



40 Years Contributing to Community

INTERNATIONAL WOMENS DAY

THURSDAY, 8TH MARCH 2012

INTERNATIONAL WOMENS DAY



Hi there, my name is Marissa Bennett and I am a Senior Partner at Marsdens here in Perth, Western Australia.

I am a wife and a mum to two great kids under 6. I am a daughter, a sister, a cousin and friend. I balance and juggle my responsibilities & commitments to my family with my professional life. I have a huge passion for leveraging my knowledge and experience in Tax and Business Services to help others.

Marsdens are extremely proud to support the 2012 International Women's Day and are pleased to be a Silver Sponsor.

Marsdens is Business advisory firm who are passionate about business and helping people achieve improved results. We take a huge interest in our clients and actively contribute to making a huge difference, assisting them meet their objectives. We do this in all sorts of ways and never forget the importance of the trust placed in us and our goal is help them run a more profitable, valuable and enjoyable business.

Marsdens are part of a larger family too.

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As part of MSI Global Alliance we understand the contribution that women make every day, achieving great results and helping others succeed too. Contributing to our community is a big part of what we do here at Marsdens and we are celebrating our 40th Year in business in 2012 by giving back to and engaging with the community of Western Australia – business owners and individuals alike.

We thought we would showcase some fantastic examples & stories of women making an awesome contribution internationally.

We would love to hear your story too.

We are pleased to offer a gift to you in recognition of you being involved in International Women's Day 2012.

You have two gift choices;

A complimentary review of your tax or business position

or

A Complimentary Strategic Business Health Check.

Simply contact us at Marsdens and mention this offer and we will be in touch with you to see if we can give you a fresh perspective.

Everything is possible as we strive to live our potential!

No obligation or hard sell from us.

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Catherine Astrid Salome "Cathy" Freeman, (born 16 February 1973)



Cathy is a former Australian sprinter, who specialised in the 400 metres event. She became the Olympic champion for the women's 400 metres at the 2000 Summer Olympics, at which she lit the Olympic Flame.^[1] Freeman was the first ever Aboriginal Commonwealth Games gold medallist at age 16. 1994 was Freeman's breakthrough season. At the 1994 Commonwealth Games in Canada, Freeman won gold in both the 200 m and 400 m. She also won the silver medal in the 1996 Olympics and came first at the 1997 World Champion in the 400 m event. 1998 saw Freeman taking a break from running due to injury. She returned to form with a first place in the 400 m at the 1999 World Championships. She announced her retirement from athletics in 2003

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Fiona Melanie Wood, AM (born 2 February 1958)

AUSTRALIAN OF THE YEAR 2005



Western Australia's only female plastic surgeon is a mother of six, Head of Royal Perth Hospital's Burns Unit and Director of the Western Australia Burns Service. She is also co-founder of Clinical Cell Culture, a private company recognised in medical circles for its world-leading research and breakthroughs in the treatment of burns.

In addition, Dr Fiona Wood is also a Clinical Professor with the School of Pediatrics and Child Health at the University of Western Australia and Director of the McComb Research Foundation.

She has become world renowned for her patented invention of spray on skin for burns victims, and for leading a courageous and committed team in the fight to save 28 Bali bombing patients suffering from between two and 92 per cent body burns, deadly infections and delayed shock.

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Dorothy Hodgkin (1910-1994)



Awarded the Nobel Prize in 1964 for chemistry.

Dorothy Hodgkin work on critical discoveries of the structure of both penicillin and later insulin. These discoveries led to significant improvements in health care. An outstanding chemist Dorothy also devoted a large section of her life to the peace movement and promoting nuclear disarmament.



Margaret Bourke-White (1904-1971)



Margaret Bourke-White was a leading American photojournalist, and the world's first female war correspondent. While working for *Fortune* and *Life* magazines, she travelled to combat zones in Germany, Africa and Italy during World War II. Bourke-White was also the only American photographer in Russia during the battle of Moscow. In addition, she photographed the drought victims of the Dust Bowl, the survivors at Buchenwald concentration camp, and Ghandi a few hours before his assassination. Bourke-White went on to make history with the publication of her haunting photos of the Depression in the book *You Have Seen Their Faces*. She is considered a pioneer in the field of photojournalism and her works are legendary around the world.

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One of Margaret Bourke-Whites' most famous photographs...

Mahatma Gandhi



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Nigella Lucy Lawson (born 6 January 1960)

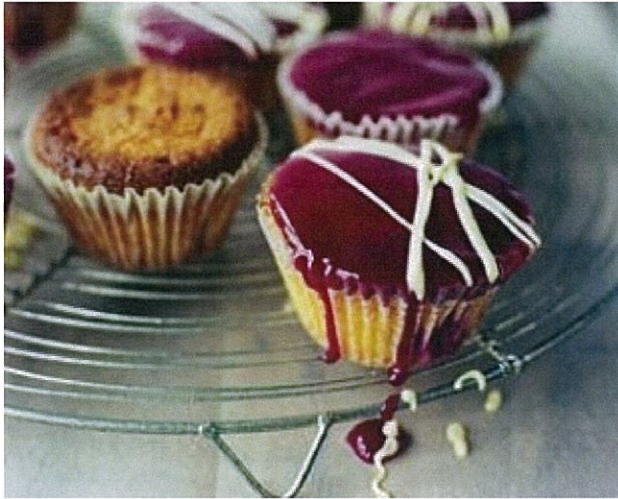


Nigella is an English food writer, journalist and broadcaster. Lawson is the daughter of Nigel Lawson, the former Chancellor of the Exchequer.

