

100 Women
OF INFLUENCE
FINANCIAL REVIEW | Westpac

The game changers

Leadership From the mines to the swimming pool, from the stage to the board room, Australia's next generation of influencers are changing the world, writes **Claire Stewart**.

A chance trip to help the Australian government deliver food aid to impoverished communities in Indonesia left an indelible mark on Monica Meldrum. So much so, she returned home and started not a charity, but a business.

The company, Whole Kids, manufactures and supplies organic, hypo-allergenic, additive-free snacks for children, and is Ms Meldrum's attempt to rectify some of the wrongs she sees perpetrated by Big Food, and generate revenue to fund health and education programs for children nationally.

In recognition of her work, Meldrum has been named in this year's The Australian Financial Review/Westpac 100 Women of Influence Awards, announced on Thursday. Now in its fifth year, the awards have garnered interest from an increasingly broad cross-sector of entrants, some high profile, such as television personality Lisa Wilkinson, mining magnate Gina Rinehart and three-time Paralympic swimmer Ellie Cole, and others less well known but equally influential, such as Dementia Alliance International founder, Kate Swaffer.

Westpac director of women's markets, diversity and inclusion, and judging co-chair, Ainslie van Onselen, said finding the hidden talent as well as the more visible leaders is what differentiates the awards.

"Women deserve to be recognised as

intelligent, capable and equal and these awards not only highlight the incredible breadth of talented Australian women, they uncover those extraordinary women whose tireless commitment to creating change would have otherwise remained unrecognised."

It's a sentiment UN Women Australia president and one of this year's 100 Women of Influence from Western Australia, Beth Shaw, echoes.

She said the most heartening change now is the willingness of more people to recognise that influence comes in different forms, and doesn't necessarily rely on formal positions of authority to be wielded.

"It's about recognising that people have different career paths and experiences, and that experiences we have discounted for not embodying what is traditionally seen as leadership, is actually just a different way of bringing people along, and no less valid," Ms Shaw said.

Dancer and choreographer Eileen Kramer embodies that idea. At 102 years of age, she is still performing, and as ambassador for the Arts Health Institute uses her own crowd-funding projects to help fund and train artists to work in aged care.

Awards judge Paul Robertson said he was overwhelmed by the energy of the women.

"Often people tend to concentrate on the negative and all the problems we are facing, yet here is a bunch of women who are extremely optimistic and throwing themselves into a massive amount of work



Clockwise from top left: Lisa Wilkinson, Monica Meldrum with husband James and daughter Chloe, Eileen Kramer, Ellie Cole, Beth Shaw and Melissa Abu-Gazaleh.



to really make a difference," he said. "It's very encouraging and very refreshing. We all need a good dose of optimism in the country and here are the women who are going to do it."

Mr Robertson, who is chair of Social Ventures and St Vincent's Health Australia, said it has become apparent that influence is no longer constrained by the boundaries of a particular sector but is increasingly being exercised across a variety of platforms, be it economic, political or social.

"It's definitely the changing face of leader-

ship and will have a huge impact on Australia," he said.

As with Ms Meldrum, Alison Green, who founded Pantera Press when she was 22, exemplifies the trend towards cross-pollination between business and social good.

Ms Green said rather than start a charity to help lift literacy rates, she realised the more effective way was to start a company that could fund the changes she wanted to make in society.

"The literacy piece had always come into it because as the core part of the business I

Category & name	Role	Organisation
Arts, culture, sport		
Fiona Cameron	COO	Screen Australia
Ellie Cole	Paralympian & Motivational Speaker	Australian Paralympic Committee
Catherine DeVrye	CEO	CDV Management
Moya Dodd	Partner	Gilbert + Tobin
Jane Flemming	Director	Live Life Get Active
Eileen Kramer	Ambassador	Arts Health Institute
Lisa Wilkinson	Today Show co-host/editor-at-large	Nine Network/ Huffington Post Australia
Malinda Wink	Executive director	Good Pitch Australia

Board/management (sponsored by Trivett Bespoke)

