



Entering the Telstra Business Women's Awards

Yvette Adams, founder of The Creative Collective, is the 2010 QLD Winner of the Commonwealth Bank Business Owner Award. thecreativecollective.com.au



As the applications for the 2011 Telstra Business Women's Awards come to a close, now is the perfect time to start thinking ahead to the 2012 Awards. Yvette shares her experience and her tips for entering the Awards with the Head of Women in Focus, Katie Mihell.

Yvette, congratulations again on becoming the 2010 winner in QLD! How has it helped you personally? I think in business it is easy to have your 'head down and bum up' and not really think that what you are doing is anything particularly 'different' or 'special'. Taking the time to articulate my journey in the application process and then putting myself up against 4200 other applicants made me realise that I have actually come a long way, and all the late nights and juggling of the kids has been worth it.

What opportunities did it open your business to? The Creative Collective has continued to experience rapid growth since winning the award due to the public accolades we've received. Before the awards we were operating from a home office, and now we have purchased commercial premises and partnered with an award-winning American software developer, HubSpot, in March.

And you're now sharing your expertise with other business owners? Yes, we run Web Wednesdays, which is a monthly professional development and networking event targeting businesses interested in achieving online success. We stream the events live from our company Facebook page so audiences around Australia can participate and get informed.

What advice do you have for women when entering awards? Do make the time to enter them! It can be easy to get too busy and not place a priority on them, but they really are a great marketing and business development investment. The first application or two will be the most difficult as you articulate your story for the first time, but once you have a good template it becomes easier to enter future awards. Don't be afraid to seek out and ask those who have been involved in these awards before for their insights on their experiences to be as prepared as you can be.

What have you learned about yourself? We all have a story, and they are all worth sharing. Being involved in these awards causes you to really reflect on who you are, what you have done, and encourages you to articulate that in a succinct and powerful way.

Yvette shared her story at this year's Women in Focus International Women's Day celebration on the Sunshine Coast.

Alumni Booming

Source: Telstra Business Women's Awards Survey 2011 According to 177 finalists and winners of the Telstra Business Women's Awards from the 2006-2010 alumni group:

- Almost **one quarter** joined a board;
- **38 per cent** expanded their business;
- **43 per cent** reported wider business networks;
- **40 per cent** had become a mentor to other business women; and,
- **51 per cent** enjoyed higher self-confidence

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NUMBER CRUNCH

Regional & Agribusiness at Commonwealth Bank

Source: Commonwealth Bank 2011

Regional & Agribusiness at Commonwealth Bank

- 480 staff
- 30,000 relationships
- ~1,000kms travelled weekly by bankers visiting clients

Regional Gender Gap

Source: Commonwealth Bank & NATSEM - Economic Vitality Report, March 2011

Commonwealth Bank's third issue of Viewpoint, a report measuring the economic vitality of the nation, examines gender fluctuations in the fields of earnings, superannuation, partner dependency and peak earning capacity. Below are a couple of key findings related to women in regional and remote areas. You can find the full report at commbank.com.au/viewpoint

1. Areas with the highest gender wage gap (greater than 33%) tend to be regional locations where the main employment industries are male-dominated, such as agriculture, mining and construction.
2. During the global financial crisis many of the areas that experienced a large fall in position for women's average weekly earnings are those where agriculture and manufacturing are the main industry of employment.

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