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Bree Silcock... the organisation will launch in Perth on June 26.

'Chicks' on the move

THE national philanthropic community Business Chicks is heading west and has already attracted many Perth businesswomen.

Bree Silcock, who works in the marketing and events department at the National Australia Bank, joined Business Chicks a month ago after the group's chief executive Emma Isaacs visited the Perth branch to encourage staff to join.

"My role is public relations so I wanted to get more experience in the field and meet people in other networks," Miss Silcock said.

Business Chicks will officially launch in Perth at a

breakfast at the Sheraton Perth on June 26. The organisation hosts functions and activities throughout the year allowing its members to network and all money raised goes to the Kids Help Line.

Red Balloon Days founder Naomi Simson will share her secrets to building a \$20million business while raising a family, at the inaugural Perth event.

The organisation's "chief chick" is an entrepreneur herself. Ms Isaacs was just 18 when she bought her first business, a recruitment agency.

"I went to my first Business Chicks event and was blown

away by the energy and enthusiasm," she said. "So I ran back to the office and said (to staff) we have to get behind this, and we all went along to the next event where we heard the business was for sale.

"I tendered and won."

Three years on, Business Chicks is expanding in to Perth because of demand.

Ms Isaacs said many WA people were aware of the organisation and had requested a network of their own in Perth.

Business Chicks recently signed a new three-year contract to support Kids Help Line. For information visit www.businesschicks.com.au.