle.com)

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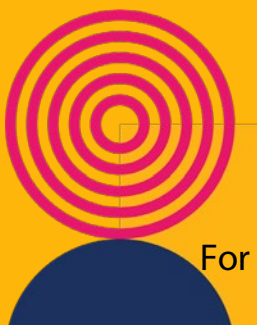
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# Diversity, equity & inclusion a top business imperative



**With lasting global impact from the pandemic and growing expectations for hybrid work, diversity, equity and inclusion (DE&I) has been brought to the forefront of every business agenda.**

A new report by global leadership advisory firm Heidrick & Struggles has revealed that 56 per cent of Australian executives said their DE&I efforts contribute to their business success to a large extent – a result that is up from 27 per cent just three years ago.

Driven by a shift in the role of corporations in society, growing trust in governments to address DE&I, climate change, and geopolitical instability, businesses are expected to step up and advance their DE&I efforts. Surveying 420 executives across eight different markets, the report found that 96 per cent of Australian leaders view DE&I as more important now than in early 2020, compared to the global average of 93 per cent. Companies are continuing to progress in their approaches to DE&I efforts, where leaders are showing a strong and intentional commitment to clarity and culture in creating a systemic, whole-company focus on inclusion and strong example set from leadership.

*“...more leaders are realising that an inclusive culture is at the heart of a truly productive workforce.”*

## **DRIVING A STRONGER FOCUS ON INCLUSIVE LEADERSHIP**

As companies have witnessed an increasing level of empathy and purpose driven initiatives, especially at the senior management level, there is a greater push for creating an inclusive culture and workplace for employees. Compared to other markets, the survey found that Australian companies seek to include more types of people in their DE&I policies, taking culture, religion, age, parenthood or primary caregiver status and nationality into consideration when examining their approaches to DE&I.

Leaders are looking to improve overall employee engagement, attraction and retention, citing employees as the critical connection between DE&I and business success. Consequently, more leaders are realising that an inclusive culture is at the heart of a truly productive workforce.

Leading companies are beginning to consider engaged employees as more central to their corporate culture than ever. In the midst of ongoing talent shortages, organisations will need to continue refining their strategies to ensure there is a strong commitment to whole-company inclusion as progress for DE&I become table stakes. Implementing a company-wide rollout to ensure DE&I is embedded into the organisation's culture, with a focus on inclusive leadership and tracking progress of strategies will be the necessary next steps for best-in-class companies to enhance their DE&I efforts. ■

# Is your strategic plan a relic?



WORDS BY *By Susanne Le Boutillier*  
*Consultant, coach, facilitator*  
*and speaker*  
[www.susanneleboutillier.com](http://www.susanneleboutillier.com)



**In these days of increasingly conscious consumerism, shifting geopolitical relationships, pandemics and unstable climate, it does not make sense to have a strategic plan that outlines how and when you will arrive at a specific destination.**

Disruption is a given. It is a risk to prepare for and an opportunity to leverage.

It is far more effective to focus on the direction you want to head, the options that could get you there, and the signs that it is time to adjust your plan in response to changing conditions.

Before you jump in feet first, seek out and make sense of information from a diverse range of sources:

- Avoid spending all your time on social media and look for other reliable sources of evidence.
- Seek out and listen to other people's stories about what is happening.
- Be curious and ask questions of people who see the world differently from you.

Notice when you are editing the information you are receiving to make it conform to what you already know or want to believe about the future.

Use perspectives that do not conform to yours to explore multiple possible futures and identify which current opportunities you should leverage to head in your desired direction.

When we put all our eggs in one basket, we increase our likelihood of failing. It is better to try out several ideas simultaneously, quickly eliminate the ones that do not work, keep adding small-scale experiments and ramp up those that have a positive effect.

You can make experiments feel less like a failure when you think of them as an opportunity to learn within pre-identified boundaries. For example, how much money or time you are prepared to spend before you call it quits.

Some experiments might help you leap forward, and others might feel like you are taking two steps forward and one step backward. The key is to keep taking action that pushes you in the desired direction.

When issues arise, remember to stop and think before you act. Is your problem simple and only needs a simple solution? Is it more complicated and requires the use of specific skills and expertise to get on top of it? Or, is it complex and can only be managed as it emerges and changes?

