

women  
banking  
and  
finance

# 2025 Membership



CELEBRATING **th**  
**25**  
ANNIVERSARY

## About Us

WiBF is a non-profit membership association dedicated to boosting the presence of women in leadership roles within the banking and finance sector. Our diverse corporate members span the entire industry, from major Australian and international banks through to mutuals, insurers, investment managers, superannuation funds, professional services, financial regulators, fin-techs, treasury, exchanges and corporates servicing the sector. We prioritise gender diversity as a key driver of business success, emphasising a passion for creating real change, collaborative partnerships with our members, and a commitment to achieving results through innovation.

Throughout the year, WiBF Members enjoy privileged access to strategic networking, industry award recognition, professional and personal development programs, and a range of content both live and on-demand through the WiBF Dashboard. WiBF offers guidance and tools designed to help everyone, all genders from various level of experience within your organisation, find and maintain the space to grow and thrive in the banking and finance industry.



WiBF creates smart and innovative business opportunities for its members, through customised education programs, in-person and virtual events and strategic networking sessions to assist members in meeting their business objectives.



# WiBF History

Women in Banking and Finance (WiBF) has a rich history that began with its first Annual General Meeting in 1996, held at the AMP training room in Brisbane. It wasn't until October 26, 1999, at a meeting at the Brisbane Polo Club, attended by key figures such as President Nina Hope, Vice President Geraldine Simpson, Treasurer Mary Stephens, and Secretary Margaret Weller, that the organisation was officially named Women in Finance Inc. (WiF). Founded to support women in senior executive and board leadership roles, the organisation quickly expanded, establishing a branch in Sydney in 2000 under the name Women in Finance (NSW) Inc.

In 2009, the organisation rebranded to Women in Banking and Finance Incorporated, and a few years later to Women in Banking and Finance Limited, to better reflect its focus on supporting professional development and promoting gender diversity within the banking and finance sectors. Open to all genders, WiBF offered exclusive networking and educational opportunities, including business functions, mentoring, and a toastmaster program.

Since then, WiBF has grown significantly, now boasting over 90 corporate members and representing over 600,000 individuals in Australia.

In 2024, WiBF held its first international event in New Zealand and virtual events in collaboration with WiBF UK. WiBF's vision has remained steadfast in providing opportunities to increase female representation in senior leadership roles within the global banking and finance industry.

## Making a difference across the globe



**600,000+**

Individuals  
represented  
across  
Australia



**110+**

WiBF  
Members  
including 16  
University  
Members



**300**

WiBF 2024  
National  
Industry  
Award  
Nominations



**16**

WiBF 2023  
National  
Industry  
Award  
Winners



International  
events and  
panels to  
gather global  
best  
practices

# Our Members

WiBF's corporate members represent all facets of the industry, from major Australian and international banks through to mutuals, insurers to investment managers, superannuation funds, professional services, government, financial regulators, fin-techs, treasury, exchanges & corporates servicing the sector. Our members collectively employ over 600,000 individuals.





# Diamond Membership

## SO MANY MORE INCLUSIONS THAN EVER BEFORE!

We've listened to your feedback and we're excited to offer two membership options to choose from in 2025, with a self service model for Diamond and Gold members offering more choice, flexibility and support over your membership inclusions.

### OPTION A INCLUSIONS – (SIMILAR TO 2024 OFFERING)

- **3** WiBF Mentoring Program (WiBF Flagship Program)
- **5** WiBF's Workplace Wellbeing & Flourishing Leadership Program
- **2** WiBF Applied Confidence Program
- **1** WiBF Peak Performance Program
- **UNLIMITED** Virtual WiBF Masterclasses "NEW 2025"
- **15** National Industry Awards tickets
- **10** WiBF In-Person Signature Events tickets
- **1** National Industry Awards Sponsorship
- **UNLIMITED** Webinars Registrations
- **UNLIMITED** Registrations to the WiBF Dashboard & WiBF On-Demand

### OPTION B INCLUSIONS – (NEW – STREAMLINED OFFERING)

- **5** WiBF Mentoring Program (WiBF Flagship Program)
- **1** in-person Masterclass for up to **25** individuals at your office
- **UNLIMITED** Virtual WiBF Masterclasses "NEW 2025"
- **15** National Industry Awards tickets
- **10** WiBF In-Person Signature Events tickets
- **1** National Industry Awards Sponsorship
- **UNLIMITED** Webinars Registrations
- **UNLIMITED** Registrations to the WiBF Dashboard & WiBF On-Demand





## Gold Membership

### SO MANY MORE INCLUSIONS THAN EVER BEFORE!

We've listened to your feedback and we're excited to offer two membership options to choose from in 2025, with a self service model for Diamond and Gold members offering more choice, flexibility and support over your membership inclusions.

