

Women in Focus®

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Kudos to Big Bold Brave Suzanne Schultz

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UNPACK THE VALUE OF BEING A WOMEN IN FOCUS MEMBER TODAY.



Download the Value Pack at womeninfocus.com.au to see how your membership can open doors of opportunity for you and your business.



Are you ready for a challenge?

The Youngcare Simpson Desert Challenge is back from 6 - 17 May 2015.

Take on the harsh landscape of Australia's geographical centre and become part of history. You'll be one of the only people to take on the challenge, while celebrating Youngcare's 10th anniversary. Along the way, raise much needed funds and awareness for over 7,000 young Aussies currently living in aged care.

24 stoic supporters will be taking on the trek – will you be one of them? To find out more and to register your interest, visit www.youngcare.com.au/simpsondesert



My Hand Is Up...is yours?

Please donate, share and help little miracles like me
www.handsupformiracles.org.au



Put your Hands Up for Miracles!

With more than 15% of all babies born premature or sick, chances are you are one, you've had one or you know one.

The heartbreaking experience affects the entire family unit and the effects remain long after going home... the comforting news is that, working with health professionals, Miracle Babies is there throughout the entire journey from a threatened pregnancy, the time in hospital and the transition to home.

You can make the biggest difference in the smallest way
Put Your Hand Up for Miracles!

Change the experience for Australia's miracle families by making a small \$5 donation and share your hands up photos with us on Instagram, Facebook and Twitter using #HandsUpForMiracles

www.handsupformiracles.org.au



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Wholehearted Living

We have all heard so much about the great writings and works of Dr. Brené Brown, but nothing resonates louder with me than her 10 guideposts on Wholehearted Living. I have popped them into our mini-mag so you can cut them out and keep them close at hand – sometimes it is nice to have a cut out in your wallet (so 1988...).

My mother had this New Jersey expression “doing things half-assed”. I can recall her saying it many times. Nothing aggravated her more than when you did things ‘half-assed’, or for those who are more politically correct ‘half-heartedly’. I am pretty sure she was saying exactly what Brené is saying, just in a very different way.

So what does it take to live a wholehearted life? Meet the women in our winter edition – they won’t accept life in halves, half measure is simply not good enough. Wholehearted living comes with exhaustion, risks and some pretty powerful highs and lows. It means you cannot always be happy. My favourite read at the moment is *New Philosopher*. They dedicated an entire edition to Happiness, not the pursuit of, but questioning: “Is the pursuit of happiness making us sad? Has the notion of happiness been so twisted and turned, so used and abused, that it has lost its true meaning?” In the words of the Editor, Zan Boag, “true

happiness can be found through one’s actions and experiences; through the pursuit of a meaningful life. And if indeed it is to be lived – an ‘activity’ as Aristotle suggests – then there is a good place to start: think not of how to obtain happiness, but of how best to bestow it.” The magazine was sold out all over Sydney, leading to their next edition, titled: *Is Meaning the New Money?* We believe yes, absolutely. We see it over and over again through Women in Focus – wholehearted women whose bedrock is their meaning and purpose.

Enjoy our new edition, meet these wholehearted women and go forth and conquer knowing you may not be happy all of the time, but in the end you will feel whole and complete.



Karen James



10 Guideposts on Wholehearted Living

- 1. Cultivating Authenticity:** Letting Go of What People Think
- 2. Cultivating Self-Compassion:** Letting Go of Perfectionism
- 3. Cultivating a Resilient Spirit:** Letting Go of Numbing and Powerlessness
- 4. Cultivating Gratitude & Joy:** Letting Go of Scarcity and Fear of the Dark
- 5. Cultivating Intuition & Trusting Faith:** Letting Go of the Need for Certainty
- 6. Cultivating Creativity:** Letting Go of Comparison
- 7. Cultivating Play & Rest:** Letting Go of Exhaustion as a Status Symbol and Productivity as Self-Worth
- 8. Cultivating Calm & Stillness:** Letting Go of Anxiety as a Lifestyle
- 9. Cultivating Meaningful Work:** Letting Go of Self-Doubt and “Supposed To”
- 10. Cultivating Laughter, Song, & Dance:** Letting Go of Being Cool & “Always in Control”

YOU CAN READ THE FULL STORIES OF ALL THE WOMEN FEATURED IN THIS MAGAZINE AT WOMENINFOCUS.COM.AU/KUDOS

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Women in Focus is published by Commonwealth Bank of Australia



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Sqigglers: Trudi Jenkins & Erica Stewart

Founders, hardtofind. Sydney, NSW

Trudi and Erica squiggled their way from creating the pages of glossy magazines to curating a unique collection of products in the digital retail space. hardtofind.com.au

Making the squiggle We were both keen to start our own business and began throwing ideas around. One of these was based on the Produce Awards... but we quickly discovered that food was difficult to sell online, so we switched our idea to selling non-perishable gifts and homewares.

