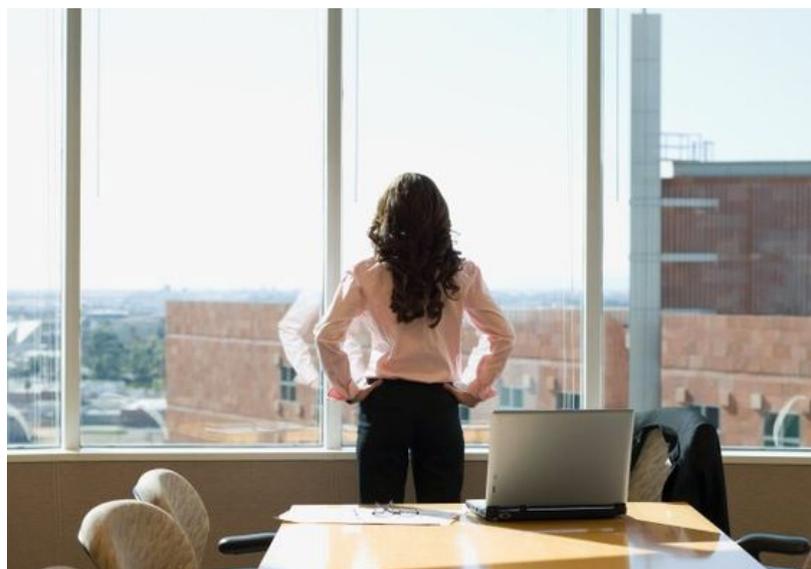


# THE WEB DIGEST

ISSUE 1, 2021

SHINING LIGHT ON FEMALE ENTREPRENEURSHIP



WOMEN ENTERING BUSINESS



# *Financial Literacy and Female Entrepreneurship*

**BY ANNIE RENOUF - PUBLICATIONS DIRECTOR**

The idea that women struggle to attain high levels of financial literacy is one that is being challenged through the rising popularity of female-created content that educates and promotes awareness of how to be money-savvy. Financial literacy is having an understanding and effectively using financial skills including budgeting, investing and personal financial management, to foster overall wellbeing.

We have barriers to overcome; with the [2019 Women, Money and Power Study](#) finding that while there has been a growing focus on female empowerment, women are struggling to make progress with financial literacy. This creates a significant gap between men and women, with Aimee Lynn Johnston, Vice President of Financial Planning at Allianz Life commenting that, "This begs the question, at a time when women are accomplishing so much, why aren't they feeling more empowered about their financial future?"

In taking steps towards achieving gender equality in this area, female entrepreneurs have been filling the gap.



A leader in taking initiative to help women make informed financial decisions is Victoria Devine, the multiple award-winning financial advisor who is known as the founder and host of the She's On the Money (SOTM) podcast. Listeners are welcomed to each episode with the positive messaging of "A podcast for millennials who want financial freedom." By sharing a series of episodes on how to invest, setting realistic savings goals and money diaries, where members of the SOTM community are encouraged to share their money stories; it brings women into the conversation about developing a positive relationship with their finances.

Australian female entrepreneurs promoting the importance of financial independence are becoming increasingly popular; with an array of established and emerging podcasters sharing insightful money tools for women.

Notable mentions include Azaria Bell, Host of Gen Z Money and Kirsty Dent, Host of Money Made Simple. For those looking to take control of their financial situation and begin to achieve their goals, this movement led and adopted by Australian-based female creators marks the creation of a growing community of women passionate about improving our financial futures.



# *Shining Light on Melanie Perkins*

BY SHARON LI - PROJECT MANAGER

Melanie Perkins has always been ambitious at a young age. At 22 she created "Fusion Books" - an online system for schools to design yearbooks which by 2020, grew to become the largest yearbook publisher in Australia. Despite the overwhelming international success of Fusion Books, Perkins never lost sight of her goal in developing a universal one-stop design program - Canva.



In 2020, Melanie was the third richest woman in Australia with her graphic designing platform currently valued over \$6 billion USD.

In a male dominated industry where less than a third of tech start-ups have a female founder, Melanie is one of the youngest CEO's at 32 with over 15million clients worldwide.

This achievement was definitely no small feat considering that she competed against global tech and design giants like Adobe.

Here are a few of Melanie's many tips to building a successful company:

**"Create a culture that grows the pie, instead of fighting for it".** Ensuring everyone dreams and achieves goals together while focusing on developing skills, not egos.

**"Accept that you won't know all the answers".** always ask for advice and help but take in what you believe works best and makes the most sense to you!

**"You can only grow as big as your dreams".** Melanie loves the idea of imagining a big crazy dream and making it happen and - **"focus on goals, not titles."**



# *Female Entrepreneurship: Insights, Struggles and Tips*

BY MARYBETH DELA CRUZ - MARKETING DIRECTOR

As a full-time student and co-founder of Paper Pens Co., I have experienced the challenges and achievements of establishing a business as a young female in a male-dominated industry. I struggled with self-confidence – particularly in the belief of my ideas and how to assert myself. Juggling a business with full-time study and part-time employment was demanding, as I managed my time inefficiently.

