



2022

GRADUATE & CAREERS GUIDE



Student organisation of



**MACQUARIE
University**



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Disclaimer: The views expressed in this guide do not necessarily represent those of Women Entering Business, the editors or Macquarie University. Although great attention to detail has been taken in preparing and writing this guide, we do not accept any liability for any errors or omissions, nor do we accept any liability should someone misunderstand the information within this guide.

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Women Entering Business would like to sincerely thank everyone involved in the production of the 2022 Annual Graduate and Careers Guide.

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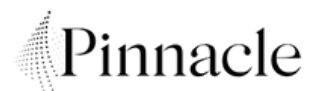
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We acknowledge the traditional custodians of the Macquarie University land, the Wattamattagal clan of the Darug nation, whose cultures and customs have nurtured, and continue to nurture this land since the Dreamtime. We pay our respects to Elders past, present and future.

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Editors'

Hello Readers,

I would like to warmly welcome you to the 3rd edition of the Women Entering Business' (WEB) **Annual Graduate and Careers Guide**.

Through this guide, I hoped to demystify the application process, provide insight into various industries, and give you a glimpse into the corporate world. Overall, no matter where you are in your professional journey, I hope this guide gives you inspiration for your future endeavours and opens your eyes to the limitless opportunities your degree offers you.

No one's path to success is the same, just like no one's definition of success is the same. My goal was to highlight that sentiment through statements about individuals' experiences from a diverse range of backgrounds who have found success through various means and in various industries.

I would also like to wish anyone going through the application process for an internship or graduate role: good luck. The application process is time-consuming, arduous and requires a lot of resilience. But don't lose faith, millions have gone through it before and made it out the other end - you can too.

So please, settle in, grab your notebook and pen: to take some notes along the way.



Lauren Grzina
Senior Publications
Director

Letters

Over the next 60 pages or so, we hope you can learn all that you need to start your career off on the best foot possible. Take these tips and tricks, make them your own, and set forth in the professional sphere confident and ready to go!



Jade Bunt
Publications Director

This careers guide is aimed to equip you with the knowledge and skills required to start your career as best as it can be! I hope that this guide can help you reach your goals, navigate your respective field and start your career with a bang!



Charlene Keight Molina
Publications Director

This career guide was designed to provide you with the tools, insights and advice necessary to prepare you to step into the professional world. I hope you find it useful and a reliable resource to assist you to success.



Muskan Khadka
Publications Director

President's Address

On behalf of Women Entering Business (WEB), I am extremely proud to share our 2022 Graduate and Careers Guide with you.

I would like to extend my gratitude and appreciation to the 2022 Executive Committee who have worked extremely hard in order for this publication to come into fruition. The guide consists of a variety of insights, interviews and opportunities which will allow you to explore the intricacies associated with the transition from university to the workforce and taking the first step in your professional career.

At WEB, we strive to provide our members with a multiplicity of opportunities to develop the skills and self-confidence to successfully join the workforce and to realise their full potential. WEB is a community of like-minded students who work towards promoting a common goal of empowering future leaders and not just women alone. As such, we aim to champion students of any gender to promote gender equality and empower future leaders.

It is an honour for WEB to be supported by a number of outstanding sponsors. Thank you for your continued support of our society.

I encourage you to embrace the opportunities and insights which we have provided in this guide in order to help empower you in your career development. Ultimately, you are responsible for your own career growth and taking the initiative to continually self-develop and push your own boundaries. I hope you are able to take away something from the guide which can help you in now and in the future.

I wish you the best of luck in your future careers.

Acacia Cowan
President





Introduction

By Dr Prashan S. M. Karunaratne

You're already on the path to success if you just turn up!

At Macquarie, we say, "You to the Power of Us" – and we (more than!) mean it. Everyone has something to offer, and through partnership with us, you can activate your potential. That goes for the university as well, we partner with industry, to activate our potential.

The whole equation falls apart if you... don't... turn... up.

Your employability journey begins today (technically, it began yesterday!). It is not just your studies and your marks now, followed by internships and jobs later.

Get involved in anything and everything on campus, and beyond. Student society events (a huge shout out to WEB!), the Lucy Mentoring Program, Employability Connect events, The Global Leadership program, ambassadors, buddies, volunteering on campus, and volunteering in the community. Just turn up!

... and of course, turn up to class as well!

Don't underestimate the collective journey, growth, and impact of all these interactions.

AND

Don't underestimate the part YOU play in the "us"... and the part you play in someone else's story.

Just turn up. It will transform you, it will transform someone else, it will transform us.

Your employability will be crafted by the breadth of your experiences alongside the depth of your expertise.

Transform Yourself. Transform the Way We Work. Transform the World.

#EveryoneSayWow

Yours,

Dr Prashan S. M. Karunaratne
Course Director, Bachelor of Commerce

Section 1

The Application Process



HOW TO BUILD THE *Perfect* COVER LETTER

A good cover letter can differentiate you from other candidates and encourage a recruiter to recognise your potential. It's a chance to showcase your personality and experience to prove you're the best fit for the job. However, writing a cover letter can be daunting, especially if you're not equipped with the right tools to assemble one that can really separate you from the pack. Lucky for you, WEB is here to help with some key cover letter writing tips to help make your application stand out!

- ### 1. Find Out Who You're Addressing

Personalisation is the key so try and avoid sending any generic cover letters. Instead, look into who will be receiving your application and address the letter to them (make sure to include the company name too!) Usually, this information will be on the job advertisement (typically towards the bottom) or do some research to figure out who in HR will be reviewing your cover letter.
- ### 2. Be Engaging

Your first paragraph should introduce yourself and why you are interested in the position. This is your opportunity to grab the reader's attention and make a good first impression. A good way to do this is to highlight your enthusiasm for the role and continue why you'd be a perfect fit for the company.
- ### 3. Do Your Research

Make sure you take the effort to research about the company and pick out some reasons explaining how you would align with the company values and culture. Recruiters want to know if you'll be a culture fit as much as a professional fit, so showing that you've taken the time to understand how the company works is bound to go a long way.
- ### 4. Choose Relevant Experiences and Achievements

Make sure you refer to the job description and mention the key skills required for the position. Avoid writing long paragraphs on all the experience you've accumulated - that should already be covered in your resume or CV. Instead, pick and choose relevant experience and achievements. Expand on these and how it's relevant to the position you're applying for, especially how you can leverage the skills you've developed into the role you're going for. This lets recruiters understand your competence for the role.
- ### 5. Prompt the Recruiter to Take the Next Step

It's a good idea to prompt the recruiter to take the next step in considering your application. Examples of common ways to call a recruiter to action is by politely asking them to contact you for an interview. This makes your enthusiasm and interest clear, and shows your eagerness to meet.

Include these tips in your cover letter and be sure to stand out! Always make sure to follow up after applying as it shows persistence and eagerness, which, in a lot of cases, are qualities that recruiters look for and always ask for feedback in the face of rejection! Maintaining a positive attitude and putting effort into the application process - especially the cover letter is bound to land you a job sooner or later.