#### OPTION A INCLUSIONS – (SIMILAR TO 2024 OFFERING)

- **2** WiBF's Workplace Wellbeing & Flourishing Leadership Program
- **1** WiBF Applied Confidence Program
- **1** WiBF Peak Performance Program
- **UNLIMITED** Virtual WiBF Masterclasses "NEW 2025"
- **5** WiBF In-Person Signature Events tickets
- **2** WiBF Mentoring Program (WiBF Flagship Program)
- **2** National Industry Awards tickets
- **UNLIMITED** Webinars Registrations
- **UNLIMITED** Registrations to the WiBF Dashboard & WiBF On-Demand

#### OPTION B INCLUSIONS – (NEW – STREAMLINED OFFERING)

- **1** in-person Masterclass for up to **15** individuals at your office
- **UNLIMITED** Virtual WiBF Masterclasses "NEW 2025"
- **2** National Industry Awards tickets
- **5** WiBF In-Person Signature Events tickets
- **2** WiBF Mentoring Program (WiBF Flagship Program)
- **UNLIMITED** Webinars Registrations
- **UNLIMITED** Registrations to the WiBF Dashboard & WiBF On-Demand





## Silver Membership

### 10 INCLUSIONS

- 4 WiBF Masterclasses
- 2 National Industry Awards ticket
- 1 WiBF Peak Performance
- 2 WiBF's Workplace Wellbeing & Flourishing Leadership Program
- 1 Applied confidence
- **UNLIMITED** Webinars Registrations
- **UNLIMITED** Registrations to the WiBF Dashboard & WiBF On-Demand



## Bronze Membership

### 5 INCLUSIONS

- 3 WiBF Masterclasses
- 1 WiBF's Workplace Wellbeing & Flourishing Leadership Program
- 1 National Industry Awards ticket
- **UNLIMITED** Webinars Registrations
- **UNLIMITED** Registrations to the WiBF Dashboard & WiBF On-Demand



# WiBF 2025 Programs

In 2025, WiBF is thrilled to return with its four core programs and one new program designed to elevate your career:

- WiBF Mentoring for Success
- WiBF Applied Confidence
- WiBF's Workplace Wellbeing & Flourishing Leadership Program
- WiBF Peak Performance
- WiBF Digital & Artificial Intelligence Academy Program "NEW 2025"
- WIBF Exclusive 1/2 DAY Training for Senior Executives "NEW 2025"

These programs are crafted to help you build strong mentorship connections, boost your self-assurance, honour outstanding achievements, and reach new heights in your professional journey.





# 2025 WiBF Programs:

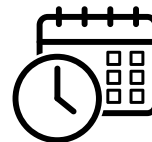


## WiBF Mentoring for Success Program

WiBF flagship initiative combines informal and formal sessions between mentees and mentors with a series of events and workshops designed to accelerate career progression, enhance participants leadership and mentoring capabilities, and develop connections across the industry.

### 8 MONTH

Program length



**STARTS APRIL 2025**

### MENTEES

Must meet three of the following requirements:

- Minimum of 10 years' professional experience
- Currently managing a team
- Aspiring to a senior leadership position in the near future
- A clear agenda relating to the enhancement of strategic skills, stakeholder engagement and/or development of their leadership profile
- Four grades or less below CEO level

### MENTORS

Must meet three of the following requirements:

- Minimum of 20 years' professional experience
- No more than two grades below CEO level
- Significant experience at a strategic leadership level
- Prior successful informal or formal mentoring experience

### OVER THE LAST 15 YEARS...



**1,370**

Participants have completed this program



**21**

Organisations had a mentor or mentee represented on this program



# 2025 WiBF Programs:



## WiBF's Workplace Wellbeing & Flourishing Leadership Program

This innovative WiBF program is at the cutting edge of leadership and personal wellbeing. This program is designed for open-minded, growth oriented leaders, to equip you with the latest strategies and tools to lead effectively, cultivate deep mental & emotional flexibility and move through life with grace and ease.

