



# newsletter

## APRIL 2008

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## IWFCI HEADLINE NEWS

### IWFCI new trading partner AWAKE - India

India today is a land of economic opportunities in the global arena. There is scope especially in sectors like information technology, renewable energy, knowledge management, education, training, tourism, telecom, manufacturing, engineering, and waste management. Technology transfer in the above sectors is very evident. Women entrepreneurs' business linkages have been limited to date.

Majority of Indian business women are found in large numbers in traditional sectors like garments, handicrafts and food sectors. We have exceptions like Ms. Kiran Mazumdar (of Biocon), Ms. Viloo Patel (of Avestegen) in Biotechnology, Ms. Rajashree Pathy in the Sugar industry, Reddy sisters of Apollo Hospitals etc to name a few.

We have a number of women belonging to large business houses and families who have become social entrepreneurs in the field of socio-economic development like Ms. Jayashree Deshpande, Ms. Sudha Murthy, Ms. Sangita Jindal, Ms. Rohini Nilankani, and Ms. Swathi Ramanathan.

Today the scenario is Indian women entrepreneurs are in the process of scaling up and poised for growth and are venturing

into new avenues of entrepreneurial activity.

Business women from Australia and other parts of the globe can take this opportunity and develop business tie ups. The timing is right and business is waiting to happen. ■

### AWAKE's International Summit 28th May - 2nd July 2008

The Summit will provide a platform for business women from all over the world to meet and access networking opportunities. It is a forum for knowledge sharing and joint learning amongst women. AWAKE's International Summit, Expo and B2B will provide an ideal platform for business and trade linkages.

AWAKE one of the pioneering organization in women empowerment through entrepreneurship for economic independence is celebrating its silver jubilee. One of the event is the International Conclave of women entrepreneurs. The summit will be accompanied by a Trade Fair and B2B meetings.

A pioneering event of this scale, the Summit will bring together Women Entrepreneurs & Innovators from various countries.



*IWFCI signs MOU for trade with AWAKE in Melbourne*

The Summit is a platform for businesses that share a common goal of enhancing business networks and socio-economic development.

We would like to invite you to take part in this initiative and to contribute to the success of this event.

Please Contact Diana Abruzzi for more details +613 9846 8599. ■

### Another new trading partner KWEA - Korea



*IWFCI Chairman Diana Abruzzi signs MOU for Trade with Mme Lee, Kum Son Chairman w/Korean Women's Entrepreneurs Association at the APEC WLN meeting in Port Douglas Australia*

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# IWFCI SINGAPORE CHAPTER

It has been an exciting few months in Singapore with the official launching of the IWFCI Singapore chapter.

The committee consists of both Singaporean and Expatriate business women whose strengths compliment each other and will ensure a very successful Singapore chapter. We warmly welcome our committee: Ann Phua - Chairman, Lim Yen Lan, Linda Irene Ruck, Ng Meng Hueh Ilini, Sally Sng Meng Choo, Melissa Mildred Ng Bee Hoon, Caroline Josephine Dawson, Lilyanna Ali (Jiarong), Clara Fuchs Smith, Sharifah Maznah Syed Omar Zubaidah Nachiya D/O Yousodff Sultan and Sarah binte Mohamed Abdullah Martin.



*Diana & Ann and IWFCI Singapore chapter group*

## Pre Launch

On the 7th November, 2007 the IWFCI in Singapore held its first official networking night with guest speaker Ms Geri Murphy of the Shop House and Originals. Ms Murphy is an Australian business woman running two successful home furniture/concept stores. The evening was supported by the National Library Board of Singapore who kindly donated the venue and the Commonwealth Bank of Australia. More than 40 business women attended the night, received a gorgeous goodie bag upon arrival and enjoyed the opportunity to network and make valuable new business contacts. Geri proved an excellent speaker and delighted the audience with her inspiring and motivational presentation on the highs and sometimes lows of running your own business.

