



Ready to be inspired: Leanne Muir, Christine Dimil, Jenny Darcy and Annette Ellis.



Keen to learn: Dianna Malcolm, Rebecca Robertson and Pam Minogic.

# Giving confidence boost

EVENT FOUNDER TRACEY SOFRA EXPLAINS HOW WOMEN CAN TAKE CHARGE OF THEIR FINANCIAL FUTURES



Hundreds of people packed into Shepparton's Eastbank Centre yesterday for the first Wow Women event, aimed to inspire and encourage women in business.

Event founder, Shepparton accountant and financial planner Tracey Sofra, spoke about empowering financial freedom and told a heartfelt personal story of her childhood when she was severely ill.

She inspired the room by explaining that she went from a child who could fall into a coma from a lick of an ice-cream to the successful business owner she is today.

Ms Sofra said her father, who strongly valued education and knowledge, taught her to be a strong and confident woman.

"He taught me I could do anything," she said.

She spoke to the audience about how to achieve goals by using a simple "values-based" formula: know who you are, know what you want and know how to get there.

She said once these questions were answered and followed it created confidence and freedom.

Ms Sofra spoke about the opportunities and choices women had today compared to four generations before, such as deciding whether or not to marry and have children or start up a business.

Despite such opportunities, Ms Sofra said women were still uncomfortable making major financial decisions that affected their future.

She said it was important women were across superannuation issues, investment property options and how much they needed to retire.

"The lack of self-belief and confidence concerns me the most," she said.

**THE LACK OF SELF-BELIEF AND CONFIDENCE CONCERNS ME THE MOST.**

— TRACEY SOFRA

She said the historic path of women relying on another person to support them was dangerous and women needed to take charge of their financial futures.

Founder and chief executive of collaboration business L&D Janine Garner spoke about the importance of collaborative leadership using the 1970s gaming company Atari and the now leading gaming company Nintendo.

She said Atari pulled out of a possible partnership with Nintendo, which was a mistake on its part.

Atari ended up losing favour on the markets and Nintendo went on to lead the market.

"Atari failed to collaborate and future-proof their business," she said.

She spoke from the heart about her decision to leave the corporate world and start her own business.

The moment of clarity came three years ago when her five-year-old daughter asked why she was always busy, to which she replied that she needed to earn money for holidays, food and other things.

Her daughter continued: "But why are you so unhappy?"

That's when she decided to find something that reignited the "fire in her belly".

In other sessions at the event, personal brand photographer Zahrina Robertson took a workshop about personal branding, while vitality coach Nikki Fogden-Moore addressed health and fitness issues.



Providing inspiration: Wow Women founder Tracey Sofra addresses the audience at Eastbank Centre yesterday.

Pictures: Holly Curtis



Enjoying event: Stephanie Bartram, Deb Block and Sue Nalder.



In discussion: Paula Ryan and Helene Stovard.



Pleased to be there: Anita Young and Ness Riggs.