Christine Corbett	Chief customer officer	Australia Post
Joanne Farrell	Group Exec HSE and MD Australia	Rio Tinto
Katja Forbes	Managing director	syfte
Susan Gordon	Board president	WA PCYC Inc.
Cindy Hook	CEO	Deloitte Australia
Ming Long	Member Finance & Audit Committee	University of Sydney
Leone Lorrimer	CEO	dwp suters
Sarah Morton-Ramwell	Partner, Global Head of Pro Bono and Corporate Responsibility	Ashurst
Philippa Pattison	Deputy Vice-Chancellor (Education)	University of Sydney
Clare Payne	Director	The Banking and Finance Oath
Janice Reid	Chair	Pacific Friends of the Global Fund
Sadhana Smiles	CEO	Harcourts Victoria
Fiona Trafford-Walker	Director of consulting	Frontier Advisors
Deanne Weir	MD, content aggregation and wholesale	Foxtel

Business enterprise

Cherie Barber	CEO	Renovating for Profit
Melissa Browne	CEO	A&TA, The Money Barre & Thinkers.inq
Sue Carr	Principal director	Carr Design Group
Kay Ganley	CEO	CHARLTON BROWN
Alison Green	CEO & co-founder	Pantera Press
Connie Mckeage	Group CEO	OneVue
Monica Meldrum	CEO & co-founder	Whole Kids
Gabby Montagnese	Director	New Age Caravans
Cyndi O'Meara	Founder	Changing Habits
Gina Rinehart	Executive chair	Hancock Group of Companies
Cyan Ta'eed	Executive director and co-founder	Envato
Diane Westaway	CEO & founder	Wild Women On Top

Diversity (sponsored by Chartered Accountants Australia and New Zealand)

Jenine Beekhuizen	Founder	Tech Arms Movement
Julie Cugin	Director and deputy dean	Australian Graduate School of Mgmt at UNSW Business School
Pippa Downes	Cornerstone member	The Pinnacle Foundation
Maria Katsonis	Director, family violence and service delivery reform	Department of Premier and Cabinet (Vic)
Lynn Kraus	Oceania middle market leader and Sydney office managing partner	EY
Kristy Masella	CEO	Aboriginal Employment Strategy
Kerryn Phelps	Medical founder & director	Sydney Integrative Medicine
Christine Reghenzani	Commander	Royal Australian Navy Reserve
Elizabeth Shaw	President	UN Women Australia
Pallavi Sinha	Principal, lecturer	Lawyers with Solutions, College of Law
Pearl Tan	Co-chair	Equity Diversity Committee

Global (sponsored by United Airlines)

Julie Bernhardt	Division head - stroke	Florey Institute of Neuroscience
Patricia Davidson	Dean and Professor	Johns Hopkins School of Nursing, USA
Megan Davis	Professor of law	UNSW Australia
Mina Guli	CEO & founder, athlete	Thirst
Jocelyne Scutt	Barrister & human rights lawyer	Inner Temple, London UK
Natasha Stott Despoja	Aust ambassador for women and girls	Department of Foreign Affairs and Trade
Vanessa Zimmerman	Group human rights advisor	Rio Tinto

thought it was really important to be investing in that next generation of Australians, writers and readers.

"So the business was about finding new authors, but then at the time we had started our Good Books Doing Good Things program, investing a percentage of the revenue into fixing the literacy gap."

Ms Green said it's a common theme among the younger generation to start businesses that have an ingrained social purpose from the outset. It's what Ms Meldrum calls "profits with purpose" an idea awarded

by global accreditation as a B-Corporation, which Whole Kids has.

For Melissa Abu-Gazaleh, the next step in creating social change is re-engaging men, and young men in particular. Ms Abu-Gazaleh, whose organisation Top Blokes Foundation works with about 1400 young men each year, said people used to laugh at the idea of a girl helping men.

"You're a girl, you should be doing things with girls", they said. "I thought yes that's true but there's something else to it too.

"It's root cause analysis. What is the root

cause of discrimination? It's the embedded views of those in power, which is typically in most cases still men in some countries."

