



Time for businesswomen to shine

SHE'S one of the most successful and admired business leaders, and now banker and philanthropist Audette Exel has called on firms throughout Australia to "help fix the world".

In 15 years, Ms Exel co-founded the ISIS Group and has saved about 100,000 lives, from pregnant woman in Uganda to impoverished children in Nepal.

Last year \$1.5 million was devoted to humanitarian services, and

Ms Exel believes its time for others to think outside the box. She made a conscious decision not to tell her clients about the charitable side of the business, fearing many would be deterred by a model not entirely motivated by the bottom line.

"It doesn't really matter if you're a nice person to be an investment banker," she says.

"Unfortunately a lot of clients might be less receptive if they knew some of the money was going to

service delivery for vulnerable people."

Now, the reigning NSW Telstra Businesswoman of the Year is about to pass the baton, with nominations opening tomorrow for a new inspiring leader.

"I can't recommend it highly enough," she says. "Bloody good on Telstra, it validates the work of women and it validates people who are willing to step off the established path."