

TALL POPPIES

Realising the potential of Australia's
female entrepreneurs



Date: Thursday, 28 April 2016

Location: Level 10, 111 Bourke Street, Melbourne

08:00am Welcome refreshments and registration

08:30am MC Welcome: [Holly Ransom](#), CEO, Emergent Solutions [@HollyRansom](#)
In conversation with Ahmed Fahour, Managing Director and Group CEO [@AFahour](#)

09:30am Presentation: What (we think) we know about female entrepreneurship

[Angela Priestley](#), founding editor/publisher, Women's Agenda - reflecting on the current environment [@WomensAgenda](#)

Followed by a short Q&A with Holly Ransom and the audience

10:00am SESSION #1: Identity and its influence on starting and growing a business

A discussion exploring the experiences of several successful female entrepreneurs in establishing and growing their businesses. How family, identity and bias can impact a woman's decision to start or grow a business.

[Angela Priestley](#), Founding editor/owner, Women's Agenda [@WomensAgenda](#) (Moderator)

[Susan Oliver](#), Chair of [@Scale Investors](#), Tech Entrepreneur [@cuuble](#)

[Simone Eyles](#), Founder, [@365Cups](#) and [@WorkingSpacesHQ](#) (Wagga)

[Deborah Harrigan](#), (retired Executive Director with Dell and ASPAC ambassador for the Dell Women Entrepreneur's Network)

Audience Q&As (15 mins)

10:45am Break

11:15am SESSION #2: How we compare with high-performing international ecosystems

A panel discussion exploring what an entrepreneurial ecosystem is and how Australia compares to other mature entrepreneurial ecosystems. What should we embrace / how are we different / what advantages and opportunities should our female entrepreneurs be embracing

[Colette Grgic](#), GM BlueChilli Accelerator [@ColetteGrgic](#) (Moderator)

[Jim Cassidy](#), CEO [@rampersand](#)

[Kerri Lee Sinclair](#), Innovation expert, investor, entrepreneur

[Topaz Conway](#), Director, Springboard Enterprises [@topazconway](#)

Audience Q&As (15 mins)

■ #APTallPoppies ■ #FemaleEntrepreneurs ■ #eCommerce ■ #techgirls ■ #VC ■ #startup ■
■ #innovation ■ #scale ■ #tech ■ #smallbiz ■ #accelerator ■

12:00pm **SESSION #3: How to build an entrepreneur: The importance of establishing growth mindsets and fostering young female entrepreneurs**

This discussion will look at how we can encourage an entrepreneurial mindset, the role of early education in creating female entrepreneurs and identifying the characteristics of successful entrepreneurs - can they be taught?

[Rohan Workman](#), Director, MAP Melbourne University [@roh_workman](#) (Moderator)

[Jan Owen](#), CEO, Foundation for Young Australians [@JanOwenAM](#)

[Sally-Ann Williams](#), Engineering Community & Outreach, Google Group [@sallyannw](#)

[Sarah Agboola](#), AP Scholarship Winner, Wade Institute [@SarahAgboola](#)

Audience Q&A (15 mins)

12:45pm **Lunch**

01:45pm **SESSION #4: Financing for female entrepreneurs**

A panel discussion examining the relationship between female entrepreneurs and financing, with a focus on what it takes to be investor ready, women's attitudes to financing their business, investor attitudes to female founders.

[Michelle Bourke](#), Founder and CEO, ArtliveMedia [@michellebourke2](#) (Moderator)

[Laura McKenzie](#), CEO, [@Scale_Investors](#)

[Melissa Widner](#), NAB Ventures, Head Over Heels, Seapoint Ventures [@MelissaWidner](#)

[Sarah Hamilton](#), Founder and CEO, bellabox

Audience Q&A (15 mins)

02:30pm **SESSION #5: The power of networks in scaling a business**

Broadly speaking, men and women approach networking differently. How can women use strategic networking to tap into support and resources that will help them grow their business and set more ambitious goals.

[Christine Corbett](#), EGM and Chief Customer Officer [@cacorbett](#) (Moderator)

[Karen Lawson](#), Head of Innovation - Scaleup Programme, Slingshot [@slingshotters](#)

[Cynthia Balogh](#), Program Dir, Women in Global Business [@AusWIGB](#)

[Cath Young](#), Founder, My Bearded Pigeon (Etsy Sellers Advisory Board) [@mybeardedpigeon](#)

Audience Q&A (15 mins)

03:15pm **Break**

03:45pm **SESSION #6: How can Australia Post help female entrepreneurs?**

An opportunity for the audience to find out what Australia Post is doing to help promote female entrepreneurship inside and outside the organisation, and to enable them to share their ideas about what could be improved and identify what they see as their biggest challenges.

[Holly Ransom](#), CEO, Emergent Solutions [@HollyRansom](#) (Moderator)

[Christine Corbett](#), EGM and Chief Customer Officer [@cacorbett](#)

[Catherine Walsh](#), Group Executive, Human Resources & Safety [@auspost](#)

[Simone Bachmann](#), Head of Information Security Innovation and Culture

Audience Forum

5:00pm **Informal drinks**

7:00pm **Event concludes**