

# In good company

► This businesswoman turned her back on profits and turned to philanthropy

## Emma Isaacs, 28

Home Bondi Beach, NSW

**Why she's an action figure** Isaacs owns women's support network Business Chicks, which gives profits to Kids Help Line among other things.

**Her day job** Entrepreneur

## Why we admire her

Isaacs owns Business Chicks, which brings together entrepreneurial women for networking events, and runs mentoring programs and bootcamps. But there's more to it – Business Chicks funnels all profits from networking functions into Kids Help Line – a free, confidential phone and online counselling service for people aged five to 25.

## How she did it

At 18 – when most of us were downing Bacardi Breezers in the uni bar – Isaacs became managing director of recruitment company Staff it. In 2005 the firm won Westpac's Small Business of the Year Award, but Isaacs needed a new challenge. "I went to a Business Chicks function in 2005 and I was hooked," she says. So, at 26, she left Staff it and bought Business Chicks.

## What she's achieved

Since Isaacs took the reins, Business Chicks has raised more than \$200,000 for Kids Help Line. "I introduce corporations to the charity and they make donations at and after our functions. I now judge my success on the money we give," says Isaacs. "But it's not just about fundraising, it's also about getting the message out about the charity." So, how has Business Chicks impacted on its 2000 members? "We see women join who might be shy or lacking skills, but after getting involved they improve phenomenally. We had one woman who was appointed the UN ambassador for Australia and said she couldn't have done it without Business Chicks."

## The future

Business Chicks holds events in Sydney, Melbourne, Brisbane and Adelaide, and will launch in Perth in May. "We'll also publish a businesswomen's magazine, *Latte*. And National Australia Bank have come on board as our major partner." Isaacs will keep doing what she can. "I can't go to Cambodia to build houses – that's not my skill set. My skill is bringing people together."



This chick works like a dog to help other people

## ACT NOW!

### HATCH A PLAN

If Isaacs has inspired you to bolster your business nous or sacrifice your time to mentor other women, get yourself to a Business Chicks event. Or, simply sign up. Check out [businesschicks.com.au](http://businesschicks.com.au).

### BUY STUFF

The Intensive Care Foundation's Intensive Care Appeal runs from April 14 to 27. Buy wristbands, keyrings and pens at ANZ banks in Australia and Jesters pie shops in New Zealand, to ensure children admitted to ICUs get top care.

### KID AROUND

Kids Help Line (1800 55 1800) receives about 12,000 calls a week, but about half go unanswered due to lack of funds, says its communications manager Jessica Tatzenko. For ways to pitch in, visit [kidshelp.com.au](http://kidshelp.com.au).