



# Eat, drink, and be money-savvy

Women are GLAM-ing it up at social events that teach them how to take charge of their finances, writes Smart Money editor Jackie Sinnerton

KNOWLEDGE is power for the women of GLAM — that is Girls Learning About Money.

“GLAM is a social gathering for Queensland women who want to improve their financial situation,” said Brisbane woman Tina McElligott who started GLAM with Alysia Hamilton, Corinna Reeves and Naomi Bailey.

“We started GLAM in 2006 to provide a forum where women could come along and hear about finance in an informal, relaxed environment. Good wine and good food are included. We also keep the price of the evening down to \$30.

“We originally started out with 30 women on our database and now have 1000. Women spread the word — we love to talk.

“Over the last two years we have learned what works and what doesn’t.”

According to Tina, the women who come to GLAM don’t just want to hear stories about how other women made their wealth or developed their business — they want practical tips from experts that they

can apply to their everyday lives: “GLAM speakers are all experts in their fields, and our events are purely education focused.

“We have a diverse membership base — professionals, students, mums and retirees — so we do what we can to cater to them all throughout the year.

“Some women are just starting out and others are quite sophisticated investors. We tend to start off the year with an event on budgeting or setting financial goals, and then have a variety throughout the year — shares, property, superannuation etc.”

GLAM has previously held seminars on investing in wine and art, and this year plans to run a seminar on investing in antiques.

“From talking to the women who come to GLAM, I don’t find that it’s about making millions of dollars — it’s about making enough money to have the freedom to do what they want to do with their life. For some that means a family, others their own business, others it’s travel or just living comfortably.”

To join glam or find out about their next meeting visit [www.girlslearningaboutmoney.com.au](http://www.girlslearningaboutmoney.com.au).

Meanwhile, a free program to help Brisbane mums become savvy entrepreneurs has been launched in Brisbane, following its success in Sydney and Melbourne.

Bizness Babes aims to empower mums with the skills, knowledge and confidence to launch their own businesses.

Paula Cunniffe, Bizness Babes national program manager, the group gave women a supportive network to connect with like-minded women and business experts, and “puts them on the path to entrepreneurial success”.

Throughout the three-month program, participants learn a range of skills to enable the set-up of a business such as marketing fundamentals, financial planning and communication skills.

“Since we launched Bizness Babes in 2006 in Sydney and Melbourne, the program has helped over 120 women and around 40 per cent have already launched a business,” Ms Cunniffe said.

The Brisbane program is being managed by mother and self-made entrepreneur Samantha Jockel.

“As a mum it’s often hard juggling work with children, let alone starting a business from scratch,” she said. “The assets we have as mothers like multitasking, patience and negotiating skills are very valuable in the world of business.”

Bizness Babes is a partnership between The Body Shop, the Wise Foundation and American Express.

Brisbane mum Sue Bary, enrolled in the pilot program, said: “Being a new mum gave me the inspiration I needed to turn my passion for fitness into a personal-training business that I could run largely from home.”

To find out more about Bizness Babes and upcoming courses, visit [www.biznessbabes.com.au](http://www.biznessbabes.com.au).



**LEARNING CURVE:** GLAM committee members Alysia Hamilton, Tina McElligott and Naomi Bailey are looking for practical tips for everyday financial planning  
Picture: **Drew Fitzgibbon**