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# Women on the business trail

## **HELPING HAND**

**WORDS: ROWENA SMITH**

A new business program is removing the stumbling blocks for young Brisbane women wanting to empower themselves.

Bizness Babes participants will access entrepreneurial training and mentoring programs through retailer The Body Shop and American Express will provide start-up capital loans of up to \$5000.

Australian Red Cross will identify the disadvantaged women most likely to benefit from starting their own business.

The program will go ahead thanks to a grant of \$157,000 to help up to 30 women between 18 and 25 in the three eastern Australian capitals – Brisbane, Sydney and Melbourne.

Australian Red Cross Queensland executive director Greg Goebel said it was a life changing initiative to empower disadvantaged women by micro-financing them out of poverty.

“Bizness Babes aims to build the entrepreneurial skills of vulnerable young women to help them develop their own income stream and engage in their local communities,” Mr Goebel said.

“The program provides participants access to learning about personal and business finances, promotion and marketing, how to turn ideas into money and how to create an effective business plan.”

Young women interested and who have a business idea, should phone Australian Red Cross on 1300 554 419.