On the 15th November, the Deputy High Commissioner of the Australian High Commission, Ms Penny Burt opened her official Residence to welcome the IWFCI Australian delegation to Singapore and host a cocktail reception for the newly formed IWFCI committee. It was a fabulous evening with 60 women enjoying the fine Australian wines and canapés while mingling with fellow business women from Australia, Singapore, India and Vietnam.

## Official Launch

16th Nov Launch of IWFCI Singapore at the Regent Hotel, Singapore  
Women CEO @ Global Marketplace

The committee was proud to be officially inaugurated by Ms Diana Abruzzi, International Chairman of IWFCI from Australia. Diana gave her opening address and welcomed Ms Ann Phua as the Chairman of the IWFCI Singapore and the committee.

It was the formation of strong relations with the Australian and Singapore chapter.

17th Nov Seminar - "APEC Digital Economy Workshop for Women": APEC WeBiz – The Pine Trees Club  
9.30am to 5.30pm

## Members News

As at January 2008, IWFCI Singapore is happy to announce the chapter now has more than 40 members including 3 corporate members.

## Recent Events

To coincide with International Women's Day, IWFCI Singapore will be hosting the following two events:

### IWFCI Singapore

5th March, 2008 Networking Night  
Power House Communication

Tools and tips for women to communicate effectively in business.

6th to 10th March, 2008  
Hanoi Trade Mission

An opportunity to grow your business with our Laotian and Vietnamese Women in Business at their Trade Shows on this International Women's Day.

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**‘The committee consists of both Singaporean and Expatriate business women whose strengths compliment each other and will ensure a very successful Singapore chapter.’**

# IWFCI TRADE MISSION TO DUBAI

Working on the basis that being well prepared was paramount for such a mission, the City Forums leading up to the trip included guest speakers Fiona Hill, Director of Almanar Consultancy and Syd Giller, President of the Australian Arab Chamber of Commerce. Their vast experience of Arabic culture and business customs, not to mention knowledge of market opportunities in the UAE, proved invaluable. A week before we left, Diana arranged a pre-departure briefing with Austrade which included a market briefing by Michael Kavanagh (Commercial Counsellor and Senior Trade Commissioner with Austrade in Riyadh); a consular and policy issues briefing from Melissa Bray, (Deputy Director, State Office, Department of Foreign Affairs and Trade); and insights into logistics and freight issues from Max White (Executive Officer, Australia Arab Chamber of Commerce and Industry). We also received excellent information about the Export Market Development Grants Scheme and tips on getting our businesses ready for international trade opportunities.

Well armed, we headed off into the exotic and unknown (for most of us). We arrived

‘It was not just the sheer beauty of the Palace, but the chance to meet Her Highness Sheikah Jawaher Bin Mohammad Bin Sultan Al Quasimi and around twelve local businesswomen.’

in Dubai at 1:35am and then had to face a four hour process to get through passport control and to our hotel. Exhausted, our first impressions were of heat, queues, airport chaos and fog. When the latter finally cleared – late that morning - we were able to see the wonder of the Dubai skyline. The first day was essentially free time, which we used to explore the city, its shopping malls and gold market. By mid-afternoon we were in our first introductory meeting with representatives from the Victorian Government Business Office.

Business began in earnest the next day. At the Dubai Austrade Office we had a market briefing from Peter Deakin, Executive Director, Victorian Government Business Office; a regional overview from James Wyndham, Consul, Commercial, Austrade; and an overview of legal aspects of doing business from Amber Lobb, of Holman, Fenwick and Willan. In the late afternoon we met with the Board Members of The Dubai Business Women’s Council, which further progressed Diana’s

initial discussions from early last year relating to the establishment of a Memorandum of Understanding between the Council and IWFCI. Our evening was taken up with a networking reception hosted by Kym Hewett, Australian Consul General and Senior Trade Commissioner. It was the first of many such valuable opportunities.

The following day marked the beginning of business matching meetings. The Victorian Government Business Office through the efforts of Peter Deakin and in particular Kassem Younes, Regional Commercial Manager, had brokered meetings for each member of the delegation with people interested in their products or services.