The dynamic Eri is very gung-ho and doesn't seem to fear anything! She has a very positive approach and more often than not, things pan out according to her forecast. I'm more circumspect and like to look before I leap.

Working online It's a very fast-moving

space so the challenge is keeping up with new technologies and platforms. In retrospect, I think if we'd realised how little we knew [about IT] when we started out, we might not have ploughed ahead!

Scaling the business We have the model and functionality in place to keep scaling the business. Asia is an obvious focus for us; starting with expats in places like Singapore and Hong Kong, and then seeing if we can expand beyond those markets.

Supporting one another Our biggest

strength has been that there are two of us. When the going gets tough, you have a friend and a supporter, and someone to brainstorm things with.

Words of wisdom If you're not an expert in something that's crucial to your business succeeding, find someone who is.

My CAN statement

We CAN promote small, creative Australian businesses using our innovative and wide-reaching marketing platform.



Women in Focus Sister: Amelia Lee

Director, DC8 Studio. Newstead, QLD

Amelia opens doors for women and has helped create a workplace built on collaboration, a culture of family and celebrating success. dc8studio.com

A collaborative approach True collaboration enables us to understand and integrate the challenges and objectives of all involved – from the client, to the marketer, to the end user, and everyone in between.

Team culture Our aim has always been to create a collaborative culture of family. Our crew are incredibly committed and loyal to DC8 Studio and are a huge part of our success as a business, and I am so grateful for them.

Experiencing The Hunger Project I realised how much I want to influence and impact, and create change. I've found that the

experience of seeing leadership like this, on the ground – in the absence of opportunity, privilege and security – compels you to believe that almost anything is possible.

Building your village I've increasingly found how essential it is to build a village around you – a community of people who you can rely on for support and encouragement, as well as the important reality check, butt kick and sanity restoration! I've found that the friendships in my village become these beautiful places of sanctuary that help me be a better wife, mother, friend, business owner and leader.

How I pay kudos I think it's important to remember how great it feels to be acknowledged, and so I seek to do it regularly and in a myriad of ways. It may be as simple as immediately complimenting someone, through to more significant statements of celebration by sending a card, email or using social media.

My CAN Statement

I CAN live a meaningful life, and empower others to build better futures for themselves and their families.



Pivoter: Kath Purkis

CEO, Her Fashion Box. Sydney, NSW

Founding her first business at age 22, Kath altered her business model to survive in a changing market and thrived. She recently launched her second venture, Her Fashion Box. herfashionbox.com

The catalyst for a pivot The Global Financial Crisis. Innovate or die was my motto, and I wasn't prepared to give up on my dream.

If I had resisted I would be dissatisfied and my business would not have survived. My initial competitors are no longer in existence, which tells me I made the right move.

What I would do differently Nothing at all! I think all the hurdles in my journey have

led me to the space I'm in now. I'm in a very positive, bright place with a great team and I love waking up each day.

My vision We have huge dreams with Her Fashion Box and I have the right team to see them come to fruition. My dream, beyond the business, is to become a venture capitalist and invest in female-founded startups.

How I pay kudos At Her Box Fashion, we love to celebrate wins, we celebrate all the little and big ones along the way.

My CAN Statement

I CAN make a difference in the world and build a global business, which excites and delights customers every month.



BigBoldBrave: Suzanne Schultz

CEO, Schultz Pharmacy Group. Adelaide, SA

Suzanne's career spans community service, teaching, change management, research and pharmacology, using her diverse background and a Fulbright Postgraduate Scholarship, Suzanne is boldly dedicated to finding a solution to antibiotic-resistant bacteria.

The importance of collaboration

Passionate people meet, share ideas and the strengths of their organisations and connections and make things happen. Each player in a collaboration brings a different perspective and focus to the vision at hand. The debate and energy that comes from looking for the best way to tackle a problem, whether it be public health or climate change, can produce

practical outcomes and successful businesses.

My BigBoldBrave dream

I have always believed that crossing sectors, professions, boundaries and industries breeds and fosters change and innovation. At AusBiotech 2011 National Conference in Adelaide, I was inspired to use all that I have learned through business, organisational psychology, and pharmacy to travel the

world to find a solution to antibiotic-resistant bacteria, through high quality, innovative research.

Collaborative development

Despite a global rise in multi-drug resistant bacteria, the approval of new antibiotics has dropped alarmingly, as has the number of large pharmaceutical companies conducting antibiotic research. My research involves interviews with national and international leaders and decision makers in regulation, payment, research and funding. I am looking for practical ideas and models to encourage collaborative development of new antibiotics.