Participants will have the opportunity to learn from peers and build their industry networks by engaging in weekly virtual sessions over 10 weeks, in addition to individual coursework modules. As the program progresses, participants are encouraged to share their experiences as they implement the techniques throughout the course and receive ongoing feedback to help shape their leadership trajectory.

Coursework modules include mindset mastery, emotional resilience, understanding world views, integral leadership, building high-performance cultures and much more. Participants look at how one's perspective shapes one's worldview, experiences and performance in life. Through enhancing self-awareness of your unique perceptions and the relationship between such perceptions extending to your mental and emotional health, participants will learn strategies to respond to life circumstances. As such, those who can master their mind can create a greater sense of freedom, growth, and flourish in both business and personal settings.

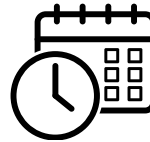
**10 WEEK**

Program length



**1.5 HOUR**

Per week via Zoom



**COHORT: 1 MAY 2025**

**COHORT: 2 OCTOBER 2025**

## WHO IS THE RIGHT FIT

- Leaders with an open-mind, who are ready to step outside their comfort zone for a profound experience. This program is ideally suited to those seeking the latest consciousness, cutting-edge personal and leadership development beyond the typical and traditional leadership programs on the market.
- They thrive on exploring unconventional avenues for personal and team growth, driven by a shared goal of enhancing well-being and fostering innovation within their teams.
- Join us to cultivate a community of leaders dedicated to transforming challenges into opportunities for collective success. This is the ideal educational program for those looking for the next step in their career, for personal growth and to flourish in their professional and personal relationships.
- All gender identities are welcome to participate in this WiBF program.

- **3x Productivity gains**
- **Leaders, leading from the frontier edge of humanity**
- **A flourishing of personal wellbeing and team harmony**
- **Deeper engagement, motivation and purpose**



# 2025 WiBF Programs:

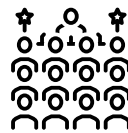


## WiBF Applied Confidence

In this incredibly hands-on and practical event for leaders, Dr Louise Mahler will provide a point of contact to analyse, plan and review through the lens of Body/Voice and Frameworks of Communication, tailored specifically for those in leadership roles.

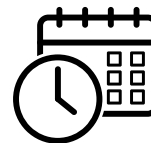
### SYDNEY OR MELBOURNE

Location to choose from



### 3.5 HOUR

In-person session  
with up to 15 other  
participants



**24TH JULY - SYDNEY**  
**25TH JULY - MELBOURNE**

### WHO IS THE RIGHT FIT

- The program is suited for those in leadership roles
- All gender identities welcome
- For those interested in improving confidence and learning new skills and processes that are effective, show leadership and make life easy

## WiBF Peak Performance Coaching Program

Peak Performance is a tailored coaching program offered exclusively to members of Women in Banking and Finance to support you through your next significant transition. Structured with the convenience of remote online delivery, the program is accessible to our members throughout Australia and offshore, with the flexibility to time sessions in line with your individual needs.

### 3 SESSIONS

One-on-one career coaching sessions



### FLEXIBLE

Start time tailored to you

### WHO IS THE RIGHT FIT

- For those who are striving to achieve a promotion or career advancement
- If you have recently transitioned into a new role or planning a move towards one

### CHOOSE YOUR COACH



### 4 COACHES

Just as no two careers are the same, so are no two coaches, which is why we offer flexibility so you can find the right coach for you.



# 2025 WiBF Programs:



## WiBF's AI & Digital Academy for Banking and Finance Professionals

In today's rapidly evolving financial landscape, staying informed and adaptable is crucial for effective leadership. The WiBF AI & Digital Academy is designed to equip professionals in banking and finance with the skills and insights necessary to lead in an increasingly digital world and better serve their clients. Our academy offers two comprehensive program options:

### 4-MONTH FOUNDATIONS PROGRAM:

This fast-tracked course is ideal for professionals seeking to stay informed about the latest advancements in artificial intelligence, digital technologies, and their practical applications in banking and finance. In just four months, participants will gain essential knowledge to leverage AI and digital tools, enhancing decision-making and efficiency within their organisations. You'll also develop new ways to support clients by understanding their evolving needs in a digital landscape.

6 live sessions, including: Opening panel event – 4 online sessions – 1 fireside chat online  
In person launch with panel discussion offered in Sydney and Melbourne

### 8-MONTH LEADERSHIP PROGRAM:

For those looking to deepen their expertise, the 8-month program provides an immersive experience that covers advanced AI technologies, digital transformation strategies, and leadership skills. Graduates of this program will be equipped not only to understand these innovations but to lead their implementation, driving strategic growth across their organisations while being better prepared to support clients' digital and financial goals.