The rest of the week was taken up with business-matching and networking events in Dubai and Abu Dhabi. Of particular note was the reception hosted by Australian Ambassador, Jeremy Bruer in conjunction with the Australian Abu Dhabi Business Group.

The trip highlight was an audience with Her Highness Sheikah Jawaher Bint Mohammed Al Qassimi, the first wife of the ruler of Sharjah. For both seasoned and novice travellers, this occasion will be remembered

as “the day we went to the Palace”. During the five minute drive from the front security gate to the Palace the most common exclamation was “oh, my goodness!” It was not just the sheer beauty of the Palace, but the chance to meet Her Highness and around twelve local businesswomen. The typical Arab hospitality was wonderful – tea and Arabic coffee, chocolate coated dates, and discussions about family, shopping, beauty salons and of course business interests! Diana was able to discuss with Her Highness the possibility of an alliance and trade potential between the businesswomen of Sharjah and IWFCI. Her highness is the Chairperson of the Supreme Council for Women’s Affairs in Sharjah

Following this audience, we then travelled to the Sharjah Women’s Club for lunch where the discussions continued in a beautiful seaside setting – an exclusive club, where men of course were not permitted. A tour of the spa facility and salon left us making promises to return to this beautiful place.



In November, IWFCI Chairman Diana Abruzzi led a delegation of thirteen IWFCI members (including two IWFCI Board Members), on what turned out to be an exceptional trade mission to the United Arab Emirates (UAE).

On the last day we met Peter Deakin and Kassem Younes to debrief about the outcomes of our networking events and business-matching meetings. The outcomes varied. For instance, some members felt there was benefit in identifying that Dubai was not a potential business market for them, while others identified good contacts and business outcomes. Some will return to follow-up on leads and opportunities.

When the dust – or should that be sand? - settled, we agreed that the networking opportunities and exposure to key people was beyond our expectations. The schedule was jam packed, demanding, hard work and tiring. However, isn’t that what business women are used to?

We are thankful for Diana’s untiring efforts and the generosity of the City of Melbourne, the Victorian Government Business Office in Dubai, and Austrade. ■

*Ingrid Broooks  
Director of IWFCI & Macdonald Cordell*

# THE AUSTRALIA 2020 CONFERENCE THAT WAS SCUPERED BEFORE IT GOT FLOATED

The Rudd Government will convene an Australia 2020 Summit at Parliament House on 19 and 20 April to help shape a long term strategy for the nation's future.

The Summit will bring together some of the best and brightest brains from across the country to tackle the long term challenges confronting Australia's future – challenges which require long-term responses from the nation beyond the usual three year electoral cycle.



Dr Colin Benjamin

To do this, the Government will bring together 1000 leading Australians to the national Parliament to debate and develop long-term options for the nation across 10 critical areas:

1. Future directions for the Australian economy – including education, skills, training, science and innovation as part of the nation's productivity agenda
2. Economic infrastructure, the digital economy and the future of our cities
3. Population, sustainability, climate change, and water
4. Future directions for rural industries and rural communities
5. A long-term national health strategy – including the challenges of preventative health, workforce planning and the ageing population
6. Strengthening communities, supporting families and social inclusion
7. Options for the future of indigenous Australia
8. Towards a creative Australia: the future of the arts, film and design
9. The future of Australian governance: renewed democracy, a more open government (including the role of the media), the structure of the Federation and the rights and responsibilities of citizens
10. Australia's future security and prosperity in a rapidly changing region and world

Participants will be selected by a 10 member non-government Steering Committee. The Summit will be co-chaired by the Prime Minister and Professor Glyn Davis, Vice Chancellor of the University of Melbourne.

This Steering Committee will select up to 100 participants in each of the Summit areas who will attend in a voluntary capacity. The participants will be drawn from business, academia, community

and industrial organisations, the media and include a number of individual eminent Australians. Summit participants will be invited in their own right rather than as institutional representatives from any particular organisation. Each of the 10 Summit areas will be co-chaired by a Federal Government Minister and a member of the Steering Committee.

