

Business Education and Networking Opportunities for Women in Business

Get business growth opportunities, a supportive network and the latest business information and strategies...



Business-building activities, contacts and information to support your business success

Although running your own business can be very rewarding, it is sometimes a difficult experience. As a business owner you are often required to perform a myriad of functions within your business: from marketing, to administration, to sales, to people management - often without any formal training or expertise in these areas.

The Australian Businesswomen's Network (ABN) provides you with more than just the business education and networking opportunities that you need to grow your business. Our aim is to make growing a business easier for you. We do this by providing training and tools to take your business to new levels of efficiency and profitability.

At the ABN you will find a professional yet informal environment where you can make valuable business contacts, have access to informative and educational presenters and enjoy the benefits of being part of a supportive group of peers.

It doesn't matter whether you are selling a product or service, or promoting a consulting business; it's important to be part of a group of peers, mentors and associates who can help you succeed and learn.

If you have a goal to start or grow a business, then the ABN is a group of smart, forward-thinking women who are changing the face of business in Australia. Who you hang out with is who you ultimately become, so we invite you to hang with us - we're learning and growing all the time.

There are literally hundreds of ways to create a successful business, and just as many ways to fail. The ABN exists to help you build the knowledge and contacts to be a success story.

You will be a part of a diverse group that is moving ahead.

Many of our members are new in business - others have years of experience under their belts.

Recent research by the Australian Bureau of Statistics shows that businesses that belong to professional business organisations are showing greater increases in profits and are employing more people.

I invite you to join today.



Suzi Dafnis
National General Manager

P.S. \$20 a month is all it costs to access a world of networking opportunities and to have inspiration at your fingertips. Become a member today.



Suzi Dafnis
National General Manager

inspiration

"I have been a member of ABN for several years and have found it to be one of the best networking associations in Australia. In addition to always having leading speakers at their seminars and workshops, services like the online directory actively promote members.

For example, I was interviewed on Channel 9's Money Show because the journalist saw my listing on the ABN website!"

Candy Tymson

Author of *Gender Games:
Doing Business with the Opposite Sex*

We want to ensure that the laws being passed that affect women-owned businesses do all they can to help, and not harm, our businesses. Therefore, our aim at the Australian Businesswomen's Network is to actively be the voice of women in business and to:

- Educate members about federal, state and local legislation that affects women and their businesses
- Track relevant legislation at federal, state and local levels
- Establish a public policy direction for the Australian Businesswomen's Network in key areas and especially those areas that most affect women's businesses
- Grow and expand the Australian Businesswomen's Network's sphere of influence within the government by working closely with the relevant departments
- Expand the Australian Businesswomen's Network's visibility in the community by establishing the ABN as the source of knowledge for women-owned businesses in Australia
- Design, develop and implement committee policies, procedures and structure that will provide the foundation for continued future growth

A promotional vehicle for your business that takes you online...



Beyond the regular networking opportunities, as a member you will be profiled in The Networker newsletter (which is read by 1000 women in business) and at the ABN website www.inspiringwomen.com.au, which is visited by thousands of both national and international women in business, each month.

You will also have the opportunity to submit material for the newsletter to promote your business, as well as the opportunity to include your materials (at special member rates) in our regular mailings. Additionally, you will have the opportunity to be an exhibiting sponsor at a number of different events.

Keep up to date with the latest business thinking through our publications and regular events...

The Australian Businesswomen's Network (ABN) provides ongoing business support for you and thousands of women in small business:

- We raise your small business issues with industry and government leaders
- Your business is profiled on the www.inspiringwomen.com.au website which receives thousands of visitors each month. Your ad is up there for the world to see!
- You receive discounts off events, advertising, products and services offered by other members and discounts to ABN-sponsored events
- Our informative newsletters - The Networker (quarterly) and the Women in Business E-Newsletter (bi-monthly) keep you informed and are also a place for your expertise to be promoted and published
- Goals Groups - peer-mentoring groups provide accountability, support and structure
- Weekly E-bulletin, where you can advertise your services to other members
- Networking functions
- Business seminars and workshops
- Relationships with other organisations (both local, national and international) who are also aiming to serve women in business
- Exposure and promotion for your business through guest speaking spots at events, publicity and access to opportunities
- Partnerships with small-business service providers

The Australian Businesswomen's Network hosts a variety of innovative events that range from small evening functions of 30 people, week-long programs, seminars, exhibits, workshops and teleconferences for women.

Learn business skills and strategies that you can put into place in your business immediately...

Throughout the year, the ABN sources speakers to deliver the most up-to-date business information on issues that most affect you as an entrepreneurial businesswoman.

Every month, members are invited to attend business development sessions and networking events that run for between two and three hours. Workshops let you get the vital business building information you need, with the least amount of interruption to your working week.

