



Rabobank

**Media Release
April 2, 2012**

Financial empowerment for rural women – Rabobank

Rabobank's new concept in financial empowerment for rural women has been described as both 'inspiring' and 'uplifting' from participants, when it was launched in South Australia last week.

Rabobank regional manager Northern SA Peter Neale said it was a dynamic course which provided financial know-how for women in agribusiness.

The one day workshops were hosted in partnership with the 10thousandgirl Campaign. Well versed in programs that aim to improve the financial literacy in Australian women, the workshops were facilitated by 10thousandgirl presenters Zoe Lamont and Robin Stonecash.

Mr Neale said both presenters challenged the participants, encouraging them to reach outside their comfort zone.

Sonya Otten, Lochiel, attended the Clare workshop and said the one-day seminar more than fulfilled her expectations.

"When I received the invitation it just jumped out at me. I thought this is something I have to do. I wasn't disappointed– it was inspiring and empowering and I really got a lot out of the goal setting. It has made me sit back and realise I want more and I can achieve more," Mrs Otten said.

"It was a great group of women and it would have been good to spend more time with them."

Ros Zweck, Blyth, said the course was perfectly designed for women.

"It got you thinking about your role in your business, where you fit in, what you can improve and how you can be more a part of that business. It was uplifting – I have worked in my own business for 24 years and I have done quite a few of these seminars – but the course just reiterated it for me, it was like a welcome refresher," Mrs Zweck said.

"For me, it was learning how to better communicate – not only with your husband, your children, but also your business partners, like your bank manager, accountant and agronomist. We pay in some way for all these services so it is vital we get as much information as possible to make informed decisions.

"I also think it has made me look at seriously setting goals – I have realised some of my dreams over the years, but there is more I want to achieve. It shows you the process of how you start to make it happen."



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Mr Neale said Rabobank was piloting this new program especially developed for rural women to increase confidence and understanding, in support of them achieving their personal, business and broader long term financial goals.

“The feedback from those that attended was extremely positive,” Mr Neale said. “We are planning to launch this program nationally as part of our ongoing commitment to rural Australia.”

Rabobank branch manager Adelaide Frank Young said the course allowed Rabobank, through a practical, down-to-earth and fun workshop to contribute and make a difference by facilitating knowledge delivery, inspiration and networking opportunities for women in agribusiness.



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Rabobank Australia & New Zealand is a part of the international Rabobank Group, the world’s leading specialist in food and agribusiness banking. Rabobank has more than 110 years’ experience providing customised banking and finance solutions to businesses involved in all aspects of food and agribusiness. Rabobank is structured as a cooperative and operates in 48 countries, servicing the needs of approximately 10 million clients worldwide through a network of more than 1600 offices and branches. Rabobank Australia & New Zealand is one of Australasia’s leading rural lenders and a



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significant provider of business and corporate banking and financial services to the region's food and agribusiness sector. The bank has 93 branches throughout Australia and New Zealand.

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