Remember, trying to control all issues that arise is a trap. Those that emerge and whose origins cannot be explained (e.g. COVID-19) require a more dynamic approach to strategy because there is no recipe for success.

If you are interested in insights like this, you may wish to scan the QR code on this page to subscribe to the *Thrive in Complexity* podcast on Apple Podcasts. ■



# The Great *Reskilling*

WORDS BY *RMIT Online*  
*online.rmit.edu.au*

**Talent shortages and hiring pressures are leading many companies to over-promote or over-compensate new hires, according to a survey released by RMIT Online.**

The research report, *The Salary Trap*, identifies almost half of Australian managers (46 per cent) believe their companies had to overpay for new hires in the past year due to market competition and high expectations from candidates. A similar number (40 per cent) also say those hired don't have the skills or experience necessary for the new roles.

The data also shows 35 per cent of managers and a quarter of non-managers say the new hires have the highest salaries for their positions, which can cause internal friction.

"A tight job market means many companies are more open to fast-tracking careers or hiring professionals with fewer years of experience," according to Claire Hopkins, RMIT Online Interim CEO.

"This is not necessarily a problem and can positively contribute to finding and promoting great talent. However, businesses must complement this with support and training to ensure new employees have what is needed to succeed."

Ms Hopkins said leaders have to understand the issue better not only to support new hires but also to avoid creating attrition within the current employees.

"The talent shortage means retaining team members is critical," she said. "Companies must ensure they are actively putting strategies together to prioritise their employer value proposition – whether this be through remuneration, or providing on-the-job or formal training opportunities to help staff realise their potential."

The survey also identified that a third of managers (34 per cent) who moved to a new company in the past year are concerned they don't have the right skills. They are so worried that 37 per cent are actively looking for another position just months into the new job.

There are several reasons managers and employees are moving to new roles, even when feeling unprepared.

The data indicates most unsatisfied workers (57 per cent) don't feel valued by their employers, and half of those (51 per cent) believe they aren't receiving adequate compensation for their current role or level of responsibility.

Rising inflation is also contributing to increasing career moves. Over 85 per cent of those surveyed say a higher cost of living makes financial compensation more

critical now than a year ago, increasing the likelihood of moving for a better pay cheque.

The research reveals over a third of workers changed jobs in the past year for better pay. Of those, 61 per cent did so for less than \$10,000 a year, and 28 per cent for less than \$5,000.

The RMIT Online survey shows employees recognise they need training in areas such as data analytics, digital literacy and leadership. ■

## FAST FACTS

- 46% of managers feel they have had to overpay new hires
- 40% feel their new colleagues don't have the skills or experience to be in their new roles
- Inflation worries 85% of workers
- 61% changed jobs for an increase of \$10,000 or less

## About the research

The survey was produced by the RMIT Online team in partnership with the market research company IPSOS. In total, the research team interviewed 800 Australian workers.

## About RMIT Online

RMIT Online was created by RMIT University to provide a world-class digital learning experience at the nexus of business, design and technology, leaning into future of work needs to equip students with in-demand skills and qualifications. RMIT Online teams up with industry thought leaders and experts to deliver the best in flexible education using the latest digital tools and technologies for a highly interactive, virtual cohort experience. RMIT Online is dedicated to achieving its mission of future-ready careers and creating a "community of lifelong learners, successfully navigating the world of work".



# 10 tips to create a powerful brand strategy



WORDS BY *Fonthip Ward*  
*Digital Marketing Strategist*  
[www.noria.co.th](http://www.noria.co.th)

It's hard to build a successful brand. You need to find the right balance between being distinctive and memorable while still appealing to your target audience. That's why it's important to develop a powerful brand strategy that can guide you through this process. The following list of tips will help you get started:

## 1. Set your goals

When it comes to setting goals, there's no need to be overly ambitious. In fact, a common mistake is for people to set their expectations too high, which can lead them to feel disappointed when they fall short and give up altogether. Instead, aim for something that is both challenging but also achievable within the next three to six months.

When you've got a goal in mind, be sure you're clear about what it means so that you have an idea of what success looks like at the end of your journey. Whatever motivates and inspires you should be reflected in how specific these goals are so that there are no surprises along the way!

