

Central Coast's top 10 businesswomen revealed: See who's on the list

Plenty of businesswomen across the Central Coast are quietly doing amazing work and changing the lives of their customers, team members and families. SEE OUR TOP 10.

By Fiona Killman - January 21, 2021

The Central Coast has a lot to celebrate when it comes to women in business. From those helping women get leadership roles, supporting businesses and encouraging people to live their best lives, to those building businesses from the ground up, coast businesswomen are excelling and having a huge impact. To celebrate their achievements, *Express Advocate* compiled a list of the region's top 10 women in business.

CLAIRE BRAUND

A company that supports women to achieve director and leadership roles across the globe started here on the Central Coast.

Terrigal's Claire Braund is the co-founder and director of Women on Boards, which has remained on the coast since 2006 and employs local residents.

Ms Braund, who grew up in Hay, started her career as a political journalist before branching out into public relations and business development – learning a lot of lessons along the way.



In 2006 she co-founded Women on Boards as a private company which she said, “was born with the remit of changing the status quo”. The company quickly became tough activists on gender diversity on boards.

Ms Braund said the business took a pragmatic approach and mapped routes for people interested in board roles. At one stage they published names of organisations that didn't have women on their board or had just one or two women.

“They would get angry and say, ‘how do we get off the list?’ I said it's pretty simple, ‘put a woman on the board’,” Ms Braund said.

“It wasn't a case of women lacking credentials, it was that they went under the radar of the people looking.”

Women on Boards, which launched in the UK in 2012, has helped thousands of women nationally and internationally.

“Decisions made by a more diverse, gender equitable group of people are going to be undoubtedly better for the outcomes of any organisation,” Ms Braund said.

The mother of two, who is also the deputy chair of the Central Coast Conservatorium of Music, said her career had been an amazing journey.

“In terms of having influence we have to think about what legacy we want to leave and what we want to be remembered for,” she said. “For me it was always effecting change.”