The Summit will have the following objectives:

- To harness the best ideas across the nation
- To apply those ideas to the 10 core challenges that the Government has identified for Australia – to secure our long-term future through to 2020
- To provide a forum for free and open public debate in which there are no predetermined right or wrong answers
- For each of the Summit's 10 areas to produce following the Summit options for consideration by government

‘The summit will be co-chaired by the Prime Minister and Professor Glyn Davis, Vice Chancellor of the University of Melbourne.’

- For the Government to produce a public response to these options papers by the end of 2008 with a view to shaping the nation's long-term direction from 2009 and beyond.

In providing this response, the Government in providing may accept some options and reject others – but will provide its reasons for embracing its course of action for the future.

Some other material from my notes for the session with you:

## Hallmarks of the New SME Economy

Creativity Centered with an emphasis on women - not product centered based on male management

Design based micro scale over development and large scale capital based

Human Capacity and Personal Relationships over power and energy and the commodity cycle

Place and critical times in people lives vs incidental and casual purchases

Place creates the economy vs economy designed to fit the economy

Agglomeration of clusters vs clusters as base

Learning a living rather than earning a living  
Multicultural glocalisation rather than unicultural and global

## Opportunities for Small and Medium Enterprises

Combining Location with superior service  
Combining facilities with closeness to customer

Life Cycle Facility Planning to change as families get older and move house

Use of New Technologies to spread work and link activities like school and work

Building a Home Based business - See Jane Shelton's book "There's No Workplace like Home"

Home as the new base for economic opportunity

Move work to people vs moving people to work

Creation of community based work centres

Financing the Re-use of Existing housing and community infrastructure

Financing new wireless community based intra and internets

For some comments on it Rudd's exclusion of women from the steering committee that has blighted this positive effort for the nation, visit <http://larvatusprodeo.net/2008/02/28/kevs-gabfest-no-women-allowed-unless-youre-a-hollywood-star/> ■

# GAINING CREDIT FOR HOME BASED BUSINESS



Jane Shelton

The sub-prime crises and knock-on global market jitters are now daily news events. The impact on home based business of the global credit squeeze makes getting a new or increased existing loan very difficult. Pressure is on Australian financial institutions to ensure their loans are in good standing and home based business operators are telling me the banks simply do not have the wherewithal to lend if they consider the risk to be too big.

Getting credit can be very problematic unless you can offer the bank an asset as security for the loan. This is why it is important to have a nest-egg to guarantee start up cash-flow if you are to avoid taking out a loan. More often than not, for the home business operator the bank will look to take some security over the family home unless you have some other investment property that they can use to protect their interests. Gaining finance is a tricky business. Banks will make an assessment about both your personal creditworthiness and the ability of the business to generate cash flow.

Bankers look at your personal credit history, especially if your business does not have a track record. The bank will ask you to list your assets – house, car, furniture and fittings, shares, bank deposits, term deposits, managed funds deposits and income sources. All liabilities – existing credit cards, store cards, mortgage, personal loans, car loans and then calculate all your repayments. If you come up as a good credit applicant, with minimal risk the bank will lend the business money. If the bank thinks you are too risky, they will not extend credit to the business. It is that simple.

If the bank cannot take your home as security it is likely to seek a personal guarantee on the loan. It is a big risk to become a personal guarantor on a loan. A personal guarantee may be given by a family member. This means if the business cannot service the loan, your family could be called on to foot the bill in the same way as the bank can reclaim the family home to get its money.

The types of credit or loans for your business include:

- Credit card – useful for purchases for the business but not a good strategy if the balance will not be paid off quickly as large amounts attract a high interest rate.
- Personal loan – not favoured by the banks for business purposes, but useful as will be based on personal ability to repay instead of the business.
- Bank overdraft – a bank can give your business a bank overdraft designed to maintain liquidity when needed. The overdraft is not designed to be a permanent loan. The overdraft is an amount that you can draw down to use when cashflow requires this or liquidity is tight. You may find that you need some credit to get you over slow payment by a creditor. In this type of situation, an overdraft can be very useful.
- Redraw from your home mortgage – many

also the cost of servicing two mortgages.

