

# WOMEN IN RURAL, REGIONAL AND REMOTE ENTERPRISES

- WiRE SHOWCASE SERIES -



Bronwyn Reid

Female Entrepreneur - Natural Resource Management,  
Software Company, Author "Small Company, Big Business"



**"Be brave and don't back down, you are no better than the  
next person but you're no worse either."**

## ABOUT

Bronwyn Reid is a small business owner and entrepreneur whose passion is helping small business grow by taking on contracts with large organisations. Her new venture – Mining for Business – will be her third startup, all from the regional Queensland base of Emerald. Bronwyn has been on this journey herself. Her award-winning environmental consultancy began with a contract from an international agribusiness agency, and it has won contracts with every major mining company operating in Australia including BHP and Rio Tinto as well as working extensively with agribusiness clients and Government.

All the knowledge and experience Bronwyn has gained over her years of developing her own business and dealing with large companies is brought together in her Small Company, Big Business program. Her book of the same title will be published in 2017. Bronwyn is a driven and vocal advocate for regional businesses, and is currently a key stakeholder in a new initiative which is taking a strategic approach to regional business development – the Bowen Basin Business Development Strategy. Her firm belief is that sustainable businesses are a pre-requisite for sustainable regional communities. Bronwyn currently serves on the Local Buying Community Foundation Advisory Committee, and the CQUniversity Rockhampton Regional Engagement Committee. Her most recent appointment is as a member of the Queensland Workplace Health and Safety 'Safety Leadership at Work' Expert Reference Group, chosen for her familiarity with safety issues across both the agribusiness and mining sectors.

She was the winner of the Queensland Rural Regional and Remote Women's Network Strong Women Business Leadership Award for 2013 and is now a member of the Board. Bronwyn is a Graduate Member of the Australian Institute of Company Directors.

## WHAT SUCCESS MEANS

- Looking back success was educating our children, followed by supporting ourselves through the troubled times.
- Now.... Success is following our own interests; having new business schemes, my husband Ian following his passion.
- Success to me looks like being able to live in different places, and to have the freedom to be able to move and follow our passion wherever that may take us.



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## MENTORS

- I have had the pleasure of having a fair few mentors in my professional life and personal life as well.
- I actively talk to Entrepreneurs via Skype from Cairns to Melbourne.
- Mentors are of great value for anyone starting or progressing your business.

## STARTING OFF WITH A VISION

- If we started with a vision 20 years ago it has most likely changed.
- The central drives and values of our business has never changed especially over the last 20 years, we drive for excellence and for honesty and scientific integrity.

## PARTNERSHIPS - BUILDING RELATIONSHIPS

- In developing partnerships we have always stood by the understanding that a partnership isn't one partner benefiting from the other it is a joint venture and working as a team.
- Written Agreements are of great value

## BUILDING CONNECTIONS

- Networking is a huge part of building a business.
- Developing a trusting relationship with everyone you meet – knowing the language or knowing the code, making the true connections and having people trust and put faith in your abilities

## ADVICE FOR OTHER WOMEN ENTREPRENEURS

- Self-awareness.
- It is about each of us having a unique combination of skills, ability, experience, and the responsibility/ knowledge to understand what we can do.

## IMPORTANT ENTREPRENEURIAL SKILLS

- There are two simple elements:
- Take those breaks – Realising that you have to take time out for yourself, refresh and understand that as women we think we can do everything but there are times when you need to take a break.
- Planning - Plan for your businesses ups and downs and for an uncertain future. Nobody can predict what may happen but having an understanding of market intelligence and the industry will only help in the near future.



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## SEE YOURSELF MAKING A DIFFERENCE

- I would love to see a bigger voice for small businesses and I want to be a part of making that happen.
- Creating a strong and powerful voice for those that can't express the importance of small and regional businesses and the great impact they have on the economy. That to me would mean my life was a success if I can help achieve that.

## BIGGEST LESSON

- Be brave and don't back down. You are no better the next person but you're no worse either.

## CONTACTS

- Facebook: Mining for Business
- Web: [www.miningforbusiness.com.au](http://www.miningforbusiness.com.au)
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