women banking finance

COMMUNITY **REPORT**

2023 JAN- DEC

















Women in Banking and Finance (WiBF), is a not-for-profit membership association committed to increasing the representation of female leaders in the banking and finance sector, welcoming all genders to be part of the conversation.

WiBF's Corporate Members representing all facets of the industry – including major Australian and international banks, mutuals, insurers, investment managers, super funds, fin-techs and corporates servicing the sector – our members collectively employed over 600,000 individuals.

We are proud to continue to offer a comprehensive suite of educational programs and webinars to our members, along with networking opportunities. Together, we shape the future of banking and finance, driving positive change and building a sustainable and inclusive industry for all.

"I wanted to take a moment to express my heartfelt gratitude for the incredible learning and growth opportunities that your program is providing. As a woman in the banking industry, I am truly thankful for the dedication and support you have shown in empowering women like me to thrive and succeed."

— WiBF 2023 Member Survey

Vision and Value

WiBF's vision is to create a tangible, positive impact in the Australian banking and financial services sector that will lead to improved gender diversity and inclusive leadership practices across the sector.

Mission

- Enable women in emerging, mid-career and senior executive roles to achieve their career goals.
- Work with member organisations to develop an awareness and understanding of the business sense and strength behind gender diversity and innovation.
- Actively grow the talent pipeline of professional women at every stage of their career.

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600,000 Individuals represented

across the sector providing limitless networking opportunities

9,800+

Webinar registrations offering valuable learning experiences for members

250+

Nominations for the WiBF 2023 National Industry Awards recognising exceptional achievements

WIBF 2023 CORPORATE MEMBERS









































































































































































A Message from Our President, Sangeeta Venkatesan,

What an extraordinary year of expansion and triumph for our organisation! I'm delighted to present our 2023 Community Report to you.

Our commitment to championing diversity and fostering personal empowerment in the finance and banking sector remains unwavering. Witnessing the remarkable progress, we've achieved over this past year is truly inspiring. We've forged new alliances, launched ground breaking initiatives, and presented numerous avenues for our members to thrive and advance.

In 2023, we were pleased to expand our WiBF offering to an international audience by connecting with WiBF UK to host our first global event on artificial intelligence. WiBF Membership represents over 80 corporate members who have offices in +40 countries not only in Australia, but the very best around the globe.

Thank you to everyone! We sincerely appreciate your continuous support of WiBF. Here's to another year of shared success and impactful growth!

Sangeeta Venkatesan WiBF President

A Message from Our CEO, Stephanie Girard,

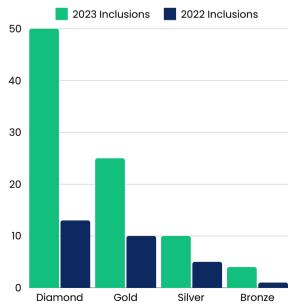
What an incredible journey it has been! 2023 has been marked by substantial growth and achievements, and I am pleased to showcase the impactful initiatives we've undertaken to foster growth in the banking and finance sector, extending a warm invitation to individuals of all genders to actively contribute to reshaping the Australian landscape. We've significantly expended the membership offering and more than doubled the number of inclusions compared to last year. We were delighted to receive overwhelming positive feedback from attendees on our new educational programs. By expending our benefits, we can now provide comprehensive support for our members and employees at every stage of their career journey, offering more than ever before. I'm thrilled that we've helped more individuals than ever before with a record number of guests attending our weekly webinars, in-person events and our National Industry Awards in 2023. I express heartfelt gratitude for your ongoing support and eagerly anticipate assisting each of you in your pursuit of success, while we look forward to offering you even more in 2024!

Thank you for being an integral part of the WiBF Community.



Stephanie Girard, WiBF CEO

2023 WiBF Membership -Increase in Additional Value



What Our Members Had to Say



In our 2023 Membership Survey, we asked our members what their favourite things were about their membership, here is what they had to say:

"Webinars, focused business position, recognised area for women to take stronger leadership roles."