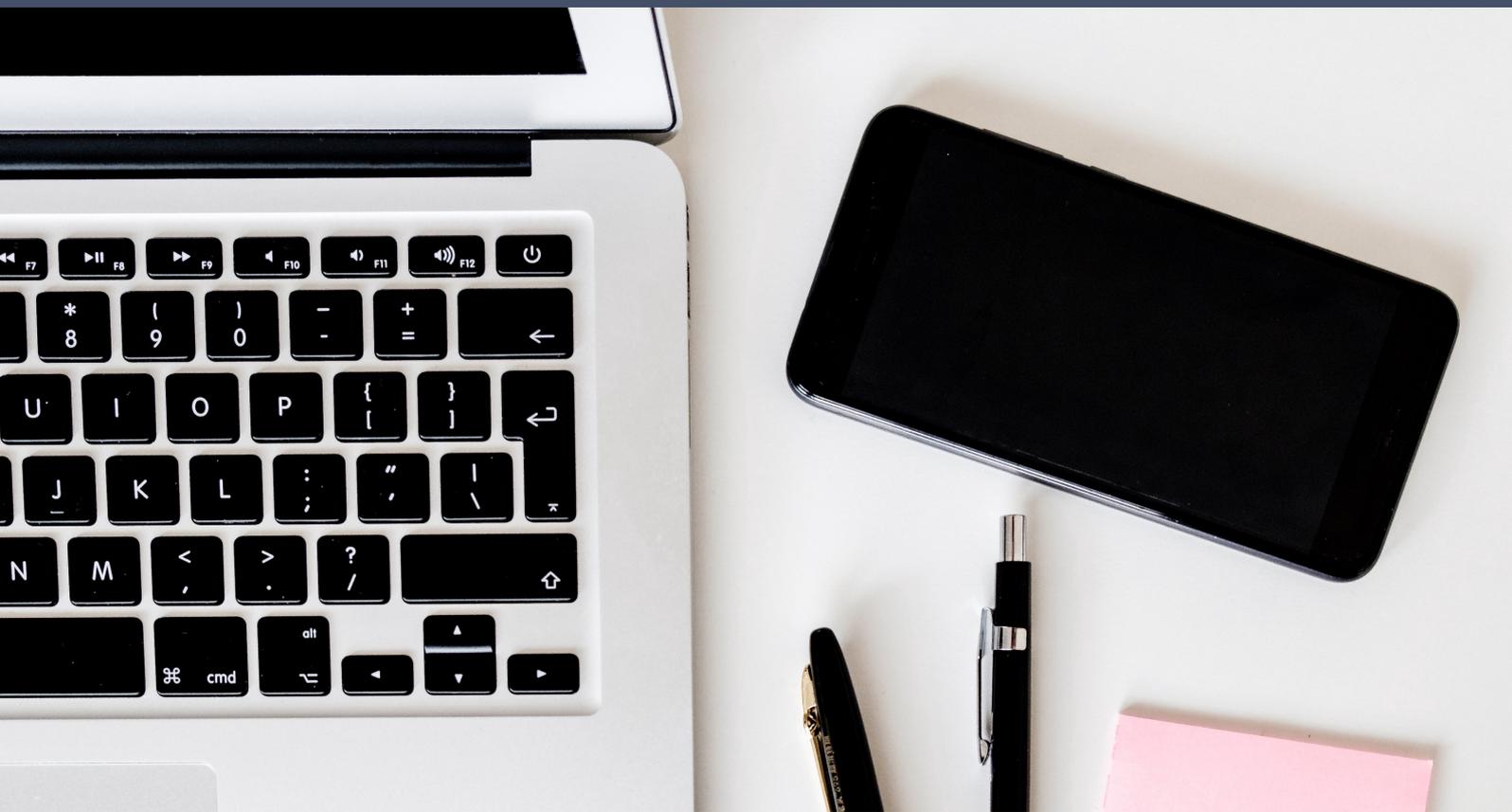
Although this experience has been a challenge, it has been incredibly rewarding. By throwing myself out of my comfort zone, I learnt how to be comfortable in my own skin when pitching ideas, networking, and public speaking. My struggle with completing projects timely also forced me to establish effective time management strategies to meet deadlines.

Overall, the experience of growing my own business has equipped me with invaluable skills and experience for future endeavours. Here are some of my tips:



- **Get comfortable with networking:** Particularly for women, a strong female network provides critical information on gender-specific challenges, opportunities, and advice within the industry. So practice building connections in a way that feels natural to you!
- **Take breaks:** Although prioritising tasks and setting SMART goals are a great way to manage time, it is harder to stay motivated and focused when doing many tasks without pause. It is important to take some time between tasks to clear your head!
- **Be open to learn:** Learning from other businesses and entrepreneurs, and the ability to analyse and apply feedback is essential for your business' growth!





## Stay Connected With Us On...



/MQUWEB



@MQUWEB



MQU Women  
Entering Business



MQUWEB.team  
@gmail.com



www.womenentering  
business.org

