

SURVEY ON WOMEN ENTREPRENEURSHIP

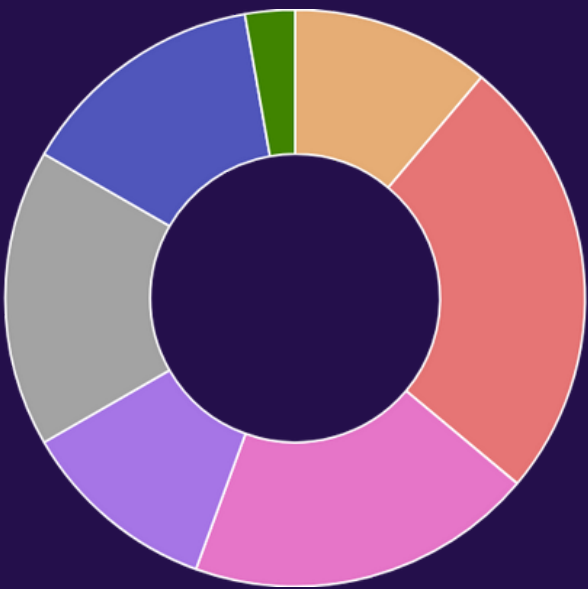
Challenges faced by women entrepreneurs

"For a long time I was firmly of the view that increasing the number of women leaders was a matter of women's activism, and women working together. Yet while women's activism remains critical to making progress, if you look at the levers of power in nations and in organizations, they rest in the hands of men "

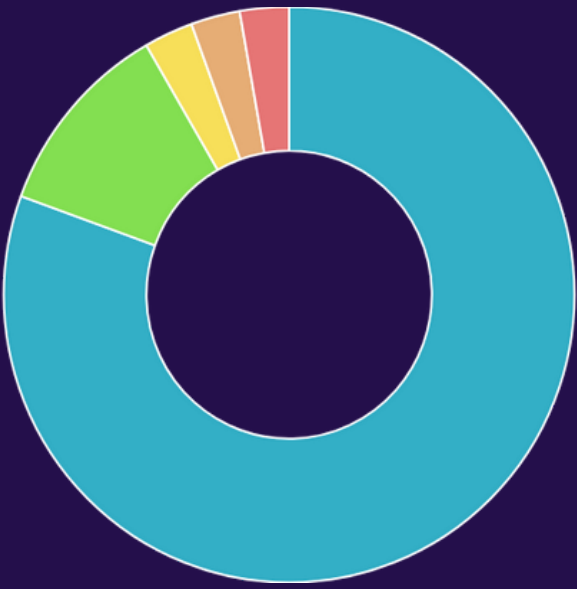
-Elizabeth Broderick, (sex discrimination commissioner, Australian Human Rights Commission)

The survey was conducted to help us gain an understanding of why women in Australia are lagging behind men when it comes to representing in entrepreneurship/business ownership. The survey results are based on the response of 36 female entrepreneurs who participated in the online survey.

RESPONDENT DEMOGRAPHICS



Women entrepreneurs belonging to different age groups ranging from 30-64 years of age participated in the survey.



Women entrepreneurs belonging to different educational background participated in the survey.

86

PERCENT

of women entrepreneurs believe that they face a struggle that is different from their male counterparts