"Networking and the opportunity to build brand and connections with industry leaders. The mentoring program for me last year was exceptional, very rewarding and congruent with advancing my career."

"The range of the free lunch time sessions, the fact that they start and end on time and only go for 45 mins. I work remotely so I enjoy being able to log in to attend online." "The networking and the ability to continuing learning as a mature employee."

"Support, collaboration, community."

Reading everything about our role models" "and getting inspired!"

"Being part of a community with the goal of lifting each other." "Networking and learning from broader industries."

"Learning from others career journeys/leadership stories."

"I find the panel discussions are always so interesting and inspiring!"

"I only just discovered the webinars from recent emails and will look to attend more. It's amazing these are recorded that you can watch on demand!"

"Hearing from inspiring women and recognition of the contributions women make in finance."

"Access to information, ideas and to other professional women, their experience and advice."

"I think that WIBF provides an inclusive and empowering environment for professional growth and networking opportunities. Its mentoring program offers support and mentoring from like-minded individuals, fostering personal and career development. Lastly, it promotes gender diversity and equal representation, advancing women's voices and leadership roles."

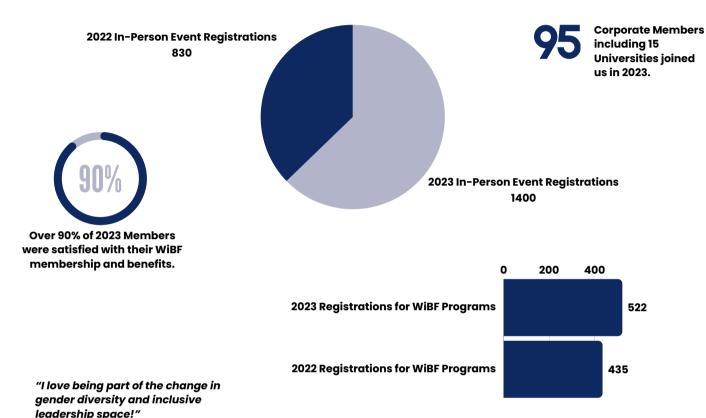
"Access to topics both personal and professional. I love seeing other women (virtually) engaging with the sessions and knowing there's a community out there!"

There is a variety of courses (so I can opt in where relevant), networking, when WiBF talks about an issue or area it opens the door for us to have internal conversations on similar topics."

"Thank you for bringing a community of likeminded individuals together." "Interesting topics that are relevant and applicable to our daily lives I feel supported with so many interested topics to pick and choose from."



In 2023, WiBF experienced significant growth. Staying steadfast in our dedication to promoting diversity and empowering individuals in the banking and finance sector, we welcomed new members, initiated ground-breaking projects, celebrated phenomenal achievements, and provided numerous opportunities for our members to excel and progress.



In 2023, WiBF released a brand-new website and member dashboard. WiBF's new platform offers a seamless user experience for our members, where you will be able to register for program placements, submit content, view important news announcements, and much more! Members can also continue to reap the benefits of being a WiBF Corporate Member, by registering for our free webinars, as well as watch WiBF on Demand with over 100 past webinars across various topics, and listen to WiBF's Podcast, available to stream on demand in the members dashboard.

- Launched August 2023 with over **13,500** users accessing the new member dashboard since
- Organisation Representatives have access to member data
- New easy registration process

- WiBF 2023 Member Survey

 Access to newsletters and exclusive member content (WiBF on Demand & brand new podcast series)





2023 WIBF EVENTS

In 2023, WiBF hosted a series of in-person events, tailored to precisely address the needs of its members. Partnering with its members, these gatherings were thoughtfully curated to provide strategic opportunities for networking, growth, and impact within the Australian banking and financial industry.



