



Celebrating Women in Media

**DEANNE WEIR, FOXTEL, EXECUTIVE DIRECTOR
CHANNEL AGGREGATION & WHOLESALE**

Knowing what you know now, what advice would you give yourself if you were starting out in the industry today? Be flexible. The most interesting careers are diverse and definitely not linear, so if you are passionate about being part of the media industry, be prepared to tackle different roles in different parts of the industry. Learn as much as you can about the sector, get as much experience as you can even if sometimes you need to take a step back before you take a step forward. The sector is changing so quickly, the only certainty is that roles will continue to change and evolve so having a broad range of experiences and being highly adaptable is the best way to future proof yourself.

You have an incredibly busy work life, what's your top tip for getting things done? Be organized and learn when to say no.

What do you see as the biggest opportunity for female leaders in business in 2017? In an increasingly competitive environment the focus has to be on talent. In pockets where the 'old boys club' still exists in Australian business, where merit is defined by who you know rather than what your potential is, I think that model is under huge pressure. The evidence is clear that diversity makes for better business outcomes, and I don't think anyone can afford to ignore the potential of 51% of the population.

**BRIDGET FAIR, SEVEN WEST MEDIA, GROUP CHIEF
– CORPORATE AND REGULATORY AFFAIRS**

Knowing what you know now, what advice would you give yourself if you were starting out in the industry today? Done is better than perfect. Perfection is an impossible standard. Setting it for yourself makes it inevitable you will see yourself as a failure. The effort and angst you put into chasing every rabbit down every hole will rarely be noticed. But whether you get the job done on time will.

You have an incredibly busy work life, what's your top tip for getting things done? Write a list and don't procrastinate. Just getting started on a task immediately changes your perception of it and you will immediately feel more in control. Delegate, and that includes parenting duties from time to time. Your kids will not be scarred for life if you don't make it to every school event.

What do you see as the biggest opportunity for female leaders in business in 2017? I would like to turn this question on its head and say that the biggest opportunity for business in 2017 is women, and in fact diversity of all kinds. Diversity breeds innovation, and innovation drives growth. Being more diverse and inclusive also allows a business to have a better understanding of customer needs and to cast wider nets for the best talent.

**JO ROONEY, CO-HEAD OF DRAMA, NINE NETWORK
AUSTRALIA**

Knowing what you know now, what advice would you give yourself if you were starting out in the industry today? Back yourself and put yourself forward. Trust your judgement and instincts.

You have an incredibly busy work life, what's your top tip for getting things done? Prioritize and delegate. In order to do this effectively you have to invest time and energy to train up other people and be generous in sharing your skills and experiences.

What do you see as the biggest opportunity for female leaders in business in 2017? There are now an increasing number of networks that support women in business. This represents a huge opportunity to get support and support others in areas to achieve goals of leadership for women.