



Sunsuper partners with female startup accelerator program, SheStarts

In a growing digital economy, when more CEOs are named Peter than female CEOs on the ASX200, it is important women have the right tools to be part of Australia's next industry boom. ^[1]

SheStarts is a new intensive program that will support entrepreneurial women found tech startups and reignite a national conversation on diversity in the tech industry.

Sunsuper Manager of Brand Marketing and Communications Catherine Hughes said that Sunsuper was sponsoring SheStarts in a bid to help close the gender gap in the tech and entrepreneurial space.

"We are excited to partner with SheStarts to raise the profile of entrepreneurial women and help drive greater female participation and leadership in the field of innovation and the digital economy," Ms Hughes said.

"Our aim at Sunsuper is to arm women with all the information they need to help them make informed choices about their superannuation for a financially comfortable and secure retirement. But we know there is still a significant gap between what women will retire on in comparison to men, with data showing that the average woman will retire with a balance of around only half that of her male peers." ^[2]

"Our aim is to help redress this huge imbalance by empowering women with the right knowledge, tools and opportunities to shore up their financial futures. By supporting SheStarts, Sunsuper is proud to be playing a role in helping raise the profile of female entrepreneurs and innovators in this country and help them launch the careers of their dreams."

Sunsuper, one of Australia's most highly-rated super funds, is one of four major partners sponsoring SheStarts, which was launched by BlueChilli to close the gender gap in the tech industry.

SheStarts Director, BlueChilli Head of Diversity and Impact Nicola Hazell, said the program aims to change the face of the startup economy.

"The women of Australia have the talent, passion and ideas to create incredible tech companies. But they need the runway to get started," Ms Hazell said.

"SheStarts is a program to fill this gap; to light the path for women to take the leap, get started and participate in the startup economy."

SheStarts is a national competition that aims to attract up to 1,000 applications, with the top twenty finalists to take part in a two week validation bootcamp. This leads up to a pitch event where ten founders will be selected to receive a \$100K investment and placement in BlueChilli's six month accelerator program.

The project is backed by corporate diversity champions Sunsuper, ANZ, MYOB and UTS, and aims to close the gender gap in the startup ecosystem - where the most innovative, high potential businesses of the future are being created.

Footnotes

1. <http://www.superannuation.asn.au/media/media-releases/2016/media-release-29-april-2016>

2. ASFA: <http://www.superannuation.asn.au/media/media-releases/2016/media-release-29-april-2016>

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