In 1998, Lawson brought out her first cook book, *How to Eat*, which sold 300,000 copies and became a bestseller. She went on to write her second book in 2000, *How to be a Domestic Goddess*, winning her the British Book Award for Author of the Year.

Renowned for her flirtatious manner of presenting, she has inspired women to be domestic goddesses, whilst maintaining a thriving career as a journalist and battling personal tragedy.

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Delicious as a cake or cupcakes! I made this as a cake and it turned out perfect (: It's sweet without being too much. For making as cupcakes: it will make eight - bake for half the time then ice as for the cake. Prep time: 20 min Cook time: 45 min Serves: 8

Ingredients

- 100g good quality white chocolate
- 150g unsalted butter, softened
- 150g caster sugar
- 2 large eggs
- 100g self-raising flour
- pinch of salt
- 50g ground almonds
- 200g raspberries
- 200g golden icing sugar

METHOD

1. Preheat the oven to 180°C and base-line and butter a deep 18cm cake tin. Melt the chocolate over a pan of hot water. Beat the butter and caster sugar until fluffy then stir in the eggs one by one. Fold in the flour, salt and the almonds, then once thoroughly combined, stir in most of the melted chocolate (you need to leave about 1 tablespoon to drizzle).
2. Tip into the prepared tin. Take 100g raspberries and poke these into the surface all over. Very gently smooth over with a spatula so the batter almost covers the berries. Do not worry if some poke out.
3. Bake in the oven for about 45 minutes, covering loosely with foil for the last 10 minutes. Test for readiness by inserting a wooden cocktail stick; it should come out clean.
4. Invert on to a wire rack to cool. Purée the remaining raspberries then push them through a sieve to eliminate the pips. Beat in the icing sugar until smooth. Once the cake is cool, spread the icing over the top. Re-melt the chocolate if necessary then drizzle over top in zigzags or straight lines.

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Mary Kay Ash (1918-2001) Beauty by Mary Kay



Mary Kay's initial goal was, providing women an unlimited opportunity for personal and financial success. She earned a place in history when she stepped out in a man's world to blaze a new path for women. Recognized today as one of the world's greatest woman entrepreneur, Mary Kay created new opportunities for women around the world. Her revolutionary move led to a multibillion-dollar success. In the process, she earned a place in the hearts of millions for her giving spirit, unwavering values and inspiring belief in the power and potential of women. Her marketing plan was designed to allow women to advance by helping others to succeed. She advocated "praising people to success" and her slogan "God first, family second, career third" expressed her insistence that the women in her company keep their lives in balance.

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Helen Fitzroy - Mining safety campaigner

WA Australia's Local Hero 2012



Helen Fitzroy has devoted her life to campaigning for greater mine safety and fighting for better support. When she lost her husband, Steve, 20 years ago in an underground mining accident in Western Australia, Helen was left with three young children. At the time, there was few support services for families of workers killed or permanently injured while working in WA's resources industry. Now that Helen's children have grown up and are independent, she has refocused her energies, devoting her time to preventing other families having to experience what her family endured. The culmination of her efforts was Miners' Promise, a not-for-profit scheme supported by BHP Billiton that offers immediate financial assistance in the event of death or permanent injury. Helen has now written a book entitled *Just a Number*, which is an account of her life bringing up three young children on her own. She is now Deputy Chair of Miners' Promise and is working to extend the scheme to other states. Thanks to Helen's determination and tireless advocacy for resource workers' safety and rights, their families will be properly supported should a mining accident occur.

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Charlotte Bronte 1816- 1855



Charlotte Bronte was an English poet and author, who is best known for her novel *Jane Eyre*, which was written under her pen name Currer Bell.

Although she had a small number of published works, Bronte made a significant impact in both the literary world and society by highlighting the daily struggles of oppressed women in her written works. She was truly one of the most modern women of her time, and certainly helped pave the way for modern feminism.

"Prejudices, it is well known, are most difficult to eradicate from the heart whose soil has never been loosened or fertilised by education: they grow there, firm as weeds among stones."

- Charlotte Bronte, Jane Eyre

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Katie O'Donnell - WA Young Australian of the Year 2011 - State Finalist

Fundraising singer



At the age of eight Katie O'Donnell was diagnosed with a rare form of muscular dystrophy. The disease makes fine motor movement difficult and in high school she was gradually confined to a wheelchair. Despite these physical obstacles, Katie graduated year 12 with the most number of individual "Top of Class" awards in her year. She went on to study a Bachelor of Mass Communications at Curtin University and twice received the Vice Chancellor's award for being in the top 1% of her course. On completing university, Katie began working full time with children's charity, Variety WA. Variety works directly with families and organisations to support the physical, emotional and financial needs of individual children. The organisation had already supported her through her disease and made a difference to her life, so she repaid the favour by contributing to record-breaking fundraising. As an accomplished singer and main soloist for the Variety Youth Choir, she has performed over 40 shows a year raising funds for the charity. She is also a member of the Shine Performance Group which gives young people with disabilities the chance to nurture and showcase their musical talents. Katie inspires everyone around her with her positive spirit, compassion for those less fortunate and dedication to her job.