CBA & WiBF - Diversity in Trading: Emerging Trends in A Post COVID Era

On February 22, 2023, the Commonwealth Bank of Australia, in collaboration with WiBF, hosted a panel discussion on "Diversity in Trading: Emerging Trends in a Post-COVID Era." The event, part of CBA's 'Diamond Sponsorship' with WiBF, featured key voices from the trading floor exploring the industry's response to inclusivity and diversity challenges. Held at CBA's Sydney location, the event provided actionable insights for organisations to lead positive change. The event contributed to the ongoing dialogue on gender inclusivity in banking and finance, offering valuable insights into post-COVID trends.



ANZ & WiBF - International Women's Day Lunch

On March 9, 2023, ANZ and WiBF hosted a captivating International Women's Day Lunch at the Art Gallery of New South Wales. Attendees engaged in a thought-provoking panel discussion on the importance of preserving our natural environment. Experts shared insights on the evolving relationship between nature, the arts, and the economy. The event provided a platform for industry enthusiasts to celebrate International Women's Day while fostering discussions on sustainability.



CBA & WiBF - Diversity in Trading: Myth Busts and Opportunities

On June 1, 2023, CBA and WiBF hosted a dynamic panel discussion on "Diversity in Trading: Myth Busts and Opportunities" at the Commonwealth Bank of Australia in Sydney. Tailored for university students and recent graduates, the event provided valuable insights and career guidance. Attendees had the chance to dispel myths and explore opportunities in trading. It was a great opportunity for the next generation to connect with industry experts and gain a deeper understanding of the banking and financial sector.



EY & WiBF - Economic Trends of the Finance Industry, Careers and Females in Leadership

On June 22, 2023, EY and WiBF hosted a sold-out event focused on Economic Trends in the Finance Industry, Careers, and Diversity in Leadership. Held at EY in Sydney, the panel discussion featured industry leaders, including Lynn Kraus, Georgina Croft, Alicia Aitken, Hui Ling Lee, and Daryn Saretzki, sharing insights on navigating uncertainties in finance.



ANZ & WiBF - Economic Outlook

On July 20, 2023, ANZ & WiBF hosted its Annual Economics Update featuring leading economists. The panel, including Su-Lin Ong, Belinda Allen, Mahjabeen Zaman, Cherelle Murphy, and Richard Yetsenga, discussed global economic outlooks, implications for Australia, and upcoming challenges. Attendees enjoyed a light lunch followed by an interactive discussion on topics such as recession possibilities, interest rates, and cost of living pressures.



Goldman Sachs, Swinburne University & WiBF - The Future of Banking

On October 5, 2023, WiBF, in partnership with Goldman Sachs and Swinburne University of Technology, hosted a panel discussion on the future of banking and finance in the age of Al. The event, tailored specifically for students and recent graduates, explored the impact of Al governance and ESG principles on gender equity, career development and industry dynamics.



WiBF - End of Year Celebration and Launch of WiBF's 2024 Programs



On November 16, 2023, WiBF hosted a sold-out year-end celebration at the Australian Turf Club. Members enjoyed networking, cocktails, and appetisers in a business casual setting. The event showcased testimonials from program participants and mentors, highlighting the positive impact of WiBF programs. Attendees got an exclusive preview of exciting 2024 programs designed to empower individuals in the Banking and Finance Industry. The celebration provided a unique opportunity for professionals at all career stages to connect, gain insights from industry leaders, and look forward to the opportunities that 2024 holds.

"I see the training and events offered for more junior women in the industry has improved significantly over the last few years and I would like to see that continue. The mentoring program is excellent."

- WiBF 2023 Member Survey

Trudy's Journey with WiBF's Workplace Wellbeing & Flourishing Leadership Program

Trudy Azzopardi, a dedicated banking professional and owner-manager of Bank of Queensland in Bundaberg, undertook a life-changing journey with WiBF's Workplace Wellbeing & Flourishing Leadership Program in 2023. Trudy shared her experience with the program and highlighted the profound impact it had on her personal wellbeing and leadership skills.