85

PERCENT

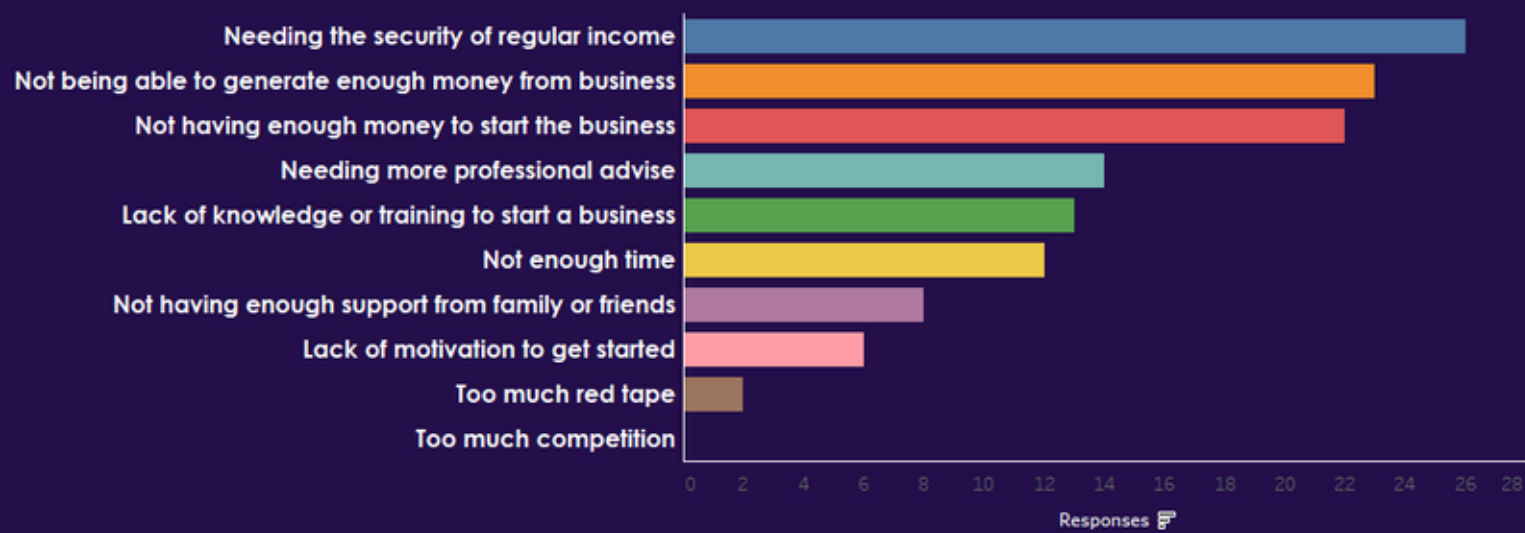
of women entrepreneurs believe that the traits of male entrepreneurs are more valued than those being perceived as typically female

54

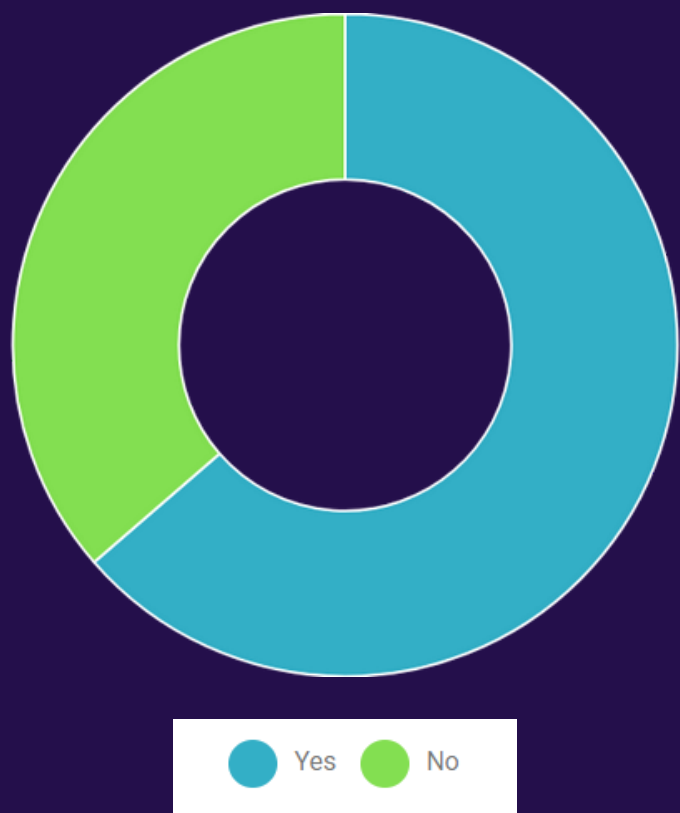
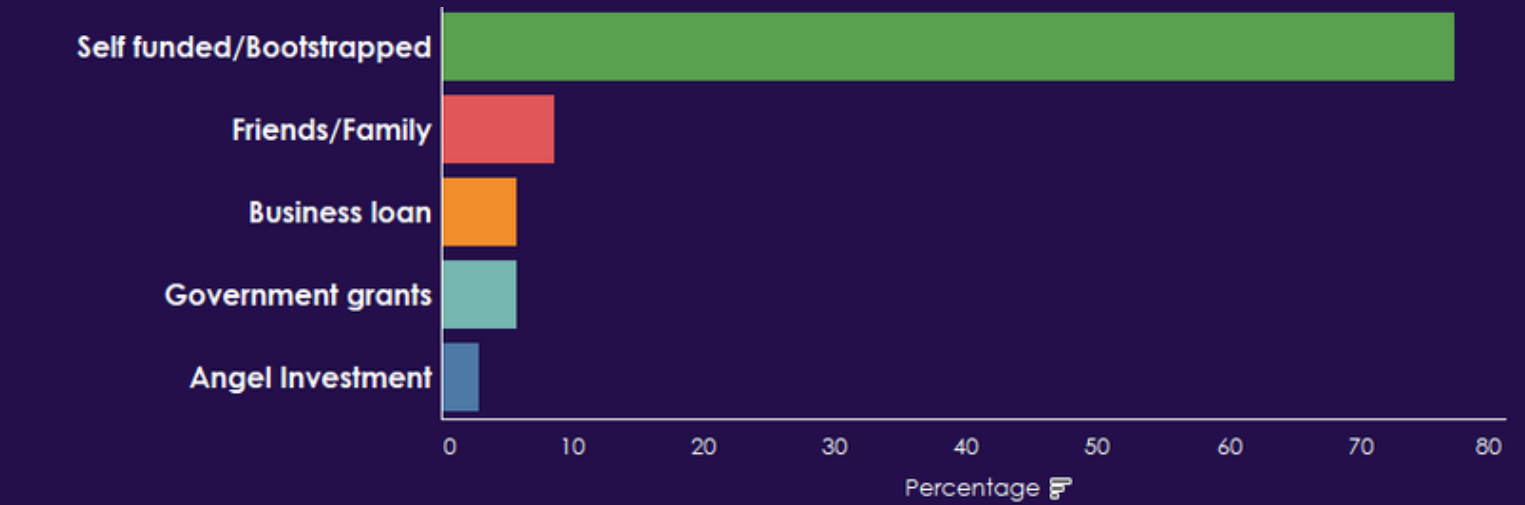
PERCENT