PREPARING FOR PSYCHOMETRIC TESTING

The use of psychometric testing is on a steep incline within job application processes. It's probably slightly unfair to the psychology profession to give you too much advice on how to prepare for psychometric tests so as not to throw validity out the window. This article will give you some pointers as to the general world of psychometric testing. Below are some typical questions circulating regarding psychometric tests:

What are they?

Psychometric tests are best described as tests that objectively measure skills and attributes applicable to workplace performance. There are many variations to these tests and the content will largely depend on what exactly the company is looking for in an employee. Some tests focus on cognitive skills (such as numerical, verbal or abstract reasoning), with others focusing on behavioural and personality styles. There are quite a few different formats and types of psychometric tests designed to test something different.

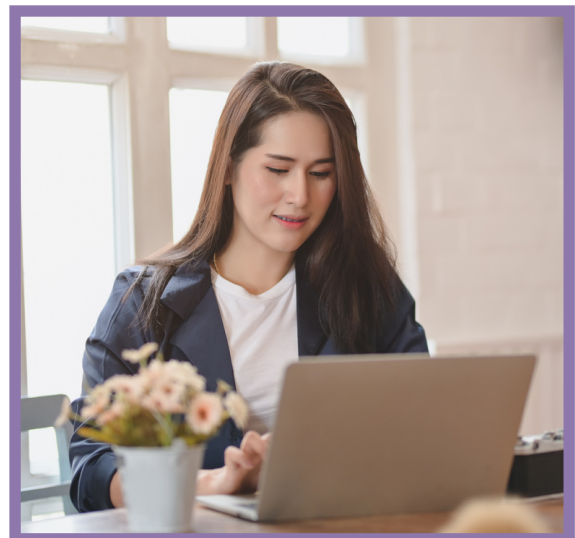
How do I prepare?

The best advice is to be yourself, be honest, and remember that there is no 'right' or 'wrong' answer.

The best way to prepare is to not prepare. The more you start overthinking answers, the less accurate the test results will be. These tests aren't designed to trick you, but rather, get a snapshot into a part of your mind that a normal interview or cover letter can't access.

What's the go with the results?

It's unlikely you will see the results, and if you do, remember that they are standardised versions of your raw score. If you do get to see the results, don't be too disheartened by what they say. Again, these tests aren't a reflection of correct answers, so the results purely demonstrate different areas of your individuality.



RESUME WRITING *Tips*

Writing a resume can be a daunting and overwhelming task. Each employer is often looking for something different in a resume so it can be difficult to know exactly what to include and what to leave out.

Here are 3 tips for creating a clean, eye-catching and memorable resume:

Sweet and Simple

Try to keep your experience and skills short and succinct. More often than not, employers will have dozens of resumes to read through and if yours is at the bottom of the pile, they're probably not going to read through paragraphs of information. Instead, include a maximum of 1-2 sentences for each piece of relevant volunteer or professional experience.

Be Engaging

Your first paragraph should introduce yourself and why you are interested in the position. This is your opportunity to grab the reader's attention and make a good first impression. A good way to do this is to highlight your enthusiasm for the role or start with why you'd be a perfect fit for the company.

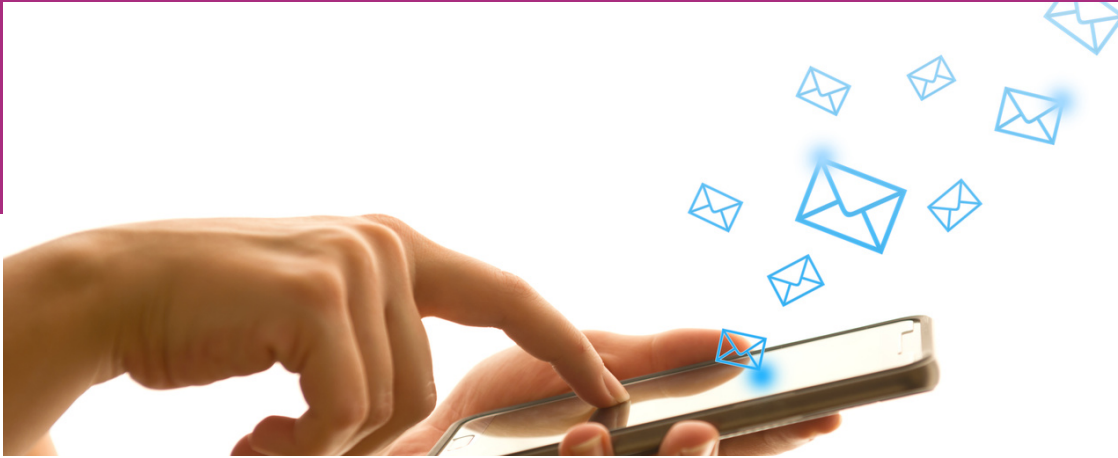
Do your Research

Make sure you take the effort to research the company and pick out some reasons why you align with the company values and culture. Recruiters want to know you'll be a culture fit as much as a professional fit, so showing that you've taken the time to understand how the company works is bound to go a long way.

Now go forth and create the best resume of all time.

Good luck, and if you get stuck, there are a ton of amazing resources online that you can check out to put you back on track!

A GUIDE TO WRITING A FOLLOW-UP EMAIL



A follow-up email after an interview, although underrated, is a critical part of the application process, much like the cover letter and resume. If you're not in the practice of writing a follow-up email after each interview, you are hurting your chances of making it through to the next round.

The apparent purpose of a follow-up email is to personally thank the interviewers. Although, its usefulness reaches far further than that. It gives you the opportunity to restate your enthusiasm and suitability for the role and if you are strategic with your timing, you can be at the front of the interviewers' minds when they make their final decision.

Sign off Strong

Invite the interviewer to ask you further questions and clearly provide your contact details (e.g. email, call, text). You should also always use the standard sign-off of 'looking forward to hearing from you' and use 'regards' or some variation.

Be Concise

Interviewers are busy, especially when they are going through the hiring process. Keep your email concise and to the point. Have no more than two paragraphs and each paragraph to be a maximum of three to four sentences long.

Timing Matters

You do not want to send an email straight after an interview, but you don't want to leave it for too long either. It's best to gauge when you think the interviewers will be finished interviewing or making a decision, based on what they say during the interview. Although websites differ on the exact time you should send an email, the general consensus seems to be any later than two and a half days after the interview seems tardy.

Be Professional

Keep your tone professional, light and courteous. Use professional salutations, like 'Dear Mrs Smith', unless you have directly emailed the interviewer previously. The idea here is to mimic their 'vibe'. If you don't have a precedent, a professional greeting should be the default.