"I believe this is a common trait among women in leadership. I often found myself timepoor and felt guilty when attempting to prioritise my own wellbeing. Although I took pride in my leadership and team engagement, I struggled to find a balance," said Trudy.



With over two decades of experience in the banking industry, Trudy's roles have included corporate banking, Bank Manager, and Local Business Banker. Balancing her career with the responsibilities of being a mother to three young children, Trudy is also actively involved in mentoring new owner-managers, especially women, and is a member of the Women in Franchise program with BOQ.

Before joining the program, Trudy had attended various leadership courses but found herself consistently prioritising others' wellbeing over her own. As a leader and mother, she struggled to strike a balance and understand the root causes of her tendencies. This imbalance affected her personal wellbeing and leadership style, hindering her ability to allocate time for self-care and respond constructively in various situations.

"Not having a balanced approach or understanding of why I naturally prioritised others' wellbeing over my own meant that I often neglected my own self-care. It became a challenge to allocate time or mental capacity to focus on my personal wellbeing. Additionally, I realised that my responsiveness as a leader and in other relationships lacked depth. Through the program, I learned to move away from defensive or disappointed reactions and approach situations more constructively," said Trudy.

Trudy's motivation to join WiBF's Workplace Wellbeing & Flourishing Leadership Program stemmed from its unique combination of wellbeing and leadership. Intrigued by the concept of flourishing in the context of leadership, she saw the program as an opportunity to explore something fresh and exciting that she hadn't encountered in previous leadership courses.

The weekly time commitment of the program proved to be a catalyst for Trudy to prioritise her own wellbeing. Engaging with the content in real-time between sessions allowed her to implement strategies progressively, turning the program into a transformative, week-by-week growth journey. The structured approach of the program, especially its focus on self-care in the first half, addressed Trudy's unmet needs and provided eye-opening moments of self-awareness.

Trudy emphasised the program's impact on her understanding of self-care and its influence on behaviours and interactions with others. This newfound awareness empowered her to bring her best self forward, not just for her own benefit but also for her team and family. The program's second half, centred on leadership, expanded Trudy's perspective and reinforced the connection between leadership, wellbeing, and flourishing.







WiBF's 2023 Programs

Mentoring for Success

The WiBF Mentoring for Success Program is designed to enhance a culture of inclusive and adaptive leadership across the banking and finance sector. In 2023, we celebrated the 14th annual edition of tis program which pairs mentees and mentors from more than 20 different organisations for a period of six months. Over the course of the program, participants meet with their mentoring partner for 6 to 8 one on one mentoring sessions and come together as a group for a series of leadership development workshops.

- 97% of mentees surveyed said the program has helped them to be more successful in their role.
- **96%** of mentors surveyed said their mentoring skills have improved due to participation in the program and have applied what they have learned in the program within their own teams.

"I have more confidence in my abilities as a leader. I have also learned there is opportunity for growth in my current position, without needing to climb the corporate ladder."

- 2023 Mentee

"This was a fantastic program. Meeting and working with someone from a completely different organisation was a wonderful experience, and the resources and educational sessions were incredibly complementary to the program. As a mentor I really valued the opportunity to have some time for personal development also." – 2023 Mentor

Introduction to Workplace Wellbeing, Flourishing & Leadership with Andrew Rooke

This WiBF program explores 27 essential leadership aspects, such as confidence-building, personal branding, mentors, and wellbeing. Consisting of 10 weekly live sessions and online modules, it supports attendees in their leadership journey. The interactive format includes breakout groups for networking and Q&A sessions. The modules emphasise how perspectives shape life outcomes and advocate strategies to enhance mental and emotional well-being. Mastering the mind empowers individuals to achieve freedom, growth, and flourishing in both professional and personal domains.

