



Media release

The Hon Louise Asher MP

Minister for Innovation, Services and Small Business
Minister for Tourism and Major Events
Minister for Employment and Trade

Wednesday 3 July 2013

Coalition supports women in business with Scale

Minister for Innovation, Services and Small Business Louise Asher today launched the establishment of Scale – a member-based, not-for-profit organisation owned and run by women, supporting women-led businesses based in Victoria.

Speaking at the launch today, Ms Asher said that the Victorian Coalition Government is supporting Scale as part of the *Smart SMEs Innovation Commercialisation Program* to assist in the establishment of this women-led investment business during the first three years of operation.

“Coalition Government funding for administrative and operational support will enable Scale to assemble and educate a critical mass of female angel investors and provide an opportunity for women to mentor each other and build investment capacity amongst Victorian women,” Ms Asher said.

“This initiative, to build and empower women as investors by providing a range of investment skills, is an Australian first and a genuine opportunity to demonstrate leadership in supporting women in business.

“As well as fostering a more diverse investment industry based in Victoria, once fully operational, Scale will address an ongoing funding gap in technology commercialisation.

“It will equip pre-qualified Australian women with the education, funding mechanism, and deal flow opportunities to have the confidence to invest in high growth, female led, businesses at an early stage in their development.

“The founding board members of Scale are Ms Susan Oliver, Ms Carol Schwartz AM and Ms Annette Kimmitt. Ms Laura McKenzie has been appointed as inaugural CEO.

“All four women are successful and respected business women who bring significant relevant investment experience to this new organisation,” Ms Asher said.

Laura McKenzie, Scale CEO, said they are delighted the Coalition Government shares the vision of financial empowerment of women.

“The support of the Coalition Government has been instrumental in the establishment of Scale, and we are excited to work alongside Minister Asher and the Department of State Development, Business and Innovation,” Ms McKenzie said.

“I truly believe women-led businesses have the potential to deliver above market returns for our female investors and add value to the Australian economy.”

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Ms Asher said the Coalition Government is supporting women and fostering a more diverse investment industry.

“We would like to see more women participating in investment and sharing their skills and networks with female entrepreneurs,” Ms Asher said.

“The aim is to see these women-led businesses maximise returns for female investor members in Scale, and that these female investors and entrepreneurs will in turn inspire, and have the confidence to invest in other Australian women,” Ms Asher said.

Ms Asher also officially launched the Scale website, which will provide a platform for entrepreneurs, members and investors to source monthly updates on each of Scale’s investments.

For more information visit www.scaleinvestors.com.au

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