Famous Australian Women.....

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In 1841 she established a female immigrant's home in Sydney. Who was this woman?

Caroline Chisholm. Caroline Chisholm was born in England in 1808 and migrated to Australia in 1838 where she worked tirelessly to improve life on board ships bringing migrants to Australia, she helped poor families gain passage and for the families of transported convicts, she arranged free passage. In 1994 she was posthumously awarded a medal in the Order of Australia.

At the age of 46, the first woman elected to the Australian House of Representatives was who?

Dame Enid Lyons. Mother of twelve and a devoted wife, Dame Enid Lyons was truly a great woman who, as a politician, cared about people and proved that women had a part to play, not only in the home, but in the community as well! Born in Tasmania in 1897, she married at the age of 17. Shortly after marrying Joseph Lyons, he entered politics. He became Prime Minister in 1932.

Which famous Australian sportswoman has won more Grand Slam tennis events than any other?

Margaret Court. Retiring in 1977, Margaret Court was born in Albury, New South Wales. She won over 60 Grand Slam events during her career, including Wimbledon titles in 1963, 1965 and 1970 and US, French and Australian titles. In 1970 she became only the second woman to win all four majors in one year.

Successful at her operatic debut in Brussels in 1887 was which famous Australian woman?

Nellie Melba. Dame Nellie Melba was born in Melbourne, Victoria and was a talented pianist who studied singing after she married in 1882. She appeared at Covent Garden in 1888 and the purity of her voice won her worldwide fame. She was made a Dame in 1918. 'Peach Melba' and 'Melba toast' were named after her!

Awarded an OBE in 1937 was which Australian poet and writer?

Mary Gilmore. She was born near Goulburn in New South Wales and for 23 years, Dame Mary Gilmore was the editor of the women's section of the 'Sydney Worker' newspaper. She also published several books of verse that were thought socially radical at the time.

Famous Australian Women.....

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Born in 1937 this woman is the only Australian female to win gold medals at three consecutive Olympics in the same event. Who is she?

Dawn Fraser. She was voted Australian of the Year in 1964 and Australia's Greatest Female Athlete in 1988. Born in Balmain, New South Wales, Dawn Fraser won the 100 m freestyle in 1956, 1960 and 1964. She won six Commonwealth Games gold medals and set over twenty five world records. In 1962 she became the first woman to break one minute for the 100 m.

Which female Australian Olympic track legend is also a scientist?

Shirley Strickland. Born in 1925, Shirley Strickland MBE, nee de la Hunty, won seven Olympic medals, three of them gold, in the London, Helsinki and Melbourne Olympic Games. Shirley later became an athletics coach, scientist and public speaker.

In 1921 this woman was elected to the Western Australian Parliament. What was her name?

Edith Cowan. There is a university in Western Australia named after Edith Cowan who was born in Geraldton, Western Australia and was the first woman member of an Australian parliament. She was elected in 1921 to the seat of West Perth, over the ensuing years she introduced laws that allowed women to become lawyers!

Born in 1879 in New South Wales, this freelance writer has a prestigious award named in her honour. What is her name?

Stella Miles. Stella Miles, aka, Miles Franklin, emigrated to the US in 1906. Her most famous novel, 'My Brilliant Career' was penned in Australia and first published in Scotland in 1901. The 'Miles Franklin Award' is given annually in Australia for excellence in literature.

This Australian nurse, who died in 1952, was famous for a technique she developed for treating a childhood disease. What was her name?

Elizabeth Kenny. Born in 1886, 'Sister' Kenny began practising as a nurse in 1912 and joined the Army in 1915. She used muscle therapy to successfully treat poliomyelitis and established clinics in Australia and overseas between 1933 and 1940. Her autobiography, 'And They Shall Walk' was published in 1943.



Who

We are business people who are passionate about business and life.

We partner with our clients to enhance the performance of their business to make it **more profitable, valuable and enjoyable**. That's our passion and our focus. It's what we are good at.

We help you run a better business so that you are free to do the things you do best and can enjoy all the benefits you seek consistent with your goals and objectives.

Marsdens are one of the leading Business Advisory Firms in [Western Australia](#) who have a real focus on partnering with individuals and business owners to achieve superior results.

As business people we know you are focused on improving your performance. Our experience partnering with loads of businesses over the years is that this strategic and results "focus" works very well for all parties.

Our alliance with [MSI Global](#) – one of the world's leading independent Accounting and Legal groups allows us to get answers quickly and help our clients with international matters with ease. We have the power to assist our clients with the big stuff when needed or with matters right across different states in Australia and also in overseas countries.

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