## 2. Assess your brand's current situation

The first step in creating a powerful brand strategy is assessing your brand's current situation. What are the strengths and weaknesses of your brand? What opportunities and threats

are facing your brand? How will you use this information to create a powerful brand strategy that can help you achieve your business goals?

## 3. Identify your audience

In order to create a successful brand strategy, you need to know who your target audience is, and what they care about. This will help you figure out how to reach them, what type of content they want, and what their needs are. You can find this information through research or by using tools like Google Analytics.

Once you've identified your target audience, it's time to start engaging with them on their terms—and that means speaking their language! If they're young professionals who love theatre and live shows but also love spontaneity (and money), then make sure everything about your brand reflects this as well (think "tickets available now" instead of "get tickets now").

Create a personality for yourself that people will connect with emotionally and physically resonate with visually. What does this mean? Have fun with it! Be creative so people feel something when interacting with you: whether that's a joy from seeing an ad on social media or excitement from clicking on an article link from Facebook friends' profiles.

## 4. Determine what's special about your brand

Your brand is what makes your business unique. It's the reason people choose to do business with you over everyone else. So, it's important to identify what makes your brand special and then determine how this will show up consistently

throughout the marketing materials and content that represent it. This can be done by identifying your unique selling points or value proposition, which illustrate what makes you different from other companies in your industry who might be offering similar products or services.

The next step is to develop an understanding of how a customer would benefit from using or buying from your company as opposed to others like it. If possible, talk directly with customers so that they can share their thoughts on why they decided to work with you and where they feel there's room for improvement in terms of experience or convenience when dealing with various providers within the same industry space—this will help inform how much attention needs placing on certain elements during development stages later down the line!

### **5. Conduct a competitive analysis**

Understanding your competitors' strengths and weaknesses is critical to developing a powerful brand strategy. This will help you to understand their audience, know what they are doing well, and identify any weaknesses that need to be addressed in your own strategy.

It's also important to consider how each competitor approaches branding at an industry level—for example, how others are marketing similar products or services. This gives you insight into how brands are perceived by customers and can inform decisions about your own approach to branding.

### **6. Give people a reason to care**

When building your brand, it's important to understand what makes you unique. What is the story behind your brand? Why should people care about you? How can you make people care about you?

If your business is in the early stages of development, these questions might seem daunting or even irrelevant. But once a company becomes established, it's easy to forget that there may be other companies who do what they do better than them! To stay relevant—and thrive—you need a strong foundation that includes all three elements of branding: product/service positioning, communication strategies, and customer experience design tactics.

### **7. Tell your story**

One of the best ways to make your brand strategy powerful is by telling a story.

This can be as simple as sharing a few details about your company's history, or you can dive into a detailed narrative of how you came up with the idea for what you're selling now.

It should be something that will resonate with your audience—if it doesn't, then you probably aren't telling the right story yet.

And when it comes time to share this message with others (e.g. potential customers), don't be afraid to get creative and use different mediums such as video, audio or text-based content such as blog posts or emails.

### **8. Create emotional connections via social media**

Social media is a great way to create an emotional connection with your customers. To do that, you need to build a community around your brand and make them feel like they're part of it. When a person feels like they have ownership over something or someone, they become more loyal and invested in the outcome of that thing or person's success.

One way to do this is by asking for feedback from Instagram followers on how to improve your product or service offerings. Once you've gathered all the suggestions from those who are most passionate about what you do, implement at least one suggestion into each subsequent product launch or campaign as an acknowledgment of their contributions. This will help foster even more loyalty within your niche audience as well as increase brand awareness among potential customers who might like what they see but aren't yet sure if it's right for them!

### **9. Create an online community around your product or service**

Creating an online community around your product or service can help you build trust with customers. You can create communities on social media, forums, blogs and other online platforms. You can use these communities to help you build brand recognition as well as encourage people to get involved with the brand's mission. This can also encourage participation in your company's activities and events.

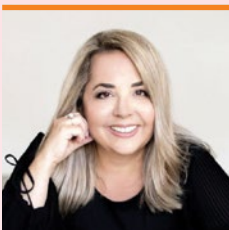
### **10. Drive engagement with customers on social media platforms**

One of the most effective ways to drive engagement with your customers is by engaging with them on social media. This can be done through forums, Twitter chats, and Facebook groups.