11 live sessions, consisting of: Opening panel event – 8 online sessions – 2 fireside chats online in person launch with panel discussion offered in Sydney and Melbourne

### KEY BENEFITS:

- Understand the evolving role of AI and digital technology in banking and finance.
- Develop critical leadership skills for driving digital transformation and client-centered strategies.
- Gain practical insights into AI-driven solutions for optimizing processes and improving customer experiences.
- Choose between a streamlined 4-month program or an in-depth 8-month leadership track, based on your goals and schedule.
- Be better equipped to understand and support your clients' changing needs in a digital-first world.

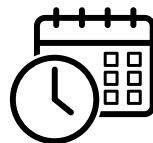
### WHO SHOULD ENROLL:

This program is tailored for current and aspiring leaders in banking and finance, eager to stay ahead of the curve, deliver superannuation or customer service, and embrace the future of finance. Stay informed. Lead with confidence. Transform your career and elevate client support with the AI & Digital Academy.



**1.5 HOUR INTERACTIVE  
ONLINE EDUCATION  
SESSIONS**

Provided once per month.



**4 MONTH PROGRAM:  
MAY TO AUGUST 2025  
8 MONTH PROGRAM:  
MAY TO NOVEMBER 2025**

# 2025 WiBF Programs:



## WiBF Exclusive 1/2 Day Senior Executives Training

Here is the missing ingredient in leadership. As you move up the ladder of corporate life the need to be seen, heard and felt in your role grows exponentially but who's helping? Regularly leaders face conflict with regulators, clients and the media and regularly they fail. If these skills aren't grasped, solidified and embedded, you can and will find yourself in a situation where it is too late.

And these skills are not a mystery of the sphinx. It's about three things: your body, your voice and frameworks for every level of emotion. You will cry "Why didn't I know this before!" It works. It's fun and it's absolutely essential for anyone leading today.

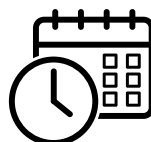
- **Skills of body:** Such as eye contact, gestures, spatial psychology, movement and posture, listening and remaining neutral
- **Skills of voice:** Initiating sound, voice of leadership, psychology of voice, vocal power
- **Frameworks:** Handling difficult situations, beginning a presentation to make it interesting, offering feedback

*"I cannot thank Louise enough – the skills she gave me early on are now fully ingrained and a critical part of all my communications in every setting from one-on-ones, through board meetings to big external events; from shift workers to prime ministers. I feel Louise gave me a wonderful advantage that helps my authentic- self come through in all my interactions (business and personal), that few of my peers have. I cannot thank Louise enough for the power she has given me: she has been a material addition to my happiness, success and potential."*

Sir Andrew McKenzie  
x-CEO BHP  
Chairman Shell and UKRI



**IN-PERSON GROUP  
SETTING**



**FRIDAY 26TH SEPTEMBER  
2025- SYDNEY**

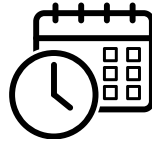
# WiBF Virtual Masterclasses

WiBF is excited to announce six amazing masterclasses coming up in 2025! These sessions are designed to empower and inspire, covering essential topics:

- **6th March** - Becoming Your Best Leader: Self-Leadership Strategies
- **8th May** - Financial Wellness: Navigating Superannuation & Investments
- **24th July** - AI in Finance: Trends, Tools, and Culture Shifts
- **4th September** - Crafting Your Personal & Professional Brand Strategy
- **9th October** - Empowering Women in Tech: Breaking Boundaries
- **13th November** - Productivity Mastery: Delegation, Stress, and Inbox Efficiency



**2.5 HOUR INTERACTIVE  
ONLINE CLASSES**



**MULTIPLE DATES AVAILABLE  
THROUGHOUT THE YEAR**

# WiBF Private In-Person Masterclasses

WiBF offers a variety of topics available as private sessions at your organisation. Celebrate your staff coming back to the office! Get in touch with us if you have other topics in mind.

