



Cheri from The Travelling Trunk, Rowena Hateley from the Secret Women's Business Group and Jane from The Green Vase. Below: Trish from Career Forward, Cindy from Hobnob Parties and Jean from Kinzone.

## No secret to success

THE Secret Women's Business Group is providing support and know-how to boost confidence and transform ideas into viable businesses.

Marmion resident and founder Rowena Hateley recognised a need within the community and designed the group to help back women in business.

"Good connections are fostered with other women in a warm and friendly environment so relationships can develop and broaden over time," she said.

Ms Hateley said many women had the skill and drive to start their own hobby, home-based business or self-employment but lacked the confidence to promote them-



selves. She said she worked closely with women in both the group and her own home-based business.

"A lot of women present with a great idea and when you dig a little deeper you find a secret desire to start a business," she said.

"I find this inspiring and once you give the support and belief to someone to follow

their dream, the lack of confidence gives way to inspiration and creativity.

"Setting up the group provides an environment which facilitates women to action their ideas into reality."

Each month they showcase skills of a selection of members to inspire others in the group.

HobNob Parties owner Cindy Henderson joined the group as an affordable resource to help her growing business.

"I have found a supportive group of like-minded women that I can engage with on both a professional and social level," she said.

For more information, visit [rowenahateley.com.au](http://rowenahateley.com.au).