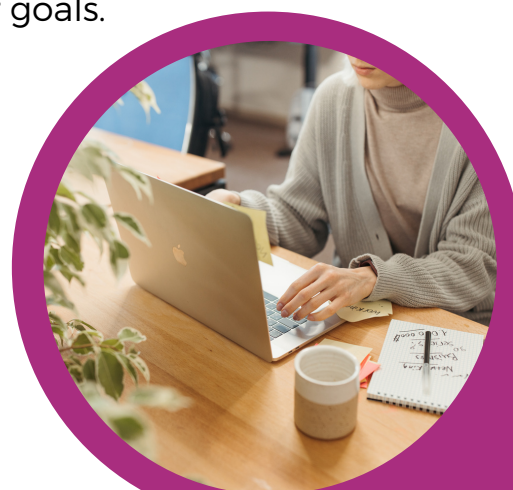
You don't want to come across like you're trying too hard to impress them, so avoid any jokes. Your aim is to write a polite email to thank them and reaffirms why you'd be a good fit for the role and the company. Additionally, you don't need to write a snappy subject. The subject line should be concise and clear, e.g. 'Thank you for your time – Re: Jane Doe Interview (time/date)' or 'Jane Doe Interview (time/date)'. Your opening line should always be thanking the interviewers for their time.

It's imperative that you are using correct grammar and punctuation, your spacing is consistent and there aren't any typos. As this email is also part of your assessment, you'll inevitably be competing against other candidates who will get this right. You don't want someone to overlook your application over something so minute.

Personalise the Message

You don't want the interviewers to think you have sent a generic email. Address them by name and adjust the salutation accordingly. If you are on a first-name basis, use their first name. Alternatively, you can use their title and last name (e.g. Mrs/Dr Smith). Also, make sure you send the email to everyone who interviewed you and address them all by name, using the aforementioned guides. If you want to send separate emails, make sure each email is slightly different, in case they compile the emails in your file and realise see you sent them all the same generic email.

Furthermore, it's crucial to show the interviewers that you listened to what they said about the company and the role by commenting on how you think it aligns with you. For example, you can comment on an aspect of the company culture and how that aligns with your beliefs or describe a part of the role description that stood out to you as it aligns with your career goals.



Section 2

Your Best Foot Forward



CURATING YOUR PERSONAL LINKEDIN BRAND

Personal branding is a great way you can let your personality shine on LinkedIn and catch the eye of potential recruiters, collaborators and more! Most companies want to know that you not only have the skills to succeed but are also a great cultural fit too. Curating a LinkedIn profile that aligns with your values and who you are is a tried and true strategy to encourage people to engage and network with you. Here are five simple but effective tips to promote your personal brand!

Make a Good First Impression

Everyone knows that first impressions are everything so don't let yours go to waste. Make sure you have a profile picture that is friendly and relevant to your role. This picture is the first thing people see and will associate the rest of your profile with. The next thing that people notice is your headline, so make sure it's unique to who you are and highlights your experience. Last but not least, many people make the mistake of not utilizing their LinkedIn background but this is another key opportunity to sell yourself. Make sure it remains professional but true to your interests, hobbies or experience.

Create an Interesting About Section

The 'About' section is your chance to let people know what you're really about. There are no hard and fast rules about how to set this section but make sure to include details on your experience, aspirations and accomplishments. Make sure you keep it concise so that readers can get what you're really about in 10-15 seconds. Keep in mind that how you choose to set out this section will inform readers about who you are.

Keep All Details Up To Date

LinkedIn is the second place people will look to for insights into your experience after your resume or CV. So make sure that you don't leave anything out and keep everything up to date. This includes any work experience, volunteering, publications, language proficiency, skills, awards or licenses you may have. However, there's a balance to this. Make sure these are only key details and make sure to keep it tidy too so it's easy to read.

Don't be Afraid to Make Posts

LinkedIn, similar to other social media platforms, is feed driven. The more you post, the more people will see and interact with you. You could curate posts on topics that interest you or recounts of interesting things you've done. It could even be as simple as reposting an interesting article or another post and putting your two cents in. People love talking and socialising - especially online so don't be afraid to join the conversation!

Connect! Connect! Connect!

LinkedIn is a great way to interact with people and expand your network. Don't be shy to connect with individuals who interest you and alternatively, accept requests - every relationship is experience gained. Connecting with people will help people understand more about who you are and what you're about.

LinkedIn is what you make it.

Establishing a personal brand is not too hard once you understand the basics. It is all about personalisation. Build upon the key tips discussed above and you'll find that you've curated your very own brand in no time!

STRENGTHENING YOUR *Soft Skills*



Soft skills are increasingly becoming more important in the workplace as ideas of collaboration, culture and adaptability become ingrained into a company's operation. It's important to develop soft skills whenever you can and continually improve upon them because it's a transferable skill that will come in handy wherever you may end up. Think of soft skills as the cherry on top of your application - it's your final selling point and you want to make sure it's as refined as it can be.

Improving your soft skills is not something easy to achieve on your own. It requires engagement with others in the form of receiving feedback, communicating with others, being willing to work in teams and observing others. By practising these simple but profound activities, you'll find that you've retained and developed more skills than you realise. You'll find qualities like effective communication, listening, adaptability, collaboration, time management and decision making and other interpersonal skills more accessible in your toolbox, making it easier for you to relate with others.

As much as it's important to develop soft skills through interaction, it's also important to remember that it's a journey of self-development and requires reflection. Doing things like stepping outside your comfort zone, monitoring your own body language, practising speaking and communicating and engaging more with creativity are ways to further extend your soft skills. This will bring out and improve skills relating to problem-solving, creativity, work ethic, attention to detail and emotional intelligence.

Strengthening your soft skills is not only a way for you to stand out from other candidates but also develop self-confidence - ultimately attributing to a successful career. It requires effort and discipline to not only go out of your way to interact with others but also reflect on yourself to improve soft skills. However, developing and strengthening soft skills is like learning to ride a bike - once you've got the hang of it you'll never forget it. So invest in strengthening your soft skills now to get a solid base to continually improve upon.

HAVING TROUBLE GETTING AN Internship?

One of the hardest parts of starting your career is getting an internship - or really any work experience at all. Many companies, especially big corporates, require some experience to even get into 'entry-level' jobs. So how do you get this experience and build up your resume if you haven't received an internship yet?

Volunteering

Volunteering isn't just about working at soup kitchens and entertaining residents at a nursing home. Volunteering can also include gaining skilled experience, just like an unpaid internship as most not-for-profit organisations have the same business functions as any other corporation. A benefit of attaining these volunteering opportunities is that they are usually less competitive than internships. If you're struggling to get an internship and just want some experience to start your career, it is recommended to research volunteering positions in your field.

If you, however, don't know which field you want to get into, doing non-skilled volunteering is also seen as extremely valuable and a way to gain soft skills. These transferable skills, such as communication, leadership and creative problem-solving, are what employers are looking for these days as they are harder to develop than hard skills which, on the other hand, can be taught on the job.

Suggested Sites: [Seek Volunteering](#), [NSW Volunteering](#)



Student Societies

Being part of a student (university-affiliated) society could be considered volunteering since these are unpaid. However, they are run very differently from volunteering opportunities. University-affiliated societies are completely student-run and can give you unique experiences. Due to the structure and longevity of a student's experience in one role, you can often progress to leadership roles very quickly.

These are often safe spaces to try a variety of roles and test your suitability. Additionally, like volunteering positions, you can get skilled experience as well. Most societies have marketing, event and sponsorship roles that can give you hard (and soft) skills that look good on your resume!



