



Providing strength in crisis

AWARDS

AUDETTE Exel has arrived in earthquake-torn Nepal armed with equipment that will hopefully help get hundreds of lives back on track.

She left Sydney just a few days ago with portable ultrasounds, water purification equipment, tablets, medicines and solar lanterns and has begun work alongside the teams who have set up medical camps as part of the recovery effort.

The founder of Adara Group, an international not-for-profit organisation providing services to people living in poverty in Nepal and Uganda, Ms Exel said many people thought she was "completely crackers" when she kick-started it 17 years ago.

But the former Telstra NSW Business Woman of the Year said it's in times of crisis that she realises her work is well worth it.

"It's obviously a very emotional time for all of us, for everyone who loves Nepal and

those who have teams and family and care for those on the ground," Ms Exel said.

"In terms of crisis what people do need from leaders is they need calm, they need help to think and they need strength.

"I hope by seeing me and my smiling face they will also be getting the message that they are not alone."

Ms Exel took a significant turn in her career path almost two decades ago, moving from her role as a solicitor and chief executive officer of a listed bank and chair of the Bermuda Stock Exchange to start Adara Group.

Nominations have now opened for this year's Telstra Business Women's Awards to recognise the outstanding achievements of women across all areas of business.

New categories include start-up, entrepreneur, for purpose and social enterprise.

To nominate someone visit womensawards.com or phone 1800 817 536.



Audette Exel of Adara Group is doing significant work in Nepal.