- Business loan – tied to the business and its ability to repay, but banks still tend to want a physical asset to secure against or a personal guarantee from the owner.
- Investment loan – tied to a particular investment for the business such as equipment or investing in shares or other financial investments.
- From suppliers – terms of credit that are favourable, allows selling the stock, gaining receipts prior to paying suppliers for the goods. Also helps if you need the cashflow to get paid by your debtors early, but can be tricky to manage and you can get caught out if you expect payments that do not eventuate or arrive into the bank account on time.
- Venture capitalists and angel investors – are investors who constantly seek small and medium businesses that have

Getting credit can be very problematic unless you can offer the bank an asset as security for the loan.

potential to grow to make a handsome return. Most venture capitalists make their decisions to invest based on the people in the business, the proprietary intellectual property and the growth potential in the business. Most venture capitalists would not be interested in a micro-business, unless there are lucrative intellectual property rights that can be captured and exploited.

small businesses find that redrawing from the home loan is a really good option for financing the business. The interest rate offered by the bank is usually the best rate to small lenders and because it is already established it minimises the set-up costs.

- Second mortgage – has establishment costs and you need to take into account the drain on the household finances to support the business as it gets going, but

- Family investors – arrange a formal agreement prior to injecting the loan or entering a shareholding agreement. Your family can give you the best terms for a loan, even interest-free. Make sure that there is loan documentation or shareholders' agreement in place in case things get difficult later on. ■

# TIPS FOR MARKETING IN A DOWNTURN

3 April 2008, Mike Preston

Marketing is often the first thing to go when tough economic times put the squeeze on cash flow, but experts say those who maintain spending often emerge the strongest when things pick up.

The latest SmartCompany Poll found many business owners are finding the temptation difficult to resist, with 44% saying they plan to cut their marketing budget in response to tighter business conditions.

While some businesses clearly see little choice but to slash marketing spending, it is a step that risks a decline in current market share and the loss of future growth opportunities.

But that doesn't mean marketing strategies don't need to be changed to suit the tougher market conditions. Here are ten tips for avoiding the pitfalls and getting the biggest bang for your marketing buck in an economic downturn.

## 1. DON'T PANIC

When the customers stop coming and all the signs point to doom and gloom, the first instinct of many business owners is to batten down the hatches, cut budgets to the bone and wait until the economic sun comes out.

But according to Graeme Chipp, managing director of marketing firm Growth Solutions Group, there is plenty of evidence to suggest that it is during tight times that marketing can be used to get a jump on the competition.

"Marketing should be seen as an investment, not a cost. Time and again I've seen companies cut marketing and they get into a spiral of cutting costs and that leads to a lower presence in the market, revenue and profit margins decline, that puts more pressure on costs and the spiral continues," Chipp says.

Chipp says there are many examples of businesses achieving big gains in market share once in good times after investing in marketing during down times.

"Hershey in the US concentrated their marketing spending on core flagship brands during a period of weakness and saw a real

uplift when things improved. In 2001 Heinz foods increased their marketing spend by 16% and saw market share go from 56% to 59%, so keeping faith in marketing spending can yield results," Chipp says.

## 2. MAKE THE MOST OF THE CUSTOMERS YOU'VE GOT

A change in marketing strategy to focus on drawing greater value from existing customers rather than finding new ones can be a cost effective strategy.

Luke Baylis, the founder of health-focused fast food chain SumoSalad, says that is something he is already considering in light of predictions that Australia is heading for an economic slowdown.

"We're not cutting back our marketing spending, in fact we're increasing it, but there is definitely a bit of change towards incentivising repeat business and a bigger spend from our existing customers," Baylis says.

Baylis says his business takes concrete steps to increasing the value obtained from existing customers such as:

1. Build and emphasize loyalty programs that reward customers for repeat business or spending more.
2. Give customers a reason to return at non-peak times when, in slower conditions, staff might be underutilised.
3. Emphasize the value customers are getting from your brand as opposed to competitors – in SumoSalad's case, health benefits.