It's important to engage in conversations that are relevant to your brand and business; don't just post sales pitches or product information. You never know who may be reading what you're saying, so think carefully before posting anything!

You can also use social media platforms to build a community around your brand. Create an online forum or use hashtags on Twitter and Instagram so people can share stories about themselves using words from your brand name as tags (for example "#sogoodtobeblogging"). It will help create a strong connection between yourself and potential customers by giving them an opportunity to express themselves on topics related to what they love about your business—and their favourite products from it! ■

# Creating a culture of philanthropy



WORDS BY *Kimberly Downes*  
*Philanthropy and*  
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**I often am told by people in the not-for-profit sector that Australia will never have the same culture of philanthropy that exists in North America. That's just not true. Such a state of mind is all about education, consistency and stewardship.**

*“Creating a culture of philanthropy is within us.”*

Understanding the basis and history of philanthropy will assist any organisation in creating and strengthening their own organisational culture. In order to change things in your non-profit, you must first understand the existing attitude toward philanthropy and the whole process of cultivation, communication and stewardship.

The idea of philanthropy can be traced back to the Egyptians. In researching history, it is evident that all cultures and religions have included the concept of generosity and giving no matter their differences. The “strong helping the weak” ... “the rich helping the poor” has been the basis for philanthropy largely inspired over the ages by churches.

The word Philanthropy strictly translated from the two Greek words “philos” (love) and “anthropy” (humankind) means “the love of mankind”. It made its initial appearance in the play *Prometheus Bound* attributed to the Greek playwright Aeschylus (525–456 BCE). Prometheus is punished by the gods for giving man the gifts of fire and hope.

In the 19th century, non-religious organisations emerged, and individuals began to be recognised for philanthropic acts to non-religious organisations. In the late 1800s fundraising was organised and the most professional of the non-profits at that time was the YMCA in the United States, and later throughout the world.

An organisation with a strong culture of philanthropy often includes the following elements:

# 01

## A BOARD THAT IS DEMONSTRATING BY LEADING

It all begins at the top. If your leaders are fully engaged with the organisation then you are well on the way to a strong culture of philanthropy. Board members should each be involved in nurturing relationships, communicating the mission and vision of the organisation and engaging in strategy development.

How the organisation views the Board is also important. Factors such as how often the Board meets, what they discuss or impact, their length of term, the activities they are asked to participate in and if they are asked to make a gift should be considered.

So many CEOs shy away from wanting the Board to be asked. They feel they are already giving of their time. But to be an organisation with a strong culture of philanthropy, Board members must give of their time, talent and treasure.

# 02

## MISSION AND VISION DRIVEN GOALS

It is essential that each year the organisation starts off with an overall strategy. The Board, Senior Management and all staff must work from this strategy so that everyone is on the same page striving for the same outcome. This helps the fundraising staff to develop and drive their program. However, what far too many organisations lose sight of is that their mission and vision should not be a one-way form of communication. It is so important to listen to your donors; hear their “dreams” for the organisation.



# 03

## VALUE IN STAFFING, STRUCTURE AND PROCESSES

Often when budget cuts need to take place, the first cuts are in the fundraising and marketing departments because of the lack of value placed on what they do. How we organise ourselves and the systems we put in place says a lot about our culture of philanthropy.

Many organisations are so focused on “getting the gift” that they lose sight of what happens after the gift is received. If we steward our donors properly then the likelihood of another gift or increased gifts is most probable.

Stewardship involves proper recognition. Do you have a recognition policy in place? If not, it is paramount that you develop one and I would suggest having it approved by your Board so that they are also aware of what practices are in place to thank and keep your donors engaged with your organisation.

# 04

## STRONG COMMUNICATION WITH STAKEHOLDERS THAT IS NOT JUST ONE WAY

People give as they understand. If we do a really good job at communicating our story and listening to the donors’ interests then we are bound to find that we have a successful culture of philanthropy. It is essential to educate our prospects and listen to them as they will tell you what motivates another gift. We must listen to our constituents for without their feedback we will not grow and we will not develop or build our culture of philanthropy. How often do we send out a newsletter with stories we think are important to us but don’t allow the recipient any opportunity to respond? How often do we send out a thank you letter that is just a template? Are we picking up the phone to donors?

