



WOMEN *in*  
GLOBAL BUSINESS

*Inspiring Australian women to international success*

(IORA) Dialogue  
Paths to women's economic  
empowerment in IORA

August 2014



# A joint Federal, State and Territory Governments program

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Australian Government  
Austrade



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# WIGB objective: Australian women's economic empowerment through expanding international business

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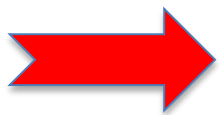


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# Economic argument for WIGB network establishment – not gender based

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- Australian women establish business at 3 times the rate of men
- Between 2007 -2009, the percentage of women owned enterprises that exported dropped from 11 – 9 %. (Male 14%)
- Fact: Businesses with female leaders and managers demonstrate stronger business performance
- Fact: Businesses that engage in international business outperform others
- Conclusion: It makes good economic sense to encourage more female-led businesses to expand through export and investment activities
- Government programs have credibility: WIGB established 2010



**Stronger economic growth and job creation**



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# National connections



State and Territory governments

Trade agencies, Federal and State

Women's empowerment agencies –  
Federal and State

Local Government

Chambers of Commerce, Bilateral  
Chambers

Corporates

Women in business networks (Allies)

Not for profits

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# International connections



# Communication and membership

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- Free membership
- Newsletter
- Website
- Social media
- Twitter @AusWIGB #wignb

[www.wignb.gov.au](http://www.wignb.gov.au)



# Get involved

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- Connections – domestic and international
- Monthly e-newsletter
- Mentoring program – 2 intakes per year
- Missions – inbound and outbound
- Events –role modelling
- Networking
- Research – 5 year longitudinal study
- Skills and capacity building workshops – access to capital/finance
- Awards
- International WIGB chapters



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# Benefits and deliverables

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- Increased support and connections have led to business and export growth
- Monthly e-newsletter providing knowledge and information
- Mentoring – over 140 alumni nationally contributing to GDP growth
- Women led missions increasing connections with commercial outcomes for SME's in multiple countries
- Events – connection, inspiration, role models, capability, confidence and media profile
- Networking – increased connection leading to business growth



# Benefits and deliverables cont'd

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- Research – fill gap in data on women's engagement with international markets, track progress of women owned SME's.
- Skills and capacity building –programs breaking down specific barriers and building confidence
- Awards – encourage more women to apply for awards; provide greater public and media recognition of achievement
- International WIGB chapters – build better connections with international women's SME organisations and networks, with objective to build commercial business.



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# Call to action

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## 1. Government:

- Identify the economic contribution of women led SME's
- Identify key barriers women-led SME owners face in accessing export markets
- Implement a responsive and targeted program to promote exports from women-led SMEs.

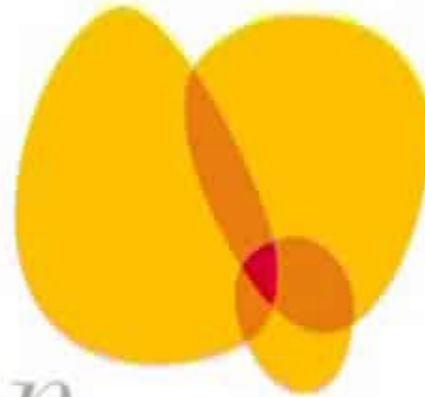
## 2. Communities

- Establish supportive **collaborative** ecosystems for organisations to represent women entrepreneurs.

## 3. Young women

- Consider entrepreneurship as an alternative to employment





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