



Media Release

RESOUNDINGLY POSITIVE RESPONSE TO WOMEN'S LEADERSHIP CONFERENCE

16 May 2014: More than 170 aspiring, emerging and established women leaders joined together on Tuesday to gain expertise, resources and encouragement to pursue leadership roles.

The inaugural *She Leads Conference*, hosted by the YWCA of Canberra, brought together some of Australia's most accomplished women leaders with women across the age spectrum and a range of industries, who are interested in either taking up leadership roles or taking their leadership roles further.

The event was a resounding success with more than 74 per cent of respondents rating the conference as "excellent". Women reported feeling more encouraged and empowered to pursue leadership roles.

Many said that communication and leadership workshop sessions gave them strategies and tools that would have practical purpose in their workplace.

Conference-goers were encouraged to interact with social media during the conference, which saw the #SheLeads hashtag in the top 10 trending items on Twitter, higher than #JoeHockey just hours before the Treasurer was to hand down his first Budget.

#She Leads continued to trend more than 24-hours after the event.

The YWCA of Canberra's YouTube channel live-streamed plenary sessions from the Conference, with viewers as far away as New Zealand and Scotland tuning in to engage in the event.

The *She Leads Conference* is part of a broader YWCA of Canberra initiative to create pathways for women into leadership, and includes a year-long Diploma of Management tailored specifically for women.

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Frances Crimmins is available for interview.

High res versions of the attached photos are available on request.

For more information about the *She Leads* initiative visit www.ywca-canberra.org.au

Watch the Conference panels and keynote address on the YWCA of Canberra [youtube channel](#)

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About the YWCA of Canberra: The YWCA of Canberra is a feminist, not-for-profit community organisation that has been providing community services and representing women's issues in the Canberra community since its establishment in 1929. The YWCA of Canberra employs more than 350 staff across the ACT, and delivers 30 quality programs in children's services, community development, housing, youth services, women's leadership, advocacy, and training. Represented in 122 countries, the YWCA has a global reach of 25 million women and girls. As part of this international movement, the YWCA of Canberra works for a world where reconciliation, justice, peace, health, human dignity, freedom and care for the environment are promoted and sustained through women's leadership. For more information visit: www.ywca-canberra.org.au