I recently heard a story about an organisation that picked up the phone to thank a donor for a \$1,000 gift. That donor was stunned and said that he gives millions away each year and never before had he received a call to thank him. I think that is the start of a wonderful relationship between that organisation and its donor.

Creating a culture of philanthropy is within us. We cannot compare ourselves to other countries or even other organisations as we are all different. What is essential is that we analyse who we are as an organisation and what we want to achieve.

A culture of philanthropy is not a program you can buy and install. It is a people-to-people matter. It is about understanding ourselves and each other as managers, volunteers and staff, knowing our values and how to act in the best interests of our organisation. ■

# In two minds...



WORDS BY  
*Michele Doyle*  
[www.michelesmassage.com](http://www.michelesmassage.com)

A few years ago, when I was wrestling with making the decision about what I wanted to do professionally, I was torn between moving in the direction that I was passionate about and earning a steady income. The two are not always mutually exclusive. Once I did decide on a career path which, in time, has developed into two career paths that I am working to combine, someone asked me if my head and heart were in alignment.



Only in the past two years have I gained clarity around combining my career paths and aligning my head with my heart. However, is this enough? Is knowing the direction in my head and heart going to help me help others, or more crucially help others to help themselves?

Recently, I read a book called *The Honeymoon Effect* by Bruce H. Lipton. While primarily a book about creating and maintaining good intimate relationships, *The Honeymoon Effect* explored how as humans we can create heaven on Earth in all areas of our lives including careers. Although I did not agree with all of the writers' explorations, my take-home from this piece of work was about our two minds: the conscious and subconscious. The conscious mind is creative and aware. It helps me to understand who I am and what I want. All my dreams, interests, desires and wishes. I know what I want? Right? I know what direction I want to travel in and how I want to get there. However, it is not quite happening the way I thought it would. Or it is taking longer than the timeline I had envisioned.

What am I missing? The subconscious mind: if I am not aware of its influence (and for a long time I was not), I am playing out programming and patterns of behaviour that may be at odds with my conscious mind. At first, I thought my subconscious mind was working against me. It was sabotaging what my conscious mind wanted and the effort I was putting in to achieving my goals.

The 'aha moment' for me came when I realised that as large as the subconscious mind is, there is no need to continually play out patterns of behaviour that sabotage my efforts. Awareness, for me, is the first step and now when I catch myself 'playing out', I think about how I can approach a situation from a different perspective and explore how I can short circuit my at times *stinking thinking*. ■

# Customer service means going to the end of the earth

DYMOCKS

Dymocks Brisbane, located in the Queen Street Mall, is a franchise store, locally-owned and operated. It's also the largest bookstore in Queensland.

WNA Member Pam Welch and husband Jon have been part owners of this store for 15 years and take great joy in providing books their local customers want.

"It is often said we have a 'fantastic and eclectic range'," Pam said.

"We pride ourselves on our 'ends of the Earth policy', which is just what it says — we go to the ends of the Earth to make our customers happy, even if that means calling the opposition bookshop to see if they have the book for our customer.

Our staff are all widely read and are passionate about books. They love to recommend something to those who aren't sure what they want to read next."

Dymocks Brisbane regularly hosts author signings and events, bringing some of the biggest names from the front cover to meet and speak with readers.

"We are also proud to have won the Fundraising Award — three years a row — for raising the most money of all the Dymocks stores in Australia for the Dymocks Childrens Charity," Pam said.



This money went towards purchasing books for schools in Queensland, including Miles, Tara, Cunnamulla, Bollon, Diranbandi and Murarrie.

For Pam and Jon, and their customers, books are much more than stories. They create a strong bond and connection with communities of like-minded readers, from all walks of life. ■

**With 136 years of history, Dymocks has 62 locally owned and operated franchise stores in Australia and with over 10 million books sold last year, Dymocks is a leading bookseller in Australia.**

# Business books

## Moving Made Easy *The Hidden Keys to an Easy Move*

By Kym McAuliffe Phillips

Moving house can be one of life's most overwhelming experiences. *Moving Made Easy* provides you with the keys to creating a seamless and stress-free move, saving you time, money and sanity on your home or office relocation.