Virtual Internships/Work Experience

Virtual Internships are standardised work experiences that replicate work you would do in large companies. These work experiences are often very short (only a few hours of work), but aim to build your technical skills as it gives you a little glimpse into what techniques you will be required to do in that industry. Although, please note that these are not good substitutes for internships. Instead, these should be undertaken in conjunction with internships.

Suggested Sites: *Forage*

Online Courses



While online courses can't give you experiences, they can grow your knowledge in a specific area. This is a great way to upskill over the holidays. It also looks great on a resume to show potential employers that you are interested and dedicated to your chosen field.

Suggested Sites: *Coursera, Google Digital Garage, LinkedIn Learning*

Section 3

Corporate Life



The Transition from

Uni to Work

It is scary to think that it used to all be a dream. We used to dream about what our first day of work would be like. Some of us even imagined what it would be like to be dressed in fancy work clothes. Then suddenly, it was no longer a dream, but rather a reality. You now find yourself in a frightening transition from school to work. It is admittedly a scary situation and can possibly even be the most difficult hurdle for a young professional. However, we at WEB are here to ensure that you can transition and start your professional career smoothly! Follow WEB's toolbox to success to equip yourself with the tools necessary to start your career as best as it can be!

Accept that Everything is Going to Change

This is a mental struggle that we as young adults commonly experience. We constantly try to find an "in-between", instead of foregoing old practices. Upon starting your first job, nothing will be the same. This is a change that we NEED to accept. Otherwise, your health will likely take a back seat. For example, instead of taking that well-deserved break, you instead choose to spend time with your friends. This is unfortunately unsustainable and can have negative repercussions for your physical health. You need to establish a balance, and accept that you will not have the same time capacity as previously. You will have to get used to change and embrace this transition. Try to perceive it as a learning opportunity, rather than linking it with negative emotions. Do not give up, it will only get better!

Reach Out for Advice

As a young professional, nothing is more important than the knowledge and insights you will learn from your elders and industry professionals. For example, if you are struggling or are unsure about a task, do not be afraid to ask for assistance. It is always best to ask a dozen questions than to ask none. Remember that, it is only through mistakes that you learn. You are not expected to know everything. There is nothing wrong with making mistakes, in fact, often you are expected to.

Do Not Be Intimidated

It is very easy to feel like the most unintelligent person in a room filled with professionals, who seem to know everything. A work environment is vastly different from that of a school or even a university. There are no longer juniors and seniors. In a situation like this, I cannot blame you for feeling out of your league. But do not be afraid. Take it as an opportunity to learn. By constantly being surrounded by people from diverse backgrounds and different levels of knowledge, you can grow and learn as an individual and as a young professional.

Be Patient and Persevere

As a new individual in the workforce, mistakes are inherent and unavoidable. As mentioned early, there is no expectation to know everything or be perfect at everything. Often, skills are learned through practice. Admittedly, it seems difficult and intense. However, with practice and time, it gets better. Do not give in the face of a challenge. Instead, persevere to grow and learn from your mistakes. Through this, you can achieve unimaginably great things that previously seemed impossible. Remember that, as a young professional, it is the ability to persevere despite any given circumstance that makes you shine! It is your desire/hunger to learn that your employer is searching for. Therefore, keep persevering and do not give up!

Establish Healthy Habits

It is very easy to neglect our health when beginning a new chapter, especially one as challenging as transitioning into a work environment. We find that since we are constantly under time constraints, we neglect to have regular meals, exercise, sleep, complete tasks and fulfil responsibilities. This is unsustainable and will inevitably lead to both burnout and various illnesses. At an early stage, it is important to establish a healthy work-life balance. Admittedly, it can seem unimportant, but its value is subtle. A good sleeping regime can completely uplift, our mood and perspective on tasks. Healthy habits will result in us being more motivated and energized to work and produce quality results.

The transition from school to work is no easy task. It is even usually viewed as the most challenging hurdle in a young professional's career. It is scary, and incredibly intimidating. However, by following WEB's steps to success, you can prepare and equip yourself to start your career in the best way possible!

5

Emerging Occupations

YOU PROBABLY HAVEN'T HEARD OF

INFORMATION OBTAINED FROM AN AUSTRALIAN NATIONAL SKILLS COMMISSION REPORT

Pricing Analyst



Pricing Analysts set up product prices and perform revenue and scenario forecast modelling, as well as coordinate and review pricing agreements. They do this by analysing market trends, production prices and competitors.

Stats

Percentage of Women:
39%

Percentage of Full-Time:
96%

Average Hours per week:
37

Digital Marketing Analyst



Digital Marketing Analysts are responsible for online and social media marketing and campaign activities, they also include analysing statistics and looking for ways businesses can improve it's online marketing.

Stats

Percentage of Women:
49%

Percentage of Full-Time:
81%

Average Hours per week:
41

User Experience (UX) Analyst

User Experience Analysts assess and analyse customer interactions and experience with a product, system or service. They also analyse the users' behaviour, attitudes and emotions in relation to the usage. Based on their observations that make proposals for improvement of the interfaces and the usability of the product.

Stats

Percentage of Women:
38%

Percentage of Full-Time:
87%

Average Hours per week:
35

Risk Analyst

Risk Analysts identify and review potential risks that could be threatening the assets or capital of an organisation. They use statistical analysis to evaluate the risk, provide risk management advice and ensure legal compliance.

Stats

Percentage of Women:
42%

Percentage of Full-Time:
95%

Average Hours per week:
37

Logistics Analyst

Logistics Analysts assess product delivery or supply chain processes to provide advice and implement on possible changes that can improve efficiency. This includes managing route activity, invoicing, electronic bills, and shipment tracking.

Stats

Percentage of Women:
25%

Percentage of Full-Time:
80%

Average Hours per week:
34

Women in Law

Law student and WEB Publications Director, Jade Bunt, talks about her experience being a woman in Law.

Like most areas of the corporate world, law is a sector with a history riddled with misogyny and inadequate representation of women. There are abundant stories of young women having ill experiences with older male colleagues and bosses, especially in the earlier periods of their careers. I'm sure my fellow law students can think of at least one male classmate they have encountered at university that epitomised arrogance and thought they were genuinely better than their classmates, but especially their female counterparts. Whilst we are not completely free from this mindset or inequality, I see promising change and advances to ensuring that women do belong (and feel that they belong) in law.

I reflect on my own juvenile experience in the legal industry and count my blessings for the introduction and continued opportunities for learning I have been offered. I kickstarted my professional journey under the tutelage of empowered, compassionate and insanely intelligent women in Family Law. Family Law is a truly difficult area of the law; I often describe it as having no winners, but the children always lose. As such, it carries with it a heavy emotional burden. I often wondered how some solicitors could practice Family Law for most of their careers until I was able to witness the practice first-hand. All three female lawyers I initially worked with brought unique and individual skills to their clients but always acted with compassion, fairness, and integrity. Especially for my principal solicitor, it was always obvious how much she cared for each of her clients and wanted to deliver justice to their cases,

particularly for our young children caught up in their parents' legal whirlwinds. This taught me to not shy away from emotion and empathy, but rather harness the power from both and direct that into your work; a lesson I will carry with me for the rest of my career.