of women entrepreneurs face high bias while hiring senior management (7 and higher rating considered as high bias)

Needing the security of regular income and Not being able to generate enough money emerged as the major issues faced by women entrepreneurs.



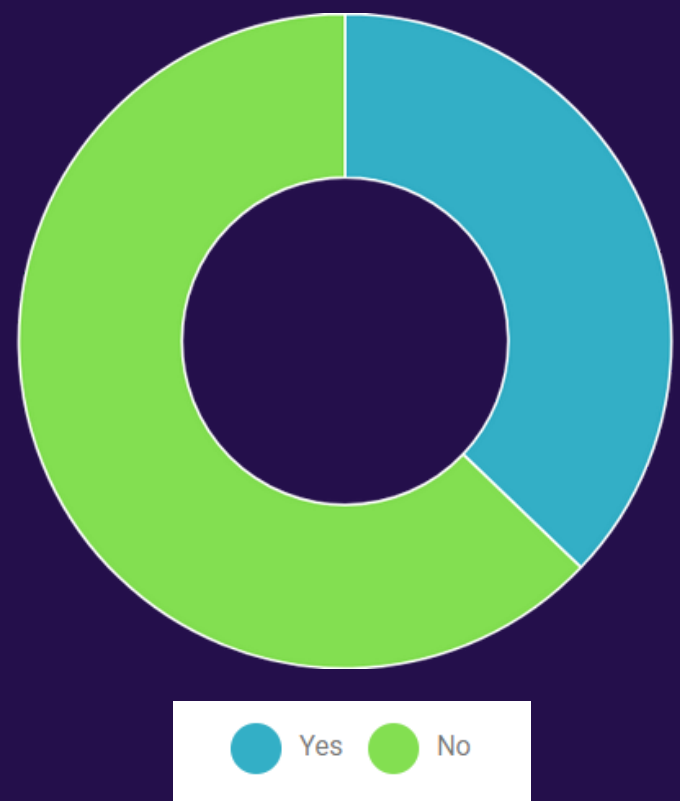
79% percent of the women entrepreneurs are self funded.



64

PERCENT

believe that women entrepreneurs face specific challenges while fundraising



63

PERCENT

believe there are not enough platforms for women entrepreneurs in the country

New networks and forums, and reorganization of culture and corporate values stood out as the most effective ways to overcome the disadvantages faced by female leaders and entrepreneurs