This easy-to-follow guide is packed with invaluable advice that covers all aspects of moving including:

- Choosing the right removalist
- How to prepare in the weeks leading up to your move
- What to do on moving day
- Moving with children and pets
- Packing and unpacking
- Downsizing and decluttering
- Storage.

Kym McAuliffe Phillips was born to help people move. With over 30 years' experience in the moving industry, this book will give you the tools to prepare and move with confidence.

Available to order from  
[movingmadeeasy.net.au/shop](http://movingmadeeasy.net.au/shop)  
RRP \$25.00



## Elevate Your Performance

By Dr Dimitra Mersinia

**The world looks so much better from behind a smile! Having a healthy mind and body is the secret to unlocking your personal success.**

Dr Dimitra (Demi) Mersinia shares her journey and the mind-body connection.

Demi has trained as a doctor, dentist and neuroscientist and after more than 25 years as a health professional, now combines coaching, mentoring and consulting in her clinical work, architecting smiles inside and out.

She is passionate about demystifying medical jargon and getting to the root cause of a problem.

She also feels privileged to be able to use her vast skillset to assist healthcare and other professionals perform at their best and avoid burnout.

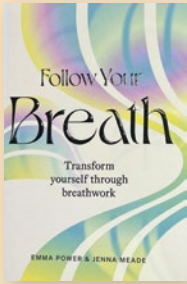
In this book, you find out:

- How oral health has a major effect to overall wellbeing
- How M.I.N.Ding your health through resetting mindset and some lifestyle medicine for healthy habits, you can have peak performance in all areas of life.

Available to order from  
[elevatebooks.com/books/performance](http://elevatebooks.com/books/performance)  
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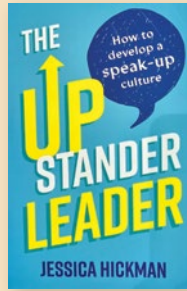
**Follow Your Breath**  
Transforming Yourself Through Breathwork

By Emma Power & Jenna Meade

Breath activates communication pathways between the mind and body to positively affect our emotions and shift our level of consciousness. *Follow Your Breath* is a practical instruction to life-changing breathing techniques.

This book offers an incredible 'breathwork menu' so you can find the exercises you need at any given time.

Hardback available January 2023  
Hardie Grant Books  
RRP \$26.99



**The Upstander Leader**

By Jessica Hickman

Jessica Hickman is helping leaders fight workplace bullying and harassment, and champion real change in their organisations. As a victim of workplace bullying over a three-year period, Jessica knows what it feels like to watch people around her do nothing.

The Upstander Leader is an inspiring and informative guide for leaders ready to speak up against toxic behaviour and bullying the workplace.

Major Street Publishing  
RRP \$32.99



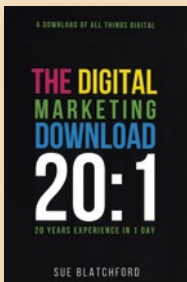
**Enhance Your Reputation**

By Ros Weadman

Reputation is critical to business success – customers want to buy from companies they trust, and employees want to work for a company aligned to their values. Yet many organisations fail to make corporate reputation their priority.

In *Enhance Your Reputation*, communication and reputation specialist Ros Weadman provides a practical guide to build a brand people want to work for, buy from, and invest in.

Global Business Publishing  
RRP \$29.95



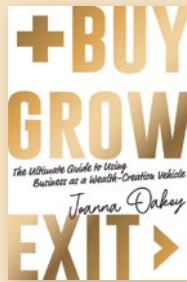
**The Digital Marketing Download**

By Sue Blatchford

How do you cut through the noise and run digital campaigns to make a profit? Sue Blatchford's book sets the record straight and provides a direct line to achieving digital marketing success.

*The Digital Marketing Download* explores the key digital foundations that truly matter, from digital ownership and assets, to audience and buying cycle, strategy and planning, budget weighting, competition analysis, tracking setup and benchmarking, Google Ads, SEO, social, programmatic, remarketing, social, content and ultimately performance optimisation.