In my current position, I see young, fierce women climb through the ranks in a heavily competitive commercial world to stand proudly in top positions. Female partners, associates, lawyers, graduates, paralegals, and legal assistants walk the halls with purpose and grit whilst also always being available to answer a question and provide guidance as needed. I see more and more women being praised for their emotionality and empathy towards clients, a trait that was once diminished as being weak. And most importantly, I see change rapidly occurring to see men and women stand equally alongside each other.

For the young women heading into the industry, don't let this article scare you away from the law. Use it as inspiration to step forward in your career with conviction and purpose. We are all equal in the eyes of the law, and just upon the horizon, I can see a day where the practice of law reflects this.



Section 4

Industry Insights



Podcasting

With WEB's Co-Vice Presidents

Once known as "audioblogs", listening and creating podcasts have increased in popularity over the past few years. The majority of us listen to a wide range of podcast series to keep us informed and entertained wherever and whenever we want! Due to this rising popularity, many are also interested in creating original podcast series. Read the experiences of Marybeth and Adrienna to gain insights into podcasting!

Marybeth Dela Cruz

I do everything after the host says goodbye to the guest. In essence, I oversee post-production. This includes removing any unwanted sounds, awkward pauses, or repetitive sentences that may otherwise draw away the listener's attention from what is being discussed. And then I release this to the public. I also have experience with marketing and branding podcast shows. This includes researching industry trends within the entrepreneurial space to guide marketing strategies and increase listeners.



Adrienna Lim

I enjoy listening to podcasts and have been fortunate enough to join the Greenfluence team who have a podcast focusing on sustainability, ESG, impact investing and climate change. I'm also one of the two hosts for WEB's Words of Wisdom and it's been an amazing experience.



Everyone seems to be into listening to or creating podcasts lately. What do you think has caused this recent obsession, from both the listener and creators' sides?

MD I agree that this new digital age has allowed the public to access and create news, entertainment, and media at the touch of a button. It has never been easier to publish your podcast and find unique shows from the plethora of platforms available. From both perspectives, I believe podcasts' rise in popularity is due to their convenience to find, learn, and create episodes.

It's natural for people to feel like they are being productive with their time. Podcasts are a newer media of entertainment that does not require visual media. Thus, not only do podcast shows provide a source of entertainment and education, but they also provide listeners with the opportunity to do tasks simultaneously, like cooking, driving, and exercising.

This convenience is also reflected on the creators' side. Unlike traditional work forms, podcast interviewing, editing, and marketing can be conducted anywhere - from the convenience of your own home to quiet spaces like libraries. This allows creators to use their free time productively while potentially creating an alternate source of income. Many also create podcasts as a learning opportunity. By delving into thought-provoking topics, reaching out to inspirational guests, and exploring outside their comfort zone, creators develop multiple technical and personal skill sets that are transferrable to many careers. Interviewing guests also gives podcasters the unique opportunity to expand their network and connect with leaders in specific industries.



It's different from radio stations since podcasts give you the option to pick the topics you want to listen to.

AL From a listener's point of view, podcasts have opened up this way of multitasking and become a way to consume media and information. With YouTube videos or TikToks and other traditional media formats, a large portion of the information is conveyed visually. The way I view it, podcasts strip back all the other elements you might have to process in media, and its simplicity is a nice contrast to the large wave of information we're presented with on a daily basis. It's different from radio stations since podcasts give you the option to pick the topics you want to listen to, whereas you don't get that same level of control when listening to a station.

Podcasts have also shown to be a very seamless way for creators to provide more content to their audience through a different format. I would say that it gives them a chance to flex their creative muscles, and challenge them in a way to engage and captivate their audience whilst being restricted to one medium.



What is one myth about podcasting you want to debunk?

MD One myth about podcasting is the need for expensive equipment. Although studio rooms, high-quality microphones and technical mixers can produce exceptional sound, you don't need to buy the best to start. With the podcasts that I have been involved in, we only needed a good set of earphones and a quiet space to start recording! You can even find quality programs to record online interviews and edit raw audio for free. Overall, you can still create podcast shows that sound professional even without spending money on state-of-the-art equipment – you just need to start!

What has been one unexpected lesson you learnt about Podcasting?

MD Although I haven't been directly involved with interviewing guests, post-production has allowed me to understand what effective communication skills sound like. By listening, and re-listening, to raw audio of my podcast's host and our extensive array of guests, I better understand how to connect with others and be a better storyteller.

AL Becoming a host has really helped me develop my active listening skills.

What should individuals that are interested in podcasting be aware of?

AL It's ok to have silences! Many, if not all, of the podcasts that you listen to undergo a process of editing where silences or mistakes are edited out. Don't feel pressured for your final product to be the raw audio clip taken from the actual recording session. Instead, try your best to understand what you want to convey to your audience, and how you want to tell the story.

MD Without already extensive connections and technical experience, starting a podcast can be difficult. But there's good news! Networking events and online resources can help you start your podcasting journey. Prospective podcasters can find potential guests through events – networking events for industry specific shows and regular hobbies catchups for personal interest podcasts. Although contacting speakers through social media or emails can be effective, attending these events enable you to build rapport with guests. This encourages a smoother and more personable conversation when you get to the recording stage! These events also allow you to build hype and excitement around your podcast with key publics.

There are also plenty of online resources available that can help you develop the technical skills to start, edit and launch your podcast. There are free tutorials, guides, and YouTube videos that you can access for free. All you need is to dedicate time and effort into learning new programs, and you will be able to understand if podcasting is something that you can do continuously.

What soft skills do you think people need to work in podcasting?

MD The main skill useful when working in podcasting is active listening. Podcasting shows are not focused on exploring the host's story – it's about the host helping guests deep-dive into their story to effectively share with others. This means validating, connecting, and following up on what the guest is trying to say. By focusing on the guests and amplifying their stories through active listening, podcasters are better able to create an impactful, unique, and authentic episode. This skill then extends past podcasting and benefits relationships and teams in personal and professional life.

AL In addition to active listening, like what Marybeth mentioned, I would say you need to develop empathy for the guests/speakers you host on the podcast. Oftentimes, they will record an episode to share their experiences and personal challenges, so being empathetic and understanding will go a long way.





Geraldine Goh
Chief Marketing Officer



Stefanie Khoo
Assistant Growth Marketing Manager

What does leadership mean to you and how does your current role allow you to exercise your leadership skills?

Geraldine Goh Leadership to me means empowerment, empathy, and endurance. While grooming the next generation of leaders, my role requires me to embody all these qualities, varying and catering to individuals at different stages in their careers as well as stage of life. It is challenging yet, very fulfilling to see these individuals grow within the marketing team and the bigger organisation.

Stefanie Khoo I believe in becoming the kind of leader that you want to follow which to me means, not only leading by example but also being a pillar of support for those around you.

My current role requires me work with different teams and functions throughout the company. This has therefore given me the opportunity to share and hone the skills I have developed throughout my career, but also further develop my softer skills as communication and listening.

What is the culture like at Vantage and how does it stand out from other companies? What recommendations would you share with our members who may be unsure about which company to join?

GG Vantage offers a professional and, at the same time, very family-orientated working environment.