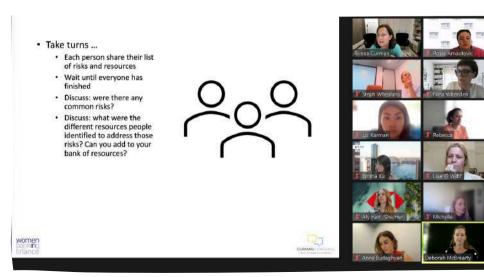
- 100% of surveyed attendees enjoyed the program.
- 100% of surveyed attendees would recommend the program to a colleague.
- 95% of surveyed attendees rated the program as "Very Good" & "Excellent".
- 94% of surveyed attendees said they learned tangible takeaways they could apply to their current role.

"Andrew is great. The course has helped me reflect in a productive way on a very challenging time at work. It has helped me to identify ways in which I have changed that I was not previously aware of."

"Very interesting content with practical applications. Was good to see a leadership program that delved deeper into what is just the basics of leadership."

"The program really supported us to grow as an individual and that's the best way to go. We focus a lot on leadership development, but it needs to start with personal development and the program delivered that perfectly."





WiBF's 2023 Programs

Women Rising

The Women Rising program is a virtual professional development initiative featuring an evidence-based curriculum, virtual community, and expert coaching. With over 4,500 women from 420 global companies, the program spans 36 countries, fostering a diverse and inclusive community. Its unique curriculum, backed by cutting-edge research, employs a structured learning model supported by community forums and live coaching. Participants enjoy lifetime access to all program materials, ensuring ongoing growth and development.

- 100% of surveyed attendees enjoyed the program.
- 100% of surveyed attendees would recommend the program to a colleague.

"This program has helped me realise that I need to start working on my work life balance and take control of my overall plan for my career so I can drive my outcomes."

- 2023 Women Rising Participant

Peak Performance Coaching

Peak Performance is an exclusive coaching program for Women in Banking and Finance members, providing tailored support for significant career transitions. Delivered remotely and accessible to members across Australia and offshore, the program offers flexibility in scheduling sessions to align with individual needs. Recognising the unique challenges faced by members, WiBF provides access to a panel of experienced Peak Performance coaches, each offering specialised expertise and diverse experiences.

The coaching sessions cover topics such as articulating career goals, assessing achievements, building strategic networks, and effectively communicating career aspirations. Coaches, including Ricki Nowak, Suzanne Mercier, Sheila Vijeyarasa, and Teresa Curman, work collaboratively with participants to navigate career challenges, enabling them to confidently pursue promotions and advancements.

"Before working with Suzanne, I experienced continual self-doubt. Second guessing myself was emotionally and mentally draining me! Through her program and coaching, Suzanne shared tools to understand where these thoughts or doubts came from. By doing the work required to complete the program, I realised I have the power to change my mindset and increase my self-confidence. I can see and feel the difference already. I have far more clarity on the value I bring to the table, and I can see the positive difference I now make with my team. If you experience Imposter Syndrome, this is a great way to move beyond it."

– 2023 Peak Performance Participant with Coach, Suzanne Mercier

"I was very fortunate to have Ricky as mentor for the nominated program with Women in Banking & Finance. With Ricky's professionalism, warm approach, and some punchy questions, I could soon identify areas that most need improvement and work towards it. Not only I gained so much during the coaching session, but Ricky also very diligently answered all my questions with additional resources support. Although the program is short (only four coaching sessions), I have really clarified the biggest confusion point for my future career and could soon form the action plan after the program. Highly recommend Ricky and I'd love to work with her again in the future."

- 2023 Peak Performance Participant with Coach, Ricki Nowak





WiBF's 2023 Masterclasses

Building your Personal & Professional Brand with Ricky Nowak

The masterclass on personal brand effectiveness underscores the importance of crafting clear, authentic key messages that align with individuals' core values. It provides essential tips for establishing a unique and authentic brand, distinguishing between business and personal brands, and embodying one's brand authentically. The objectives include assisting managers and leaders in building their personal and professional brand and network, empowering individuals to manage and understand the impact of their behaviour and habits for improved relationships and enhancing the ability to drive effective and clear conversations.

