



MEDIA RELEASE

Professional women gather to mentor Armidale women

Armidale, 22 January 2021: A who's who line up of Aussie business women, entrepreneurs, senior women from the public service and government will be coming together when Mentor Walks launches in Armidale on February 24th.

Mentor Walks is a unique mentoring initiative that groups senior female leaders with aspiring women for mentoring sessions. Started in Sydney by entrepreneurs Bobbi Mahlab and Adina Jacobs, Mentor Walks is now operating in seven cities across the country.

Its launch in Armidale is supported by Bronnie Taylor MLC, NSW Minister for Women and Mental Health who will also be attending the walks alongside senior female leaders from the public and private sectors who are participating in the event as mentors.

Minister Taylor said the program was a fantastic way to support women in a safe and structured way.

“Women in regional and rural areas face unique challenges when it comes to working. This is a terrific way to empower and support previously untapped talent.”

“With the current uncertainties in our everyday lives, the fact they have found a way to make these conversations happen regardless is testament to the enduring determination and initiative of these women.”

More than 3500 women have walked since the program launched in 2016.

Bobbi Mahlab, Co-founder of Mentor Walks said: “Mentor Walks is a fantastic, national initiative that provides women with the opportunity to workshop ideas, gain insight and discuss challenges with some of Australia’s most successful female leaders.

“These conversations are an important part of helping women take the next step in their career and ultimately developing the next generation of female leaders,” she said.

“It is particularly important during this time of global change that women feel connected to other

women in their community. Mentor Walks gives them a safe space to share their experiences, receive advice and ensure their careers aren't buried under the rapidly changing home environment, which is now an office and often a school as well as a home."

Mentees are matched with a mentor and a fellow mentee to keep it casual, purposeful and personal. Each mentee is asked to come armed with a "challenge" or topic to be discussed on the day.

"Career women have issues big and small and often it is hard to find impartial people to go to for advice. Mentor Walks gives women access to experienced people that can help them workshop issues and move forward," Bobbi said.

"Our mentors provide these aspiring female leaders with advice on challenges they're facing now, such as getting a promotion, asking for a pay rise, influencing executive teams, managing up or getting buy-in from investors. It's fantastic to see the impact the program is having."

Launch details:

What: Mentor Walks Armidale

When: Wednesday 24 February 2021 - 7:10am - 8:30am

Where: Central Park Armidale - tickets are required

How to apply: Tickets are available at <https://www.mentorwalks.com.au/armidale-mentor-walks>

Cost: Free to all women

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Media enquiries:

Rechelle Leahy

Ph: 0408 224 489

rechelle@regionalcollab.com

Steph Wanless

Ph: 0403 678 191

steph@foundregional.com.au

About Mentor Walks

Mentor Walks is a not-for-profit career building initiative for women co-founded by Australian businesswomen Adina Jacobs and Bobbi Mahlab.

Mentor Walks Australia launched in Sydney in 2016 and has since expanded to Melbourne, Brisbane, Wollongong, Canberra, Geelong, Perth, Dubbo and regional Victoria. To date, more than 3500 women have participated.

For more information, visit: <http://mentorwalks.com.au>

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