Other tips include:

- Make sure sales staff are trained in upselling techniques 'would you like fries with that?' and structure product offerings accordingly.

- Send letters or emails to customers reinforcing their value to your business and backing that message with a purchase linked reward.

## 3. LOOK FOR ADVERTISING BARGAINS

The most expensive component of many marketing budgets is advertising and the first to go when cuts are needed, especially given that return on investment for advertising can be hard to measure.

But tight times can mean cheaper advertising, if you know where to look. Distressed advertising - ad space that is unused or abandoned by an advertiser at the last minute – can be used to deliver a message at cut-price rates.

Ad it Last is a business based on finding and selling distressed advertising to small and medium businesses that operates in Australia and the US. Chief executive Christina Tutone says distressed ads

sell for an average discount of 40% on normal rates, but that could increase if the economy stalls.

"It requires thinking outside the square a little bit, but distressed advertising is often available up to a week in advance and there are substantial savings to be made," Tutone says.

## 4. TELL THE CUSTOMER WHY THEY NEED WHAT YOU SELL

When times are tight, people get scared – terrified in fact – so businesses need to make an extra effort to show how their product or service will help them.

Colin Benjamin, the founder of strategy firm Marshall Place Associates, says in a downturn marketing strategies should be fine tuned to focus on the priorities of hard-hit customers.

"In tough times you need to make it clear that you understand the priorities of your target customers and that your product or service will help them do it. If you don't give people a lead to your product they won't have time to worry about you."

Using a special offer tied to a tight timeline, perhaps a 24 hour period, can be effective in giving people who already feel like they've got plenty on their plate a reason to respond to your message, Benjamin says.

## 5. TIGHTEN UP YOUR RETURN ON INVESTMENT MEASURES

Good businesses will always ensure they are getting a decent return on investment from each dollar spent on marketing, but the principle applies double when the bottom line is under pressure.

SumoSalad's Luke Baylis says he prioritises achieving a solid return on investment over more general branding activities during tough times.

"Brand focused marketing isn't very measurable, so in tougher times our marketing becomes very ROI focused," Baylis says. "That means measuring numbers of people coming into stores, redemption rates on vouchers or loyalty programs, and doing that at a store level."

When looking at measuring return on marketing investment, it is important to make the criteria against which performance is evaluated as basic and low level as possible – focus on things like sales lead conversion rates or average per customer spend rates on a store or section level rather than company wide sales.

## 6. HELP YOUR CHANNEL AND MARKETING PARTNERS SUCCEED

In tough times your marketing and sales channel partners are likely to be under just as much pressure as you are.

That can put commercial relationships under pressure, but it also means a little extra time spent helping them help you can go a long way.

# MEMBER PROFILE

## JAN DEVLIN

### KIDSKILLS AUSTRALIA



Jan Devlin

If I'm asked to introduce myself and say what I do I usually say something like "Hi. I'm Jan Devlin and I'm the General Manager of Kidskills Australia."

Daniel Rechnitzer, the founder and chief executive of Shoestring Marketing, says locking in referral, sales and marketing partners when economic storm clouds loom makes sense.

"Referral partners – for example, if you're a beautician you might have a hairdressing salon sending you references and vice versa – can work powerfully to drive customers to your business and you get great bang for your buck, in fact usually it doesn't require spending any money at all," Rechnitzer says.

He also advises offering extra training in your products and services to your sales channel partners – their training budgets and staffing levels could be under pressure as well.

#### 7. FOCUS ON RECESSION-PROOF CUSTOMERS AND RECESSION-PROOF PRODUCTS

When things are tight, consumers will tend to maintain spending on the basics at the expense of products closer to the luxury end.

For some businesses, a good strategy can be to focus marketing efforts on those products or services that suit limited budgets, according to The Growth Solutions Group's Graeme Chipp.

"It won't work for everyone, but say if you're a clothing brand you might focus more on socks and underwear instead of leisure wear, or if you are a travel agent customers could be more responsive to domestic travel than overseas," he says.

Alternatively, a branding strategy that focuses on more financially secure customers can also provide a business with some insurance against tough times.