These sessions are designed to empower and inspire, covering essential topics:

- Brave Conversations & Building Confidence
- Overcoming Imposter Syndrome & Perfectionism
- High Productivity Techniques & Mindset
- Financial Wellbeing at Work - Tips to address Financial Stress
- AI Tools/Trends/Diversity & Culture Impact in the banking & finance sector

**INCLUDED FOR  
DIAMOND AND  
GOLD WIBF  
MEMBERS**

# WiBF In-Person Events

Take a look at some of our events, WiBF held 10 in-person events in 2024.



**Environmental Sustainability & The Imperative of Inclusion – Hosted by WiBF & ANZ**



**Economic Outlook 2024 hosted by WiBF & ANZ**



**Closing the Divide: Property Ownership, Gender and Wealth Growth – Hosted by WiBF & Macquarie Group**



**Connecting Communities and Cultivating Relationships – hosted by WiBF & Accenture New Zealand**



**Opportunities and Challenges for Queensland in the Lead Up to the Olympics – Hosted by WiBF, ANZ & Ashurst**



**Diversity in Markets: Breaking Barriers – Hosted by WiBF & CBA**



# WiBF Dashboard & WiBF On-Demand

With a simple and free registration process, WiBF Corporate Members can unlock a world of opportunities within the Women in Banking and Finance (WiBF) community.

The WiBF Member Dashboard provides a seamless experience for staff, offering a range of exciting features and benefits. Members gain access to a comprehensive library of +100 webinars and podcasts, both live and on-demand, enabling them to expand their knowledge and stay up-to-date with the latest trends and insights in the banking and finance industry. Whether it's brushing up on industry best practices or exploring new ideas, the WiBF Member Dashboard has it all.

- Click [HERE](#) to register your complimentary account.
- Be sure to use your work email address when registering!



## WiBF Member Inclusions



### DEDICATED MEMBERS DASHBOARD

WiBF's Member Dashboard is your gateway to exclusive resources and opportunities. All WiBF members have access to the dashboard.

### IN-PERSON INDUSTRY EVENTS

Opportunities for networking, with multiple events for members to attend.

### FORTNIGHTLY NEWSLETTER

Receive news, exciting updates, program opportunities and more straight to your inbox!

### COMPLIMENTARY WEBINARS

Sign up for complimentary weekly webinars fostering knowledge sharing and professional development. Free for all WiBF members!

### EXCLUSIVE PROGRAMS AND MASTERCLASSES

WiBF offers an array of dynamic programs designed to empower individuals at every stage of their careers within the banking and finance sector.







## WiBF 2025 Awards Gala

Join us for a truly special celebration at the WiBF 2025 National Industry Awards, marking our 25th anniversary! This year, we're pulling out all the stops with our biggest event yet—a glamorous dinner gala at the stunning ICC in Sydney on Thursday, September 18th.

This extraordinary evening will honour the remarkable achievements of WiBF members who have shown exceptional courage and conviction in their careers, making a significant impact in the banking and finance industry.

Don't miss this unforgettable night as we celebrate 25 years of excellence, dedication, and inspiration!



# WiBF 2025 National Industry Awards Sponsorship Opportunities



## Presenting/Headline Sponsor

- The choice of one Award Category
- Co-Branded event opening remarks with WiBF
- Opportunity to feature an inspiring video relating to diversity and inclusion
- Branded as the presenting sponsor on the website
- Branded as the presenting sponsor in the promotion of the awards across all media channels for the period of the awards campaign
- Presenting event sponsor branding displayed at the Awards Gala
- Logo displayed on digital screen during the winner's announcement
- Logo displayed on media wall during the entire event
- 10 premium tickets to the Awards Gala valued at over \$2,500

**\$25,000 +GST**



**GLOBAL EXPOSURE AS OUR LIVE STREAM SPONSOR**

## Global Live Stream

- Exclusive branding exposure of our National Industry Awards live-streamed event
- Branded as the audio-visual sponsor on the website
- Branded as the audio-visual sponsor in the promotion of the awards across all media channels for the period of the awards campaign
- Audio-visual category sponsor branding displayed at the Awards Gala
- Logo displayed on media wall during the entire event
- Five premium tickets to the Awards Gala valued at over \$1,250

**\$10,000 +GST**

# WiBF 2025 National Industry Awards Sponsorship Opportunities



**WiBF National Industry Awards celebrate the accomplishments of an individual who is a member of WiBF and demonstrates courage and conviction in their working life, as evidenced by their success in the area of banking and finance.**