Available to order from [digitalmarketingdownload.com.au](http://digitalmarketingdownload.com.au)  
RRP \$40.00



**Buy, Grow, Exit**  
The Ultimate Guide to Using Business as a Wealth-Creation Vehicle

By Joanna Oakey

*Buy, Grow, Exit* tells how (and why) to acquire, grow and exit a business in a way that maximises the value you will ultimately be able to extract and minimises the risks along the way.

Author and legal expert Joanna Oakey shares examples of mistakes she's seen and tales of business growth and exit done right.

Available to order from [buygrowexit.com.au](http://buygrowexit.com.au)  
RRP \$34.95



**Time of My Life**

By Myf Warhurst

We all have a soundtrack to our lives; songs that transport you to a moment in time. Myf Warhurst grew up with the music in her and has made music her life. For Myf, songs and lyrics were a way to make sense of the world. It steered her hopes and fashion choices, and helped cement friendships.

In this joyous memoir, Myf shares funny, fabulous and occasionally fraught tales about growing up in a small country town, to working in Australian radio and television.

Hachette Australia  
RRP \$34.99



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Are you a business owner who knows you need to do more marketing, but don't know what, when or how? As strategic marketing, content and graphic design specialists, we help you identify the right kind of strategies and develop the right content and digital tactics to help you generate more leads, find more customers and close more sales.



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Freelance trainer Chris Knight empowers women to value their self-worth and achieve their business and life dreams.



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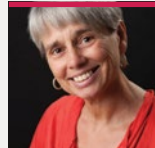


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Partner and Property Consultant Alison Rogers combines her desire to empower others and her passion for real estate.

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**The Bostock Group**

The former CEO of Women's Network Australia remains an active and strong supporter of WNA and its members, providing business, career and philanthropic advice to business owners and Boards.

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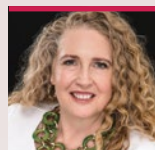
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**Susanne Le Boutillier**

Susanne is a consultant, coach, facilitator and speaker who helps high achievers thrive and creates space for people and organisations to think and explore so they can head into the future with more confidence.



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**Suzie Lightfoot**

I have one mission: to help you grow your brand and business to show the world who you really are. Join my Woman of Confidence program and build a high-performance personal brand and executive presence!



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# Join WNA today!

WOMENSNETWORK.COM.AU

## Membership benefits

**You're in business for yourself, not by yourself. Networking with others dramatically increases opportunities for success.**

Put simply, when you surround yourself with supportive contacts from diverse business backgrounds and interests, and start actively networking and promoting your business, you'll just do better.

Women's Network Australia is all about supporting, promoting and showcasing our Members' products and services and helping them to achieve their business goals.

Become a Member today and tap into an inspiring network, promotional opportunities, and learn skills that will see your business take flight.

## Our members also enjoy...

- An organisational structure and culture built by WNA over three decades which ensures Members are truly encouraged to do business with each other.

- The opportunity to grow and develop through exposure to our diverse range of motivational speakers and trainers who are all experts in their respective fields.
- Being part of an organisation that provides real opportunities for Members to connect with each other for business support.
- A framework designed to create synergies between fellow Members which in turn leads to collaborative partnerships and mutually beneficial business opportunities.
- Meeting and sharing with like-minded businesswomen who understand and support each other. We're not afraid to be vulnerable!
- Connections with women from a vast range of professions and business backgrounds who can become mentors and friends, and offer all forms of support for your business and career endeavours.
- The chance to hone your public speaking through opportunities offered at our live events and functions.
- The opportunity to showcase your products and services to an entirely new potential group of clients and referral advocates.

## Is it time to level up?

If you love WNA and want to raise your profile even more, make an investment in yourself and level up.

### INDIVIDUAL MEMBER

**\$199\***

PER YEAR

The economical choice for sole traders, micro business owners, start-ups and home-based businesses.

### SILVER CIRCLE MEMBER

**\$497\***

PER YEAR

For exclusive access to events, plus additional promotional support for your business.

### PLATINUM MEMBER

**\$1597\***

PER YEAR

Best choice for businesses seeking multiple benefits to elevate your marketing, plus exclusive event access and additional promotional support.

### CORPORATE MEMBER

**\$3497\***

PER YEAR

Includes up to five single memberships within a company, plus naming rights at a WNA event, event hosting opportunities and more.

\* Plus GST

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[womensnetwork.com.au](http://womensnetwork.com.au)