If you want to change men's behaviour, Ms Abu-Gazaleh said, there needs to be an ongoing conversation, particularly to ensure young men can engage with the broader social culture, and to change the embedded narrative.

"It can't be a one-off conversation. If you want to change culture, it's not about being the loudest voice, it's about being the most consistent voice."

Category & name	Role	Organisation
Innovation (sponsored by AGSM @ UNSW Business School)		
Eileen Baldry	Professor of criminology and academic chair	UNSW
Catherine Ball	CEO & founder	Remote Research Ranges
Emily Banks	Head, epidemiology for policy and practice	The Australian National University
Bronwyn Evans	CEO	Standards Australia
Misty Jenkins	Laboratory head	Walter and Eliza Hall Institute
Rebecca Johnson	Director, Aust Museum Research Institute	Australian Museum
Jennifer MacDiarmid	Joint CEO & director	EnGenelC
Laura McKenzie	CEO & director	Scale Investors
Carolyn Mee	Founder & director	cme4 Productions
Charlotte Petris	CEO & founder	Timelio
Sue Samuelsson	Director	i-Vet (Australia)
Natalia Suchowerska	Leader, Medical Physics Research Div	Chris O'Brien Lifehouse

Local and regional

Leith Bouly	Chairman	SunWater
Cheryl Edwardes	Chairman	Vimy Resources
Tracey Hayes	CEO	NT Cattlemen's Association
Sonia Loudon	Co-founder, leading teacher	Boundless Foundation, Mill Park Secondary College
Mave Richardson	Retired	Volunteer community worker
Pieta Thornton	President	Victims and Witnesses of Crime Court Support
Susan West	Associate professor	Australian National University

Public policy

Karen Chester	Deputy chair	Productivity Commission
Mary Crooks	Executive director	Victorian Women's Trust
Nadine Ezard	Clinical director, Alcohol and Drug Service	St Vincent's Hospital, Sydney
Jane Hall	Director of Strategy	Centre for Health Economics Research and Evaluation, UTS
Lucy Haslam	Executive director & co-founder	United in Compassion
Dorothy Hoddinott	Principal	Holroyd High School, Greystanes
Jenny McGregor	Group CEO	Asialink
Clover Moore	Lord Mayor	City of Sydney
Jerril Rechter	CEO	ViHealth
Catherine Scarth	CEO	AMES Australia
Gillian Triggs	President	Australian Human Rights Commission

Social enterprise and not-for-profit

Fiona Armstrong	Founder & executive director	Climate and Health Alliance
Libby Davies	CEO	White Ribbon Australia
Janelle Goulding	CEO	City West Housing
Kelly McJannett	CEO	Food Ladder
Kristy McKellar	Family violence and social change consultant, advocate and survivor	KM Consulting Services
Janine Middleton	Co-chair	Australian Marriage Equality
Claire Robbs	CEO	Life Without Barriers
Kate Swaffer	Chair, CEO & co-founder	Dementia Alliance International
Lyn Swinburne	Founder	Breast Cancer Network Australia
Lucy Thomas	CEO and co-founder	PROJECT ROCKIT

Young leader (sponsored by Dentsu Aegis Network)

Melissa Abu-Gazaleh	CEO & founder	Top Blokes Foundation
Marina Brizar	Head of Corporate and Private Client, Director of AMB Foundation	Playfair Visa & Migration Services
Caitlin Figueiredo	Ambassador and UN Task-Force member	Global Resolutions and United Nations
Kate Fitzsimons	Director	Nicole Fitzsimons Foundation
Sylvia Freedman	Co-founder	EndoActive Australia & NZ
Melanie Hill	Nurse and midwife	St Vincent's Private Hospital, Melbourne
Adriana Mercado	Team leader, claims assistance provider	Playfair Visa & Migration Services
Lizzie Moroney	CEO & founder	The Mto Wam Bu Project

SOURCE: WESTPAC, FINANCIAL REVIEW

Congratulations to the winners of the 100 Women of Influence Awards.

Visit rubyconnection.com.au to find out more.

200 | **W**

200 years proudly supporting Australia