When looking out for a future employer, it's important to find a company culture that suits you – because you will spend most of your waking hours at work and hence, the ability to fit into the culture and understand what works for you as well as the company is very important.

SK My favourite part about working at Vantage is the tight-knit group of colleagues who are willing to help each other, despite being outside their job scope.

The most important thing will be to find out what the company culture is like and learn about the bosses and colleagues that you are going to potentially be working with. Nothing is too tough when you have a good team to support you.

How does Vantage promote diversity internally and how does it support diverse staff members?

GG We have an internal brand and communications department that often promote and advocate topics such as diversity, climate change and giving back to society. In collaboration with HR team, we not only play host to awareness events, but also engagement activities.

SK From the small things such as celebrating International Women's Day with us by highlighting women who trade on social media, to the big things such as hiring women as top management, Vantage has given me the opportunity to rub shoulders with some of the best and brightest in the industry.



A GUIDE TO FINTECH

With WEB's Secretary, Annie Renouf



Annie's experience at Cashrewards positioned her in the eCommerce aspect of FinTech, focusing on how to improve the experience of shoppers. Annie is currently studying a Bachelor of Law and Arts (Journalism & Non-Fiction Writing) and aspires to show women interested in pursuing their passion, that there are no major limitations on entering and finding opportunities in areas they love!

WHAT IS FINTECH?

FinTech is a really exciting space because it is the integration of technology to improve or automate the delivery of financial services. It's a subsector which has gained a higher profile in recent years since there were already lots of financial services programs and companies in Australia. Some examples of FinTech companies are Pearler and Raiz Invest. These are investment platforms that have made investing more accessible to Australians! There is also a great budget tracking app, WeMoney, that I find really useful for achieving my money goals.

WHAT SHOULD INDIVIDUALS WHO ARE INTERESTED IN PURSUING A CAREER IN FINTECH BE AWARE OF?

FinTech is a newer sector that has stemmed from financial services, so you learn a lot about finance and how we facilitate service delivery to customers. Innovation is not always an improvement and you always have to be reflecting on whether you are providing something that makes things easier for the consumer. There is a lot of value in traditional payment methods, investment approaches and retailer loyalty programs. I like being across this and seeing how it then interacts with an online interface, so product improvements can continually be made and I am an asset to Product Marketing Managers.

Going to online and mobile first solutions is a change that many Ecommerce professionals anticipated but that doesn't mean you factor out other customer support channels. Every point you interact with a customer directly or indirectly forms their perception of the brand you work for! The most important principle is to be respectful and take the initiative to treat a consumer like a real person. Technology provides so many unique opportunities for personalisation, targeted messages and the ability to build custom audiences for certain content types.

Once you join a FinTech company, you report to one department while contributing to so many others. I work for the brand team while taking the time to learn from Software Engineers, UX and UI Designers, Client Services and so many more teams! There is no limit on your potential to learn new areas. With all that in mind, sometimes it isn't feasible to offer your time and insight to others. When that happens to me during

key retail periods, I set time aside to review their processes and see if it can be adopted by my team at a later point.

Make time to attend Product and Tech Showcases, be attentive to ideas and put yours forward. I've built more respect for myself as a professional by sharing results the brand and social team deliver in a concise way, asking questions about other people's work and reaching out to people outside of my team who do interesting work. Cashrewards is a great position where we have an in-house creative agency, affiliate marketing liaison and contact with top retailers.

If you want to change roles completely, some FinTech companies encourage you to just ask someone who can facilitate that.

ANY TIPS TO BREAK INTO THESE AREAS?

I start with the belief that no company or role that is too small for where I'd like to be! There are lots of FinTechs based in Australia that begin as startups and turn into sector leaders. Some have even gone global and enabled the people who started them to have an abundance of opportunity presented to them. I started in an entry-level position that I am grateful has evolved into so much more, which I discovered through student internship programs. The one I used to apply for my current position was Hatch and they advertise a lot of Australian companies in the FinTech space.

Reach out to connections or colleagues who are involved in the FinTech area and let them know you're interested. Growing companies usually have positions and referral is a great way to stand out as an applicant.

My next one is to avoid complacency and find something that makes you passionate about contributing to company growth. For me, it is being curious and willing to learn new approaches! Any role in a company that relies heavily on technology has the unique challenge of being involved in product development and I value when my suggestions lead to large scale improvements.

WHAT IS IT LIKE FOR WOMEN TO WORK IN SOCIAL MEDIA AND FINTECH?

I have found it is a very diverse and inclusive environment. Something the sector has aimed to address and continually tries to improve its approach to, is making sure the workforce reflects a wide range of people. The best talent can be anyone and people are offered lots of support to succeed throughout the application process and in their roles.

As a young professional, the most pressing concern going into FinTech was whether I would be seen as junior. What I've found is the opposite - I am asked to share ideas, encouraged to take initiative by my mentors and know that my input contributes to business results. Companies that realise how much they can gain from entry level talent and genuinely develop them are ideal to look out for!

While you can accelerate your professional development in this space, be strategic and don't overexert yourself. Entry level and mid level staff are often asked to support other teams due to the learning potential it provides. There are times when you will have to confidently manage expectations and scale back how much you do day-to-day. My way of approaching this is considering if contributing to another project team is going towards a bottom-line result. I ask myself how much time it will realistically take and the influence it will create if there is no clear financial outcome from it that is considered in performance reviews. The last area applies to functional technology improvements, internal employee initiatives and organising the social life of the company.

In Conversation with

Ivana Widjaja



Ivana Widjaja is a Graduate Analyst at Olvera Advisors. She graduated from the University of New South Wales (UNSW) with a Bachelor of Commerce, majoring in Accounting and International Business. Ivana shares her experience in expanding between industries and provides tips for young women who dream of entering the business world! As a plus, Ivana also gives us insights into life as a Graduate Analyst at Olvera.



How did your earlier career choices lead you to where you are now?

At Olvera, no day is the same and there is always a new challenge to conquer. Each day, our team works on various projects to help businesses and clients struggling with financial distress reset and grow. Throughout the day, we collaborate as a team at all levels to ensure that our tasks get done. We also have quite a flat structure at Olvera. This results in open communication with the senior team, who are truly dedicated to both our personal and professional growth.

Depending on what the day holds, some days we work in the office and other days at client sites, which is great exposure to the industry and helps us to build strong relationships with our clients whom we work so closely with. Apart from working hard, we also have a great culture at work, where most days we catch up with our colleagues during lunchtime and chat (and have great banter!).

How did your earlier career choices lead you to where you are now?

For me, knowing that I wanted to pursue a career as an advisor throughout university was a key success factor. I came to know this as, throughout my university journey, I joined several career mentoring programs, where I attended several workshops and conferences to explore my future career options.

I also attended several industry events to explore what it is like working in each of those industries. That is when becoming a financial advisor really stood out to me, especially having undertaken an accounting degree.

What strategies have had the biggest impact on your success?

I think that for me, exploring as many industries as possible before deciding what industry I want to pursue a career path in has been one of the most significant strategies impacting my success. Olvera's diverse range of projects and client base allows me to do this by gaining in-depth insight into various industries. Through working on projects ranging across various industries, I have come to realise that my passion and interest lie particularly in the financial services, retail, and hospitality sectors.