"Ricky's approach to presence and brand highlights several useful strategies and behaviours which have helped accelerate my professional development. The skills worked on through her sessions provide an immediate benefit for any day-to-day professional interactions."

-2023 Building your Personal & Professional Brand Participant

Resilience and re-framing adversities with Olympic skier Madii Himbury

This masterclass is tailored to enhance individuals' ability to overcome challenges and bolster their professional resilience. It focuses on developing the mindset necessary to excel in one's field and provides insights on how to refocus and thrive in the face of challenges.

- 100% of the attendees enjoyed this Masterclass.
- 100% of attendees surveyed rated the Masterclass as Very Good or Excellent.
- 100% of attendees thought the instructor presented the course material clearly and effectively.
- 100% said the instructor was willing to answer questions to aid understanding.
- 100% said the instructor's expectations were clearly defined at the beginning of the course.
- 100% said they gain key takeaways they could use now and in 6 months.
- 100% said they would recommend this course to a colleague or a friend.

Applied Confidence with Dr Louise Mahler

This masterclass acknowledges the evolving landscape where women are assuming leadership roles, disrupting traditional behaviour patterns, and sometimes encountering challenges with individuals from a bygone era. These encounters may erode trust, undermine confidence, and impede influence and opportunities, often misconstrued as issues of work competency. Dr. Mahler's hands-on and practical 3.5-hour session aims to equip leaders with tools to analyse, plan, and review their approach through the lenses of Body/Voice and Communication Frameworks.

Participants gain insights on distinguishing between perception and reality for women in business, acquire new skills and effective processes that demonstrate leadership and ease in real-life scenarios, and learn to enjoy the journey of personal and professional growth.

• 100% of attendees surveyed rated the Masterclass as Very Good or Excellent.

"Louise was able to provide me strategies to improve my verbal and physical mannerisms." - 2023 Sydney Participant

"An individual's voice and body language can impact their confidence and how effective messages are delivered, in a business and social context. This is especially important when it comes to working in a male dominated environment." - 2023 Melbourne Participant



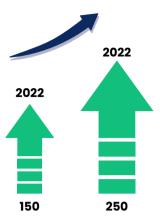
WiBF 2023 National Industry Awards

The WiBF 2023 National Industry Awards celebrate the talented individuals leading by example across Australia's banking and finance industry, as well as those organisations working to improve the gender diversity across the sector. The highly anticipated 2023 event took place at the prestigious Doltone House, Darling Island, on September 1st. We experienced a record number of nominations and ticket sales in 2023, creating an atmosphere of excitement.

- Over **98%** of attendees who were surveyed enjoyed the event.
- Over 250 nominations received, celebrating incredible high achieving individuals.
- Introduced two new award categories, providing 15 categories in 2023.
- Over 600 in-person quests attended the event in Sydney.
- Sponsored by LinkedIn, the event was **live streamed for the first-time** welcoming guests virtually from Adelaide, Central Coast, Melbourne, Perth, New Zealand, Mumbai, Sri Lanka, Greek Islands, Tokyo, and Hong Kong.

"Loved, loved, loved celebrating the incredible women in banking and finance! Woop woop! Please keep doing these events."

WIBF NATIONAL INDUSTRY AWARD NOMINATIONS







Resilience, Authenticity, and the Value of Embracing Life's Journey

Julie Rynski is NAB's Executive in Business Banking, Metro and Specialised for Australia and a 2023 WiBF winner of the Achievement in Business Award. As a leader in this space, Julie was invited to impart her inspiring career journey to the WiBF community.



Julie's journey in the banking industry is nothing short of remarkable. With over 30 years of experience, her career path has been as diverse as it is inspiring. Born in country Western Australia, Julie's upbringing instilled in her a deep sense of wanting to help others, a value she carries with her to this day. Banking, she discovered, was a way to make a meaningful impact on people's lives.