Wild Cards and Gifts co-founder Lawrence Boyle says a focus on the top end of the market has helped protect his business from the current slowing in market conditions.

"We avoid going down market and perceiving customers want to spend less – not everyone has a mortgage or is as concerned as the papers say, we focus on premium customers and they will support you no matter what the environment," Boyle says.

For more information and additional tips:  
[www.smartcompany.com.au](http://www.smartcompany.com.au)

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We run gymnastics-based programs in primary schools. We also teach children and adults how to land safely, so they don't get as many injuries playing sport' It's a nice neat summary of what is so much more. If there is time, the next instalment would probably be something like ' I have a real passion for developing children and adults. I consider the work we do is really important it helps children learn to love movement and that also helps reduce things like childhood obesity and raises self esteem levels. The safe landings we teach have been proven by a four-year research project done by Latrobe University to reduce the rate of injuries by up to 10% in elite footballers. We even worked with St Kilda Football Club'

That's it in a nutshell and that's usually all there would be time to talk about. It's such a small summary of what my job has been for the last fifteen years.

Really Kidskills Australia has lofty goals and a life and identity of it's own. It is also my passion and a fair chunk of my life in terms of time, commitment, inspiration, desperation and family involvement. It's also given me the chance to work with a truly inspirational business partner, Lisa Shuck who shares, supports, challenges and loves Kidskills as much as I do.

Kidskills Australia is a company whose aim is to develop self-esteem and a foundation of movement using gymnastics as a tool. Gymnastics is empowering physically as it assists to develop a total understanding of movement, forwards, backwards, sideways and upside down. Kidskills way of teaching gymnastics skills build essential foundations for positive attitudes towards human relationship and encourage understanding of love, trust, courage and care.

We achieve considerable success in achieving these lofty goals by employing a teaching methodology that we developed to ensure we could deliver programs in a consistent, high quality way.

This teaching methodology is based on understanding the different personalities of children and adults too and then having appropriate ways of motivating individuals, to firstly want to move and secondly love the movement they are engaged in. We call

it The Motivators and I'm very proud of how successful it makes all our programs. What we have also found over the years is there's an amazing side benefit. As coaches learn to use this way of teaching they to become empowered by seeing how many children really love Kidskills programs. The really

‘ Kidskills Australia is a company whose aim is to develop self-esteem and a foundation of movement using gymnastics as a tool. ’

great Kidskills coaches take this knowledge and use it in other areas of their life where it can also make a positive difference.

The safe landings programs we run are called IMPACT (Injury Minimization and Performance enhancement Activities). IMPACT has been delivered, studied and written about in the most critical circles and is proven to reduce the incidence of injury in athletes that train in it. We include parts of IMPACT in all Kidskills programs. If children learn landing skills, like they learn say Maths and English, their future sporting and movement lives will be safer and less injury prone, without a doubt.

Now we are trying to expand internationally to achieve the financial success we believe we deserve and the recent IWFCI trip was a brilliant learning experience for me as well as setting up some hopefully future successful contacts. Last week we sold fifty IMPACT DVD's to British Gymnastics, so I guess we are now an international company. WOW.

It turns out even a whole page is not really long enough to convey all that is Kidskills, so to finish

I often say ' what we do isn't rocket science, but how we do it is really special' and as Carolyn, an exceptional Kidskills coach that moved on to be a teacher, used to randomly say 'We love you Kidskills'. ■

# Paid maternity leave works for women, families and employers

The provision of paid maternity leave seems like one of those subjects that was debated and accepted some years ago. Something of a given once women became an entrenched and essential component of the nation's general workforce.

However, the provision of paid maternity leave has essentially remained the preserve of employers with no basic government-funded scheme available. However, it was heartening to see the Federal Sex Discrimination Commissioner, Elizabeth Broderick, recently welcoming the Federal Government's reference for a Productivity Commission inquiry into the introduction of a taxpayer-funded paid maternity leave scheme.

Commissioner Broderick said that it was clear to her from talking to people around the country that a national paid maternity leave scheme was still high on the agenda for women.