Opening doors

A Fulbright Scholarship is focused on cultural exchange, learning and goodwill between Australia and the US. This opens doors to an amazing network across America. I am lucky enough to have Harvard School of Public Health as my host. This will give me the opportunity to access extensive library resources, attend lectures by Nobel Laureate professors, and receive support for academic rigour and good research methodology. Publishing and presenting my work will also enable change and information exchange, and hopefully inspire others to look for solutions.

The bravest thing I have done

Leaving my corporate career to join my father's business scared me to death. Would colleagues believe that my role was a gift of nepotism? Could I keep the businesses growing? Could I earn enough to support my family? If it didn't work out, could I get another job? First year undergraduate chemistry alongside the brightest 18-year-olds I had ever known was the second bravest thing I have ever done.

Guidance from my father

Dad was a brilliant mentor, guide and teacher, my hero and friend. Three months into our business relationship, he discovered he had aggressive bladder cancer. He believed that pharmacy was the best possible future for our family and for the community. We decided that I should embark on a five-year journey to register as a pharmacist to continue his dream and create my own. We job shared between medical treatment and university lectures and exams. He died three years into our joint adventure and I miss him like crazy.

How I pay kudos

Noticing people around me and the lovely things they do is important to me; finding ways, every day, to thank my wonderful support team, family, business partners, work teams, colleagues, mentors and friends. I congratulate and support the women and men around me during the tough times and the successes, both publicly through social media and privately over coffee and notes.

My CAN Statement

I CAN support people and ideas with integrity, authenticity and courage to make a difference.



Indigenous Dreamer: Mundanara Bayles

Managing Director, The BlackCard. Brisbane, QLD

Mundanara is creating cultural awareness, driving change and fostering understanding by passing on the valuable lessons her elders have to share through The BlackCard. theblackcard.com.au

Inspiring mentors I feel very privileged to have my elders as my mentors. As well as my father, who is my biggest inspiration.

The elders' knowledge To have my elders as my business partners has changed my life. They have so much wisdom, I really cherish each day I spend with them, absorbing all of their knowledge like a little sponge.

A unique approach The community

has really embraced the work we are doing. To my knowledge, The BlackCard is the only program like this in the country, where elders are delivering workshops about Aboriginal culture and history at a very high level.

Changing perceptions To change the perception of who we are as Aboriginal people is going to take time, and it can happen by bringing people together; we can 'walk the one path', which

is our motto. We must strengthen ourselves with cultural knowledge first and foremost, then anything is possible; as Aboriginal people living in a Western world, we can achieve anything.

My CAN Statement I CAN be the change that's needed in order to educate this country along with my elders, we will never give up.



Leanest Bootstrappers: Pauline O'Sullivan & Michelle Kazukaitis

Founders, Victus Health. Sunshine Coast, QLD

Pauline and Michelle developed their lean startup, Victus Health, with the guidance of a supportive mentor. victushealth.com

A simple solution to a complex problem Food allergies, intolerances and chronic diseases that require adherence to complex dietary protocols and multiple food eliminations are so common, and people simply do not know where to start. Now, the Victus Nutrition Platform is the largest and most comprehensive recipe database of its kind.

Changing business models We realised that we were never going to succeed if we continued doing what we were doing, the

same way. We were fortunate enough to find a mentor who was able to guide us through redeveloping our entire business model – and we haven't looked back.

Bootstrapping tips

- 1 Listen to feedback.
- 2 Don't reinvent the wheel; if someone else is doing something well, partner with them.
- 3 Establish relationships with channel partners who are connected to your market.
- 4 Structure your business (legal structure and

accounting systems).

- 5 Build the foundations of your product with the big picture in mind; changing these things is expensive and time consuming.
- 6 Find a business mentor.

Our CAN Statement We CAN be instrumental in changing the healthcare paradigm towards the prevention of chronic disease through improving nutritional health.



Regional Trailblazer: Anne McGrath

Racehorse trainer and dairy and beef farmer, Wootanga Park. Orford, VIC

Anne's broad range of agricultural skills laid the foundations for her successful horse training and dairy and beef farming business early on.

Humble beginnings I come from very humble beginnings. I am the oldest of seven children and my family lived a very basic, live-off-the-land life. At the time, I didn't know any different, but the strong foundations laid by experiencing life on the farm as a child makes me appreciate what we have today.

Life on a farm Farm life consists of dairy farming, training my race horses and looking after my family. While I am a part of the farming

side of things, I concentrate mainly on the horses and preparing for the lead up to race days.

Sharing stories It is very important to share experiences; it helps others gain a better understanding of the growing technology that surrounds us, as well as making one another aware of issues that each of us have dealt with. By sharing stories of our successes and failures, hopefully others can learn from these.