"I think about being helpful in everything I do. Whether it's helping one of my team members, one of my colleagues or my customers, I never thought that banking would allow me to do that in such a way. I'm super proud to be a banker."

Starting as a teller, Julie's career soon expanded into various roles across the banking sector. From retail banking to institutional banking, to working in a CEO's office, then roles in HR and even offshore postings in Fiji and Papua New Guinea. Julie's journey has been a testament to her unyielding dedication and curiosity. Her commitment to delivering her best, despite moments of self-doubt, earned her a stellar reputation and countless opportunities.

"If you had said to me that I would have been a banker for this period of time, I would have thought, 'oh, I don't think so,' because you have this view that you know. I started life as a teller and I thought all you do is count money, but a banking career is incredibly diverse, and it has afforded me and offered me some fabulous opportunities."

Julie's experiences have significantly influenced her leadership style. She emphasises the importance of authenticity, honesty, and a high level of trust in leadership. Being adaptable and empathetic, especially in the people-oriented banking industry, is crucial. As she explains, life's challenges, both personal and professional, teach us to be more flexible, less judgmental, and, most importantly, to maintain a sense of authenticity. Julie's advice to her younger self is profound: enjoy the journey, not just the destination. Life is full of winding roads, and it's essential to take time to appreciate the ride. Openness to learning and giving back are other core principles she holds dear. As she underscores, "You can't be what you can't see," encouraging everyone to explore opportunities, try new things, and give back to the community.

"Make sure that you don't get so caught up with where you're going, that you miss the journey along the way. Know that it is a winding road, it won't be a straight road. It's not a highway that you can do 120km on, sometimes it's nice to slow down and do 40kms and enjoy that aspect and just always be open to learning."

A Message from Our Chair, Diana D'Ambra AM,

As Independent Chair of WiBF, I am proud to report that this year has been recordbreaking for our community, reflecting our collective dedication and growth. In 2023, we welcomed 15 new WiBF Corporate Members and welcomed 3 additional universities, our biggest increase yet. In the last 18 months adding 20 new corporate members, our biggest increase yet. We also had 9,800+ webinar registrations, 1,400+ in-person event registrations, and an outstanding 250+ nominations for the WiBF 2023 National Industry Awards with a record 600 guests in attendance.

Thank you to our wonderful volunteers and our dedicated WiBF Directors. Under their guidance, we've navigated challenges, embraced opportunities and fostered a culture of innovation and inclusivity that sets us apart. Their vision and dedication have been instrumental in driving our community forward toward greater achievements.

I look forward to a flourishing 2024, our dedication remains strong as we aim to uphold our initiatives, cultivate new partnerships, and offer further opportunities for our members to flourish and progress in their professional paths.

I genuinely value your continuous support for WiBF. Your commitment is vital to our shared achievements, and I look forward with enthusiasm to another year of collaborative success and continuous advancement.

Warmly, Diana D'Ambra AM WiBF Independent Chair

WIBF 2023 BOARD MEMBERS

- Diana D'Ambra AM WIBF INDEPENDENT CHAIR
- Stephanie Girard WIBF CHIEF EXECUTIVE OFFICER
- Sangeeta Venkatesan WIBF PRESIDENT
- Christing Tonkin WIBF VICE-PRESIDENT
- Annella Cox WIBF COMPANY SECRETARY
- Rebecca Crabb WIBF DIRECTOR

- Adrienne Bloom WIBF DIRECTOR
- Annabelle Kline WIBF DIRECTOR
- Maria Brefka Heller WIBF DIRECTOR
- Su-Lin Ong WIBF DIRECTOR
- **Darren Boulos WIBF DIRECTOR**

"The topics offered by WiBF are fabulous, I enjoy connecting with different people across the industry and find it very easy to access."

- WiBF 2023 Member Survey





We couldn't have done it without your aenerous

generous support. Thank you.



























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