

Upfront news roundup

Nicole Cannon, ●
founder of Pink Finance

LEAD STORY

PINK FINANCE LAUNCHES NEW BROKERAGE

ON INTERNATIONAL Women's Day (Tuesday 8 March), Pink Finance officially launched its new brokerage in Marrickville, Sydney. Marrickville broker Thanh Le has been running the business since the beginning of the year.

The new brokerage targets the suburbs of Newtown, Marrickville and Canterbury.

Ms Le told *AdviserHer* she was drawn to Pink Finance because she respects the way the

company's founder, Nicole Cannon, works and believes Pink Finance's ethics and principles will sit well with the local community.

Originally from Vietnam, Ms Le has a strong social network in the area that will help boost the business's profile, according to Ms Cannon.

"Marrickville is a great area," she said. "It's very community focused and has strong

personal networks. This is a great combination for Thanh."

The company is already capitalising on Ms Le's position within the community, with good leads and referrals coming through, Ms Cannon added.

Ms Cannon puts her business's growth down to her branding and passion, and believes Ms Le will continue the trend.

WOMEN UNDERREPRESENTED IN GROWTH INDUSTRIES



DESPITE AUSTRALIAN women being some of the most entrepreneurial in the world, they remain underrepresented in growth industries such as finance and IT, according to new research.

The Australian Centre for Entrepreneurship (ACE), based at Queensland University of Technology, partnered with the Global Entrepreneurship Monitor to research over 2,000 individuals in 50 countries.

Twenty-three of the 50 were

developed countries, with the United States emerging as the most entrepreneurial overall.

ACE associate professor Paul Steffens said Australia ranked well in terms of entrepreneurship, and particularly impressively when it came to women.

"With 7.8 per cent of adult women involved in setting up a new business or owning newly-founded businesses, Australia ranks number one among developed economies," he said.

The research revealed, however, that women remain underrepresented in growth-oriented industries such as mining, manufacturing, finance and information technology.

"Women might not necessarily be attracted to rural mining opportunities but there are plenty of information technology and online retail-type opportunities that might serve the same objective," Professor Steffens said.



STATISTICS

7.8%
Percentage of Australian women involved in new entrepreneurial activities, according to The Australian Centre for Entrepreneurship

53%
Percentage of Generation Y Australian women who would go back to work after childbirth to ensure career progression, according to Westpac's Report on Women's Finances by Generation

40%
The minimum percentage of Westpac's top 4,000 managers that by 2014 should be women, according to Westpac chief executive Gail Kelly