**Awards**

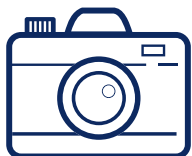
**\$6,000 per category +GST**

- Exclusive branding of one category award
- Brief message opportunity during your sponsored category announcement
- Opportunity to present the trophy to the winner of your category
- Branded as the award category sponsor on the website
- Branded as the award category sponsor in the promotion of the awards across all media channels for the period of the awards campaign
- Award category sponsor branding displayed at the Awards Gala
- Logo displayed on digital screen during the winner's announcement
- Logo displayed on media wall during the entire event
- Five premium tickets to the Awards Gala valued at over \$1,250

## WIBF 2025 NATIONAL INDUSTRY AWARDS CATEGORIES

1. WiBF Award for Achievement in Assets and Fund Management
2. WiBF Award for Achievement in Private Wealth and Superannuation
3. WiBF Award for Achievement in Retail Banking
4. WiBF Award for Achievement in SME & Business Banking
5. WiBF Award for Achievement in Institutional, Corporate and Investment Banking
6. WiBF Award for Achievement in Regulation & Compliance
7. WiBF Award for Achievement in Professional Services
8. WiBF Award for Achievement in Operations, Technology or Customer Support
9. WiBF Award for Achievement in Corporate Affairs
10. WiBF Award for Achievement in an EA/PA role
11. WiBF Award for Product or Technical Innovator
12. WiBF Rising Star Award
13. WiBF Inclusive Leader Award
14. WiBF Inclusive WorkPlace Award of the Year
15. WiBF ESG and Sustainability Initiative of the Year
16. WiBF Mentor of the Year

# WiBF 2025 National Industry Awards Sponsorship Opportunities



**Photo Experience**

**\$6,000 +GST**

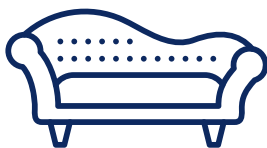
- Logo displayed on media wall during the entire event
- Logo displayed on exclusive pull-banner in front of the photo experience during the arrival and welcome drinks period
- Five premium tickets to the Awards Gala valued at over \$1,250



**Judges Recognition Sponsor**

**\$6,000 +GST**

- Exclusive branding of this sponsorship category at the Award gala
- Branded as the Judges Recognition sponsor on the website
- Logo displayed on media wall during the entire event
- Five premium tickets to the Awards Gala valued at over \$1,250



**VIP Lounge**

**\$10,000 +GST**

- Exclusive branding exposure of our National Industry Awards VIP room
- Branded as the VIP lounge sponsor on the website
- Branded as the VIP lounge in the promotion of the awards across all media channels for the period of the awards campaign
- VIP lounge sponsor branding displayed at the Awards gala
- Logo displayed on media wall during the entire event
- Access to VIP lounge for 5 guests
- Five premium tickets to the Awards Gala valued at over \$1,250
- Logo displayed on exclusive pull-banner in front of the VIP Lounge during the VIP early arrival and welcome drinks period

# WiBF Leadership



**Diana D'Ambra AM**  
WiBF Independent Chair



**Sangeeta Venkatesan**  
WiBF President



**Stephanie Girard**  
WiBF Chief Executive Officer



**Christina Tonkin**  
WiBF Vice President



**Adrienne Bloom**  
WiBF Director



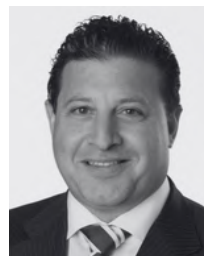
**Marla Brefka Heller**  
WiBF Director



**Natalie Vanstone**  
WiBF Director



**Rebecca Warren**  
WiBF Director



**Darren Boulos**  
WiBF Director



**Tom Clayton**  
WiBF Director



**Annella Cox**  
WiBF Secretary

## Get involved in 2025

Looking to make a difference in the finance industry and connect with like-minded professionals? There are plenty of ways to get involved with WiBF in 2025!

- **Submit an Article:** Share your insights and expertise by contributing an article to our newsletter. It's a great way to highlight industry trends and thought leadership.
- **Podcasts:** Be a guest on our podcast! We're always looking for engaging speakers to discuss innovative ideas and share their experiences.
- **Sponsorship:** Partner with us as a sponsor to support our events and initiatives. It's a fantastic way to align your brand with our mission and gain visibility in the community.
- **Networking Opportunities:** Attend our events to meet and connect with other professionals in the industry. Build relationships, expand your network, and discover new opportunities!

**Together we are the difference.**

