

BY CHRISTINE SWANSON

INSPIRE National Chair

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Inspire is a community that attracts and empowers more women to take on leadership roles within the financial advice profession.



Inspiring female leaders

Inspire is achieving amazing results and has been delivering forums that inspire women to learn, grow and gain greater confidence to enable them to step forward into leadership roles.

Inspire chapters have reached out to their communities to deliver workshops that help women to develop their careers and enable women to understand the importance to seek advice from a professional adviser.

AFA has been doing some great work within the financial literacy area and one of the reasons we have been accepted as members into the Economic Security for Women (eS4W) eS4W is a national women's alliance, funded by the Australian Government through

the Office for Women in the Commonwealth Department of Prime Minister and Cabinet. AFA is very proud and excited about the opportunities the alliance can deliver to identify and deliver solutions to support and encourage women to have an equal place in society and the work place.

I'd like to introduce you to some of the amazing Inspire Ladies and share a few insights and reasons why our Inspire forums are growing in popularity.



QLD Inspire Chapter Chair, Erin Truscott • erin.truscott@gcafinancial.com.au

As women we are our own worst enemies at times. Fear holds us back from advancing our careers and we don't have the confidence to take big career steps. Women juggle many responsibilities – family, community and career to name a few, this places enormous pressure on women. Climbing the corporate ladder enhances income but also creates greater work demands and women feel guilty about spending less time with their children and family.

We have created a community that allows women to feel safe and comfortable. One that promotes growth and

focuses on inspiring women to increase their confidence and self-belief. We engage and invite women to share their stories through a supportive network. By providing reassurance and encouragement, we help women understand that they can have it all and help them with creative ways of achieving this.

We are expanding our Inspire community, showcasing speakers and panellists to share, learn and empower our members. We also concentrate on giving back, using our strengths to help and care for women in areas who are less fortunate.



NSW Inspire Chapter Chair, Sharon Hills • sharon@allfinancialservices.com.au

We tackle many subjects to support women with their career paths, one question that always seems to pop up is "What was the turning point in your career?" Five years ago my manager, in the corporate environment, told me I was too old to become an Adviser. I think I had something to prove, having studied and worked very hard since, I have not regretted one single moment. One of my female colleagues managed to secure a stock broking position (which she didn't have much experience in), then overheard her HR manager comment "I give her six months and she will be back with her tail between her legs." My colleague recalls it

was like raising a red flag to a bull and it was probably the key reason to her success in broking, which opened the door to a role in investment management and led to starting her own business. Other stories surround taking a leap of faith; asking for a promotion; pushing yourself outside of your comfort zone; asking for help; access to a great mentor; and making yourself known. As the story goes... you can be doing an amazing job but if nobody knows how good you are not much will eventuate.

In NSW we are supporting the Inspire community by creating honest and enjoyable forums where interaction and contribution is encouraged.