Additionally, the annual Businesswomen's Seminar & Expo Day and other exciting events give you a forum for learning the latest business skills and strategies that can be easily implemented in your business.

More than just networking - you'll make invaluable contacts and find new mentors...

Hundreds of women, from dozens of industries come together to learn from (and with) other businesswomen through the ABN. Members represent hundreds of industries within the business community.

At the ABN we understand that your needs as a businesswoman extend beyond simply networking. We are committed to providing you with other complementary business skills that you can implement immediately, as well as introducing you to inspiring women who provide services that may be of benefit to you in your business.

As a member, you'll have the opportunity to widen your business network and develop influential contacts. You'll also be encouraged, inspired and enriched - plus you will make new friends, have fun and benefit from the growing range of ABN services.

mentoring

Exciting and educational events for members...

Over the course of your annual membership, the Australian Businesswomen's Network hosts a diverse range of programs for women at all levels of business.

Here are some of the regular Australian Businesswomen's Network events...

An Evening with Entrepreneurs™ inspiring success stories

A great way to learn about business is to learn from those who've had the experiences (the good and bad ones). At this event, entrepreneurs from three successful and different businesses share their key strategies for creating and developing their business.

Businesswomen's Seminar & Expo Day™ a forum for topical, cutting-edge business information

This annual one-day multi-speaker event focuses on subjects relevant to business owners and managers and includes workshops, presentations and an expo of businesses that supply products and services for women in business.

Women's Business Week™ a comprehensive week of learning and networking

This week-long program of seminars, exhibits, workshops and lectures for entrepreneurial women gives you the opportunity to make valuable new contacts and participate in exciting business education. An intensive business education week for women!

Work Your Network learn to speak powerfully about your business

Learn how to effectively promote your business in two minutes and maintain those critical business contacts. We guarantee you'll walk away a better networker by participating in this hands-on workshops.

For more details on our upcoming events visit www.inspiringwomen.com.au/events

Other great initiatives for Women in Business

MentorNet

The first national mentoring program using web and digital technology to deliver education and mentoring. The program uses a combination of online classrooms, blogs, podcasts, a web-community and virtual meetings to provide structured skills training and mentoring to businesswomen.

ABN Member Awards

Members are acknowledged at the annual search for exemplars in growth, innovation and participation within the network.

Member Goals Groups

Peer-to-Peer mentoring groups facilitated by members for members. Huge rewards as you hold yourself and others accountable to achieve your business and life goals.

Committees

Our organising committees are the heart and soul of the ABN, each one composed of dynamic and engaging women who share a goal for the Australian Businesswomen's Network that they feel passionate about. As a member, you can be a part of this initiative.

Businesswomen's Hall of Fame™

50 successful women are profiled and their strategies for success are shared. These role models are exemplars in their respective fields, whose stories are not only inspirational, but also empowering.

Inspiring Woman of Australia Award™

One of the 50 women in the Businesswomen's Hall of Fame™ is selected to receive the Inspiring Woman of Australia Award™. Judges include prominent businesswomen. The award highlights the achievements of the winner and her contribution to business.

For more information about these initiatives call us on 1300 720 120 today.

inspiring
women of Australia

Exclusive membership benefits, discounts and opportunities...

As part of your membership you will receive:

- Invitations (with special member rates) to all ABN functions and events
- Inclusion of your business profile in the online Member Directory which is accessed by thousands of visitors per month
- Inclusion of your business profile in the The Networker newsletter which is read by over 1,000 women each month
- A 12-month subscription to The Networker - ABN's quarterly newsletter, which features articles pertinent to businesswomen, reviews of functions, member profiles and upcoming events
- Subscription to the bi-monthly Women in Business E-Newsletter
- Join a Goals Group – learn and be supported by other members of the network as you grow your business
- A weekly electronic bulletin, where you can promote special offers or events to other members, free of charge!
- Join a committee! Make the most of your membership by getting involved and contributing your special expertise and time. This is a truly rewarding way to really get to know other people and for them to get to know you
- Certificate of Membership
- Advertising discounts and exhibition discounts
- Access to a mailing list of over 10,000 women across Australia**

** Please note, the ABN does not rent or sell client details. Companies may however insert promotional material with already scheduled ABN mailings. Member rates available.

ABN members also enjoy:

- Being part of an organisation that aims to inspire and encourage women in developing their own business and careers
- Learning from challenging and motivating speakers who are experts in their respective fields
- Access to progressive business information through live events and ABN publications
- Meeting and sharing with other like-minded women in a nurturing and encouraging environment
- Networking and building contacts with women from a broad range of professions and backgrounds who are available to advise, help or simply listen
- A range of discounts and value-added promotions from companies that want to do business with members of the ABN
- The chance to promote your company's product or service through speaking opportunities and incentives such as our "door prize" at functions and Member Spotlight opportunities

Membership Application

Joining the Australian Businesswomen's Network is the first step to taking your business to the next level...