Be candid Don't be afraid to be honest about

your experience, share the good and the bad stories, make people aware of potential hazards, face any challenge that life throws you with gusto and vigor and have a CAN DO attitude.

My CAN Statement I CAN empower others to have self-belief through positive actions and mindset.



Forward Bouncer:

Sue Ismiel

CEO, Sue Ismiel and Daughters and Nad's Hair Removal. Sydney, NSW

Sue bounced forward from challenges that have shaped and strengthened her as an entrepreneur, reflecting on these moments she shares how she grew from them.

sueanddaughters.com

Overcoming challenges I was severely bullied and assaulted for not speaking English when I arrived in Australia. When I reflect on that devastating time now, I only have gratitude for it because it shaped me and helped make me who I am today. It is encounters and moments like these in life that can make you a better and stronger person.

Learning from mistakes Be honest with yourself first and foremost and then with others. People are really wonderful. We are ultimately connected on one level or another and all we want is for people to

succeed. When you know what you want, you can achieve it. Your leadership role requires you to have the ability to make life's highs seem exhilarating and life's lows less devastating.

A positive outlook Never look negatively at a problem. Instead of calling them problems, I call them opportunities. At the heart of every problem lies an amazing gift. Look for the gift instead of dwelling on the problem. Consider how to nurture it and learn from it.

How I pay kudos I pay kudos to others

by practicing empathy and building harmonious relationships. You always have to see the situation from the other person's point of view and encourage others to do the same. We pay kudos to team members by identifying their skills in need of development and invest time and money in developing our people to be their absolute best.

My CAN Statement I CAN empower women across the globe to 'have a go' and recognise their full potential!

Meet the International Team

commbank.com.au/community



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Chief:
Holly Kramer CEO, Best & Less. Sydney, NSW

Holly has focused on fostering a workplace culture of both camaraderie and accountability and encourages Chiefs everywhere to give back to the community. bestandless.com.au

The importance of a tribe Business success is all about people. No one does it alone. Therefore, the tribe that you build, develop, inspire and ultimately lead is THE most important thing that you do as a leader... a strong tribe is a diverse tribe; it's important to have different points of view at the table.

Workplace culture Our current tribe at Best & Less embodies the culture that we are creating in our business: we are down to earth, we are driven to succeed, we have empathy for our customers, we do the right thing, and we like to have fun.

Mentors provide perspective I think it's important for everyone to have mentors. We need people who operate outside our day to day life, who can help provide perspective, advice and sometimes even the hard truths that we don't want to hear.

Taking the leap It has been an absolute privilege to be given the opportunity to lead Best & Less. In some ways, it's a bit daunting to know that the buck stops with you, but I have a wonderful team around me and some great friends and mentors who I often seek out for support or advice.

Giving back I think we all have an obligation to give back to the community that supports us.

How I give kudos We have created Values thank you cards at Best & Less, which we use to thank each other for all the little but meaningful things that people do every day.

My CAN Statement

I CAN share the lessons I've learned in my career to encourage other women in business to be COURAGEOUS.



Social Impacter:
Tania de Jong AM

Founder, Creative Universe and Creativity Australia. Southbank, VIC

Tania encourages everyone to find their own unique voice through Creative Universe and Creativity Australia. creativityaustralia.org.au

Creativity is key Creativity is the strategic tool of the twenty-first century and will give us the leadership we need for the future. We need to teach children how to envision, strategise and innovate so we can create an entrepreneurial environment where failure is part of the pathway to growth and success.

Connectedness Neuroscience proves that singing together connects the neural pathways in the brain differently and releases endorphins, making people healthier, happier,

smarter and more creative.

Reaching the disadvantaged Creativity Australia has reached thousands of people including CEOs, migrants, jobseekers and people suffering with depression and disability with its With One Voice social inclusion and community wellbeing choir programs.

Find your unique voice It's amazing to witness how we have helped people find their unique voice and meaning and purpose in

life. Whether it is assisting new migrants connect to their community, long-term jobseekers gain employment, or people with a disability improve their self-esteem, everyone feels a greater sense of connection and belonging.

My CAN Statement

I CAN change the world, one voice at a time, through the power of song!

SOCIAL EYES

Snaps from the past quarter's events

- * Women in Focus team at the Warwick Farm International Women's Day Event in Sydney.
- * Women in Focus guests at the International Women's Day Event in Darwin.
- * Women in Focus guests at the Business Chicks Breakfast in Melbourne with Michelle Bridges.



Lauren Palmer
Women in Focus
Customer Experience



More social pics at facebook.com/CBAWomenInFocus. Event calendar at womeninfocus.com.au/community/events