



Jo-Anne Miley believes the numbers of women starting up new businesses will greatly increase.

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quicknews

Business guru

PENINSULA business players can learn and be inspired at the first round of business functions for the year. The first date for the diary is next Wednesday when Pittwater Business has invited sales trainer Ross Hancock to address its first business breakfast of 2008 with a presentation titled: Sales is not a dirty word. Mr Hancock, CEO of The Results in Business Network, has spent 20 years teaching business people how to conduct sales in a professional way. He will try to convince local owners who still feel the sales process is beneath them to revise their thinking. He said too many tended to shy away from sales, mistakenly believing the quality of their products or services would always shine through. To register for the breakfast at Monash Country Club on Wednesday, February 13 go to www.pittwaterbusiness.com.au

eBay expertise

SELLING over ebay will be the hot topic of a training workshop to be held after businesswomen's networking group Inspiring Women's first breakfast meeting on Friday, February 15. Founder Sue Heins said the workshop, run by online marketing specialist and eBay-trained educator Nerada Stern, would provide very practical advice to those keen to capitalise on the online sales phenomenon. She said it would include advice on how to create listings that attract attention, monitor active listings, set up PayPal and tips on fulfillment. To book for the workshop, which will be restricted to 15 people, or just attend the breakfast on Friday, February 15, phone Sue Heins on 0423 379 934.

Inspirational speaker

THE inspirational event for the coming month will be business dynamo and author Kirsty Dunphy's appearance at a Manly Chamber of Commerce breakfast on Wednesday, February 20. Ms Dunphy, who in 2002 became the youngest recipient of the Telstra Young Businesswoman of the Year Award, started her first small business at 15 while also holding down two part-time jobs. By 21 she had started her own real estate business in Tasmania. The author of two books, *Advance to Go*, *Collect \$1 Million* and *Retired at 27* has now developed her philosophy that anything is possible with the right mindset into a successful speaking and business coaching career. To book for the breakfast at Garfish phone Jenni Burgess on 9977 0513.

It's women's business

Sue Hoban

THE dramatic rise in the number of women electing to start their own businesses is showing no signs of slowing, according to the woman who manages the State Government's Women in Business Program.

Jo-Anne Miley, who will be speaking at a businesswomen's function on the peninsula next week, said women accounted for 11 per cent of NSW business owners when the program was launched in 1995. That figure had now risen to 31 per cent.

She said women had become a powerful force in Australian business and she expected to see the figure go much higher.

She believes a number of factors had driven the change, including the internet, which was providing a lower-cost start-up option, allowing

women to start businesses from home yet reach clients globally.

She said women were also being encouraged and inspired by seeing growing numbers of successful female business owners who were now able to mentor those coming behind them.

She said the residual conservatism towards women in Australian business was also pushing a lot of women into self-employment. "Women still only earn 83.6 per cent of male earnings and we don't have paid maternity leave, so a lot of women see starting their own business as a way to get more flexible working arrangements," she said.

Ms Miley said the Women in Business Program, which provides participants with mentoring, business development training and networking opportunities, was devised to maximise the chances for women to sustain and grow their businesses.

She said it was a specially tailored program for women who had been in business between six months and two years and were ready to step up to the next level.

The program was one of a number the Department of State and Regional Development provided to targeted business groups, alongside other programs set up for young entrepreneurs, trade services operators, Aboriginal business owners and home-based businesses (all listed at www.smallbiz.nsw.gov.au).

Ms Miley said she was looking forward to meeting local businesswomen when she speaks at the Working Women's Network cocktail party at Miramare Gardens in Terrey Hills next Tuesday.

The network was set up last year as a business network for women who live and work on Sydney's north shore and northern beaches. For more information or to attend Jo-Anne Miley's presentation phone 9402 5783 or go to www.workingwomensnetwork.com.au

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