There are no comparable organisations in Australia specifically catering to the needs of women in business that are able to offer their members such a wide range of opportunities, benefits and services. With ongoing access to such a variety of business information, strategies and inspiring people, your professional skills and confidence, and subsequently, your business, cannot help but grow.

Your investment in an annual membership to the Australian Businesswomen's Network is just \$20 per month - an investment that you can recoup within months of joining (access to the online Member Directory alone justifies this investment).

To join, simply complete and return a Membership Application Form or join online at www.inspiringwomen.com.au/membership.

Membership Application Form

NOTE: For quickest service and to set up your online profile immediately, join online at www.inspiringwomen.com.au/membership

Yes, please accept my application to become a member of the Australian Businesswomen's Network. I have enclosed payment for my membership. Please send me my Welcome Pack.

First Name _____ Last Name _____

Company _____

Address _____

Suburb _____ State _____ Post Code _____

Is this a residential or business address

Phone (work) _____ Fax _____

Email _____ Website _____

Payment Details

Please charge my credit card a joining fee of \$95 and then a monthly fee of \$20 per month. I understand my credit card will be charged on the 1st of each month until I cancel my membership. I understand that I have agreed to a minimum of 12 months from the date of my first recurring monthly charge. I understand that I need to contact the ABN in the event that my credit card details change.

Amex Diners Mastercard Visa

Card. No. _____ Expiry ____ / ____ CCV* No. _____

Cardholder Name _____ Signature _____

*For Mastercard, Diners and Visa, this is the last 3 digits of the number on the signature strip on the reverse of your card. For American Express this is the 4 digit number printed on the front of your card.

Membership Fees

Joining Fee \$95.00[†]

Monthly Fee \$20.00[†]

How did you hear about the ABN?

Referred by friend/colleague

Name of colleague _____

Newspaper/radio/television

Website

Other (please specify) _____

[†] Prices are correct at time of printing and subject to change.

Return with payment to:

Australian Businesswomen's Network
4-6 Mentmore Avenue
Rosebery NSW 2018

Phone: 1300 720 120

Fax: 1300 720 121

Email: info@abn.org.au

Website: www.inspiringwomen.com.au



Photos courtesy of Firefly Photography.
(www.fireflyphotography.com)

Members explain why they love being a part of this network...

In 1998, advertising veteran Katrina Allen decided to take on Johnson & Johnson, Sancell and other multinationals with the launch of her own range of tampons. Using her creative flair and marketing knowledge, the 32-year-old former Art Director of M&C Saatchi Sydney designed a product that was more relevant to today's woman. The result was De jour tampons that come in discreet zip lock bags. Katrina is currently developing new lines for De jour Sanitary Products and spent the beginning of 2000 campaigning to have the GST removed from sanitary products.

"The ABN is an important organisation for women for several reasons. Firstly, it provides women with the opportunity to network with other women in business to further their own. Secondly, it provides women with the opportunity to listen and learn from other women running an array of different businesses. Lastly, whenever you hear someone talk about their successful business you realise they made a courageous decision to go out on their own..... and that personally inspires me to keep going when the going gets tough!"

Katrina Allen

Founder, De jour Sanitary Products

Cecelia Haddad established Marketing Elements in 1995 from her small apartment in Neutral Bay. Today, she has 10 employees and a range of high profile clients in marketing, public relations and design. Marketing Elements offers a full range of communication services including media relations and publicity, sales promotion, event and sponsorship management, media training and graphic design.

"I have been a member of the ABN for more years than I can remember. I cannot put a price on the invaluable opportunity this membership has given my business and me. From practical hands-on workshops and seminars through to networking opportunities, the ABN is something that every woman should experience no matter what her field of work. I have met many wonderful and inspiring women, some of whom have become clients and some who have become friends. With every event I am inspired and enjoy the benefit of taking away useful information that I can immediately apply to my business. I would highly recommend the ABN to all women in business as a must-have tool for success."

Cecelia Haddad

Director, Marketing Elements

education **inspiring**
women of Australia



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100% Return-on-Investment Guarantee

At the ABN, the satisfaction of our members is of the utmost importance to us. To ensure that we deliver value to each and every one of our members we have implemented a 100% Return-on-Investment Guarantee.

We guarantee you that if you participate in the network opportunities made available to you through the network and implement what you learn, you will increase your contacts, build valuable business knowledge and benefit from education and initiatives that have the Australian businesswoman in mind. It's as simple as that.