Tips for women entering the business world/life as a female advisor.

I think that for women entering the business world, it is important that they start to think about their future career plans and perhaps build a mental roadmap of where they would like to end up in maybe the next 3, 5, or 10 years.

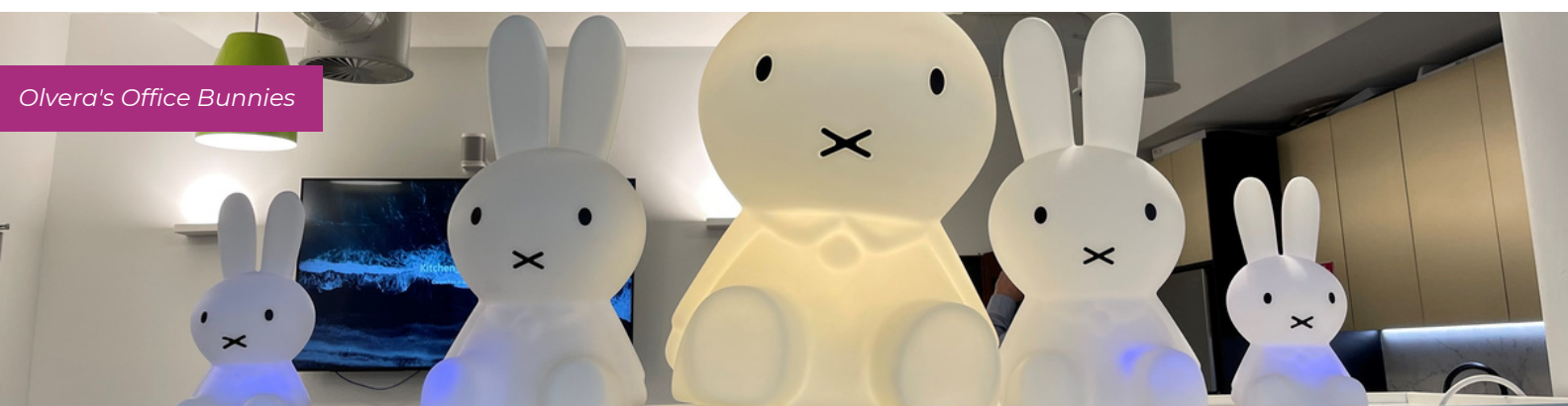
Here at Olvera, we have a very diverse team and our leadership team truly values diversity in the workforce. That said, it can sometimes be difficult for women entering the business world, especially as female advisors. The one foremost advice I would give young women entering business would be to get out there and connect with other like-minded women and business leaders who value diversity. This also applies to connecting with other female leaders and learning from their valuable experiences.

What opportunities are available for young women at Olvera Advisors?

One thing that Olvera stands out for is that young women can openly communicate with the senior members of the Olvera team. The Managers, Directors, and Principals of the firm are very open to acting as our mentors and truly support the growth and development of our diverse team members, including young women.

We are also a very diverse firm and want people from different genders and backgrounds to be involved in helping us create solutions because we believe that strength lies in differences, not similarities.

Olvera also offers valuable and extensive training sessions and programs to help our team develop their knowledge and skills and remain current with changes within such a dynamic industry. Olvera also encourages a workplace that feels safe and comfortable for our staff, ensuring that work-life balance is reached.





Section 5

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meet one of our olly graduates!



Ivana joined the Olvera team in March 2022 as an Analyst.



I've always wanted to contribute to making a difference in people's lives and by working at Olvera, it is possible to make a difference every day! During the pandemic, Olvera has helped many businesses struggling and sinking into financial distress to reset and grow.

I love being part of the Olly team because we have a great culture. Olvera truly cares about its employees and strongly supports their growth, professionally and personally. It is the best of both worlds because as well as continuous learning and training, we also have fun at work!

What Olvera offers also aligns with my career goals. I like to explore as many industries as possible before deciding what industry I want to pursue a career path in. Olvera's diverse range of projects and client base allows me to do this by gaining in-depth insight into various industries. I deeply enjoy the challenge that comes with my role, where no one day is ever the same!



Ivana Widjaja

ANALYST

BCom, Accounting & Business/Management

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Ellen Kinmont

Investment Operations Analyst

Receiving the Pinnacle Women in Finance Scholarship has fasttracked my career from an internship to a permanent analyst position. The opportunity to gain real world experience in a fastgrowing company has been invaluable in developing my confidence and connections within the finance industry.



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Rebecca Glover is a Chartered Accountant and Senior Director at World Vision International. We sat down with Rebecca to find out how becoming a CA has helped her to become a difference maker.

What is a 'typical' day for you?

On a typical day, I have a range of conversations and decisions I need to make with regards to primarily the financial management of the organisation.

One of the key things that I pay a lot of attention to is understanding what it is that our supporters are interested in funding. What it is that from a field side they have needs in, and understanding how to match those resources that are coming from those donors to those needs in the field.

How do you think becoming a Chartered Accountant has helped your career?

I think being a Chartered Accountant has been the key stepping stone in my career. I don't think I would have had the opportunity to work at the calibre of organisations that I have. I certainly wouldn't be able to take on this role without having that particular designation.

What do you enjoy most about your role?

What actually brings me a great sense of contentment is the idea that I am using my life as best I can, with the skills that I have, trying to help others. I feel like, in the role that I do now, I am actually using those skills to benefit as many people as possible, and in many corners of the globe. There is something inherently rewarding about knowing that the decisions you make, or the analysis that you're doing, the report that you're building, whatever that is, is ultimately to serve others.

What advice would you give to students interested in a career in the not-for-profit sector?

Get out there and volunteer. It'll give you a taste of what the sector is actually like. It's incredibly diverse, and it is very different from the for profit sector, it's motivated by very different things.

And as an organisation that is there to help other people, I want to employ people who find that intrinsically rewarding. Because to me, this isn't just any other job. This is a job that other people are depending on us to do our job well.



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Graduate, Cadet and Vacationer positions are available in the following areas:

Tax Advisory

Our Tax Advisory team is one of the most experienced in Australia. Our team of specialists and experienced professionals can manage any taxation issue regardless of size or complexity. We're legislative experts with longstanding institutional relationships with the ATO, and we advocate for effective tax legislation that benefits our clients.

As a member of our Tax Advisory division, you could be advising on income taxes, capital gains taxes, international taxes, transaction taxes and employment taxes, all in the context of structuring transactions and/or organisations to legitimately minimise their taxation liability.

Private Business and Family Advisory

Our Private Business and Family Advisory team works predominantly with privately run businesses, including family businesses, entrepreneurs and high net worth individuals. We provide business solutions that are tailored to each client's specific needs.

Our core service offering includes annual compliance, preparation of management accounting financial statements, income tax returns and business activity statements. As a trusted advisor, we may also assist our clients with arranging finance, forecasting, budgeting, superannuation and investments. For many of our clients we act as an outsourced financial controller, providing expertise and aptitude to business owners in relation to financial reporting and management, so they can focus on running their business.