The Human Rights and Equal Opportunity Commission (HREOC) recommends as a minimum a government-funded 14 week scheme paid at the level of the federal minimum wage.

However, the Commissioner was also quick to point out that it was extremely important that small business should not be adversely impacted by the cost or administrative burden of any such scheme. Nor should any proposal act as a disincentive to the employment of women.

She acknowledged that paid maternity leave was crucial for addressing the disadvantage that women workers faced as a result of child-bearing.

"Workforce attachment is critical for women; they physically bear children, give birth and breastfeed and they can neither recover nor breastfeed satisfactorily if they

are rushed back to work in order to pay bills," Commissioner Broderick said.

She said Australia should be brought into line as a matter of urgency with the International Labour Organisation (ILO) standard that countries should provide at least 14 weeks of paid maternity leave.

"Australia remains one of only two OECD countries that do not have a legislated paid maternity leave system. We'd also like the government to consider forms of paid paternity and parental leave that could be shared by couples, but paid maternity leave is a necessary first step for Australian mothers who lack this basic workplace entitlement. Work and family balance in Australia is a challenge just as real as climate change and requires a national response." She said. ■

## TIPS FOR FEMALE BUSINESS TRAVELLERS / FBT'S

**WOMEN BUSINESS TRAVELLERS ARE A RISING FORCE... IT'S OFFICIAL. IN FACT, ACCORDING TO A RECENT MASTERCARD SURVEY, THEY NOW MAKE UP 40% OF THIS BURGEONING MARKET AND THERE ARE MORE THAN FOUR TIMES AS MANY WOMEN BUSINESS TRAVELLERS AS THERE WERE A DECADE AGO. THE JURY IS STILL OUT AS TO WHETHER THE BUSINESS TRAVEL MARKET HAS TRULY CAUGHT UP WITH THIS PARADIGM DEMOGRAPHIC SHIFT OR INDEED JUST HOW MUCH IT NEEDS TO ADAPT.**

**PERSONAL SECURITY ISSUES ARE ARGUABLY OF GREATER CONCERN TO FEMALE BUSINESS TRAVELLERS (FBTS) AND THERE IS EVIDENCE TO SUGGEST THAT FBTS ARE MORE DEMANDING WHEN IT COMES TO SERVICE EXPECTATIONS AND HOTEL ROOM CLEANLINESS. FCM TRAVEL SOLUTIONS, A DIVISION OF FLIGHT CENTRE LIMITED WHICH SPECIALISES IN BUSINESS TRAVEL, ASKED ONE OF THEIR CLIENTS TO SHARE A FEW TIPS AND EXPERIENCES WITH US.**

### JO MULLALEY GROUP SUBSCRIBER MARKETING MANAGER AUSTAR



AUSTAR services the subscription TV needs of regional Australia, covering every State/ territory except for WA. Given that Jo's role is consumer focused, it is exceptionally important for her to get out and about to these regional markets, so she is often jumping on and off domestic flights from Sydney and also spends a fair amount of time up at the company's operational hub in Robina, Queensland.

"I'm a very 'practical' traveller," explains Jo. "Where possible, I will just have carry-on hand luggage. This not only cuts down on time at check-in and arrival but also gives you that much more flexibility when it comes to plane delays or if I need to make last minute changes to my own travel plans."

"I also try to pre-organise my own rental car, rather than rely on taxis, because as a driver you pay more attention to your surroundings and get more of a feel for a town or region. For me that's part of the joy of travelling whether for business or pleasure."

"I give due consideration to what I wear too - particularly when it comes to footwear because you don't want to be dashing to far flung gates with hand luggage and laptop in a pair of high heels. Similarly, I don't want to have to spend ten minutes discarding every accessory or item of jewellery when it comes to getting through airport security."

Jo's climactic and climatic final tip for fellow FBTS is: "Always take a light jacket on board with you: even on the shortest flights the temperature in planes can be like Melbourne weather - four seasons in one day!"



If you would like to know more about how to save you time and money when it comes to organising your Business Travel contact :

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