Business Advisory and Assurance

We provide practical advice and assistance to help businesses make the most of opportunities and emerging issues. Our risk-based audit and review methodology results in a thorough understanding of the decisions facing the business, allowing us to add value to clients as well as prepare their financial reports in a timely manner.

Our assurance engagements include assisting clients with preparation of monthly management accounts, year-end reporting, income tax returns, activity statements and general advice to enable them to make informed business decisions and bring clarity to day-to-day operations.



AAGE Top Graduate Employer 2022



GradConnection Top 100 Graduate Employer 2022



GradAustralia Top 100 Graduate Employers



Graduate Australia Top 100 Intern Program



Graduate Program Early Careers at AMP



The AMP graduate program provides the pathway to create your tomorrow.

As a graduate, you will complete a two-year rotational program within the business stream of your choice providing you with the flexibility needed to create your tomorrow.

Taking on meaningful work from day one, you'll be guided through a tailored training program which aims to accelerate your personal and professional development.

About AMP

AMP Limited is a retail wealth management and banking business operating in Australia and New Zealand. Beginning in 1849 as the Australian Mutual Provident Society offering life insurance, we have a long history of helping our customers manage their investments and achieve their financial goals. Offering services in financial advice and superannuation, retirement income, banking and investment products, we are dedicated to supporting 'the investor in all of us'.

Graduate Life at AMP

At AMP we strive to create an environment where people can shine and one that offers guidance and support, whilst being enough flexibility enough to ensure you can make the most of your life, both professionally and personally.

Flexible Rotations

During your two-year journey on the program, you'll have to chance to rotate through a number of teams in your selected business stream, helping you to work out what's right for your skills and interests.

Professional Development Program

A tailored development program which includes formal workshops, technical skills training, insight sessions, lunch & learns, a Business Improvement Project (BIP) and numerous networking opportunities has been designed for our Graduates by the dedicated Talent & Leadership team to give you the best possible start to your career.

Support Network

Graduates are seen as a great asset to AMP and you will have the wide support network during your journey. Your key relationships will be with the Graduate Program Manager, the Graduate Champions for your business stream, your rotation leader, your Buddy and the wider graduate alumni community at AMP.

Wellbeing & Benefits

There is nothing more important than your wellbeing.

AMP's **Be Well** program takes a holistic approach to the wellbeing of all employees and takes into account physical, personal, psychological and environmental factors.

The **We Flex** approach acknowledges that flexible working is for everyone and gives leaders and employees the autonomy to agree how, when and where work is done in support of our inclusive workplace.

AMP's **Employee Assistance Program (EAP)** focuses on Coaching, Health, Advice, Mentoring & Psychological Wellbeing (CHAMP) and has numerous service available to all AMP employees and their families.

The **Gratitude** program is run by the graduates for the graduates with a focus on physical & mental health as well as social activities and giving back. Activities include weekly group fitness sessions, guided mindfulness sessions, webinars, taking part in fundraising activities, trivia nights and more.

As part of standard remuneration packages, AMP employees receive 12% superannuation contributions, 20 days per year paid annual leave and the option to take up to 4 weeks additional leave using the purchase leave scheme. As well as access to special home loan packages and a better account through AMP Bank and discounted financial advice options, there are over 300 retail and entertainment discounts via the AMP Advantage app. Find out more about [working at AMP](#).

For more information about the AMP Graduate Program, scan the QR Code, visit www.amp.com.au/ampcareers/home/graduates or email graduates@amp.com.au



Shape your future

Start your journey with RSM



We invest in our graduates early, to equip them with the skills they need to kickstart their career and provide the foundation to a long, engaging and rewarding career with RSM.



RSM is one of Australia's largest mid-tier accounting firms, offering the **combined benefits** of a leading professional services firm, in a highly **supportive and people orientated** workplace.

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- Innovative learning programs
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Today's world isn't simple. The challenges facing business and society are complex. At PwC, we know those challenges need to be looked at from a new angle. With your human ingenuity, passion and experience combined with the latest technology, these problems become easier to tackle.

We focus on your skills and passions, not just your degree and CV. With our diverse range of businesses and variety of work, you'll discover a unique way to help us solve important problems together.



So in a world where

you can be anything, be the solver.



Your future
is bright.



It's yours
to build.

Student Programs



Meet Janine Ong



My name is Janine, and I currently work in Audit within the Assurance service line. I studied Accounting and Finance at university, and I first joined EY as a vacationer in January 2021. Through the Vacationer Program I was offered a graduate position, which I started in May of the same year. I would love to share some of my experiences at EY during the past year and the opportunities for women entering business.

What's the best thing about working for EY?

The people - EY is such a diverse organisation, and I love having the opportunity to work with different people from various teams and clients. I really appreciate the ongoing support I have received since my first day, whether it be from my teams, buddy, counsellor or fellow peers in my graduate group. Receiving one-on-one mentoring and coaching from some of the most knowledgeable people in the field has been an invaluable experience, and I hope to be able to pass down what I have learnt to new people joining in the future.

Thinking about your time at EY,

what are you most proud of and why?

Passing my first CA unit! EY sponsors us to undertake the CA Program and provides us with extra study support and study leave. Balancing full-time work and study has been challenging, and is quite different from university, but I am glad that I have been able to successfully manage this. Being able to study together with the other graduates has been a great experience as well. Through this experience, I have developed better time management and resilience. I look forward to continuing the CA Program and having the chance to learn new things outside of work!

Will you seize now to transform next?

We'll help you - with the scale, teams, culture and technology to build a career as unique as you are. We use our curiosity to ask better questions, that inspire better answers. Here, your career is truly yours to build.

We'll provide the tools, networks, the experiences and opportunities for you to learn, to lead, to innovate, to belong and to grow. This will open doors anywhere and have an impact **everywhere**. You'll have access to learning, skills and qualifications for you to personalise your career.

Reframe this moment for your exceptional EY experience.

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For more information on our application process, life with us, competitions and to get the inside scoop on EY, follow us on:

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MILLENNIUM WOMEN

LEADERSHIP ACCELERATOR

CLASS OF 2023



CLASS OF 2023

MILLENNIUM WOMEN

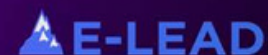
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An accelerator modelled on best practices at Harvard and Yale, the Millennium Women Leadership Accelerator is an opportunity for aspiring students to accelerate career growth and personal development by being mentored and coached by leading organisations and inspiring leaders.

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Thank you for reading our 2022 Graduate and Careers Guide. We hope you feel empowered by the advice and knowledge you have gained from this booklet.

The Women Entering Business team would like to wish you all the best in your journey towards finding success as a young professional.

ABOUT US

Established in 2016, Women Entering Business (WEB) was created by five high achieving female students from Macquarie University's Business School to connect with peers and alumni.

Since our inception, we have rapidly increased our membership, with more sign ups and member events occurring every semester. This has resulted to an increased following on social media, and the expansion of our Executive team. We now have a platform to promote valuable opportunities that are of interest to our members.

Our mission is to accentuate the confidence of our members in achieving their career goals through the provision of skills and social and professional networking opportunities.

