

W O M A N  
I N  
F R O N T

X L Y L A T U W H A N G A I

# A COMMUNITY MINDED COLLECTIVE FOR WOMEN IN BUSINESS

# WHAT IS WIF?

## **WIFAD ADVERTISING OPPORTUNITIES**

Entry-level opportunities for showcasing your products and services. By providing physical product and/or WIF-specific CODES, your Business will gain exposure across social platforms and at WIFEVENTS and EDM, increasing your market presence.

## **WIFCOLLAB COLLABORATION**

With the ability to become an investor, your contribution into Woman In Front gives you opportunities for branding exposure across social media platforms, events and shared advertising opportunities between the two companies. An example of this would be our Partnership with Aspley Mazda and Director Luke Camilleri.

## **WIF101 COACHING**

Lyla Tuwhangai offers both individual business coaching and small group (WIFCLUB) coaching, both of which can be singular in nature or subscribed to as a membership. Sharing her business acumen acquired from creating and accelerating several successful businesses, these coaching sessions are powerfully life-changing.

## **WIF EVENTS EVENTS & AWARDS**

WIF Events & Awards are not only an opportunity for networking but also to put your business in the forefront, enter yourself or a fellow Female-led business into the various WIF Award Categories and celebrate the community Lyla Tuwhangai & team has built.





# WIF BUSINESS IDEALS

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## MISSION

To host a safe space for uplifting and supporting women in business to succeed and thrive.

Creating a community, with accessible opportunities for all women-led businesses.

## VISION

To employ a diverse range of women in paid positions; creating representation in a safe, influential organisation while also forging a strong network of connections to expand Woman In Front both locally and globally.

## PURPOSE

A community platform giving women in business employment opportunities and facilitating further connection and support for women in business.

# WIF SUCCESS

IN HER WAKE

## BUSINESS HISTORY

- Lyla Clare Salon – FORTITUDE VALLEY
- Jones & Co. – REDCLIFFE PENINSULA
- Mamako – AUSTRALIA WIDE & NEW YORK
- Woman In Front – AUSTRALIA WIDE

Not one to shy away from opportunity, Lyla is a powerhouse of gaining momentum. From flipping salons to starting her own very successful, nationally-sought and stocked haircare line Mamako, she really is the **Woman In Front**.





# WIF(IN) AGENCY

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**REPRESENTATION**

**COLLABORATION**

**NEGOTIATION**

To the new Woman In Front Agency, for influencers and content creators to find and secure a working agreement with their most lucrative and self-aligned brands and partnerships.

WIF(IN) facilitates a mutually beneficial collaboration between both brand and talent, allowing both parties to acknowledge and stand in their worth, their brand identity and their ideals to generate the most profitable outcomes for both parties.



# WIF EVENTS

**Woman In Front Events have been the highlight of a tough few years with the global pandemic providing opportunities to pivot and adjust to a different way of life. As a growing, moving entity, WIF has succeeded in bringing unity and solidarity to women in business the nation over. Connection + networking + fun!**





# WOMAN IN FRONT GROWTH

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**2021**

WIF was born  
Mon Komo event  
Ipswich event

**2022**

Bribie Island event  
WIF Awards Launched  
Sponsorships launched

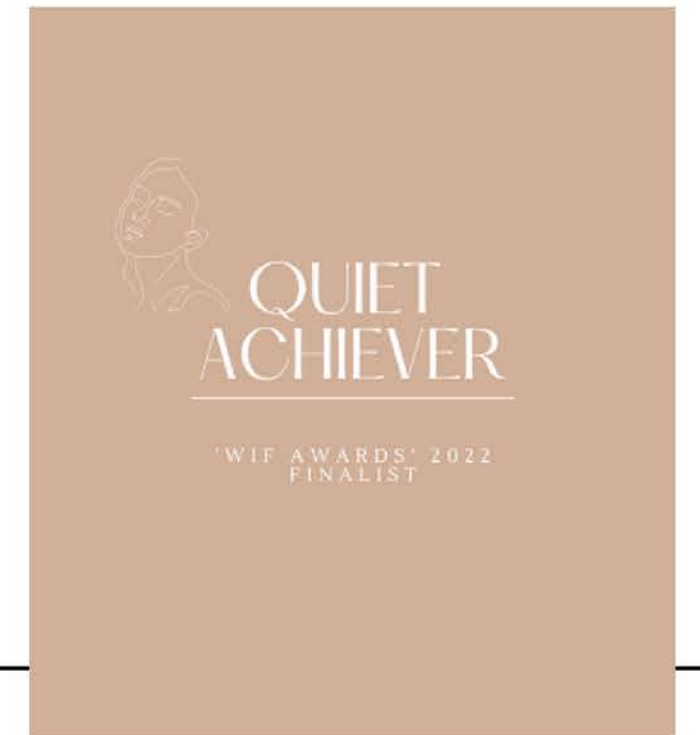
**2023**

St Kilda event  
Redcliffe event  
Agency Launch  
Founders Dinners  
WIF Podcast  
Mazda partnership



# WIF AWARDS

In 2021, Woman In Front had grown momentum via the interactive and highly enjoyable WIF events across Brisbane. It was a natural, exciting progression to introduce the 5 WIF Awards, to celebrate, congratulate and spoil our wonderful WIF community of businesses. By simple nomination, each nominee was interviewed by a hand-selected, diverse panel of successful women, deliberations were made and places were awarded for third, second and first place. The Awards recognise and demonstrate various definitions of success, from bricks and mortar stores, to online commerce, new business, innovative entrepreneurialism and our more humble businesses.





# WOMAN IN FRONT

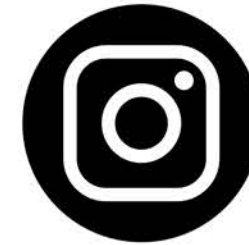
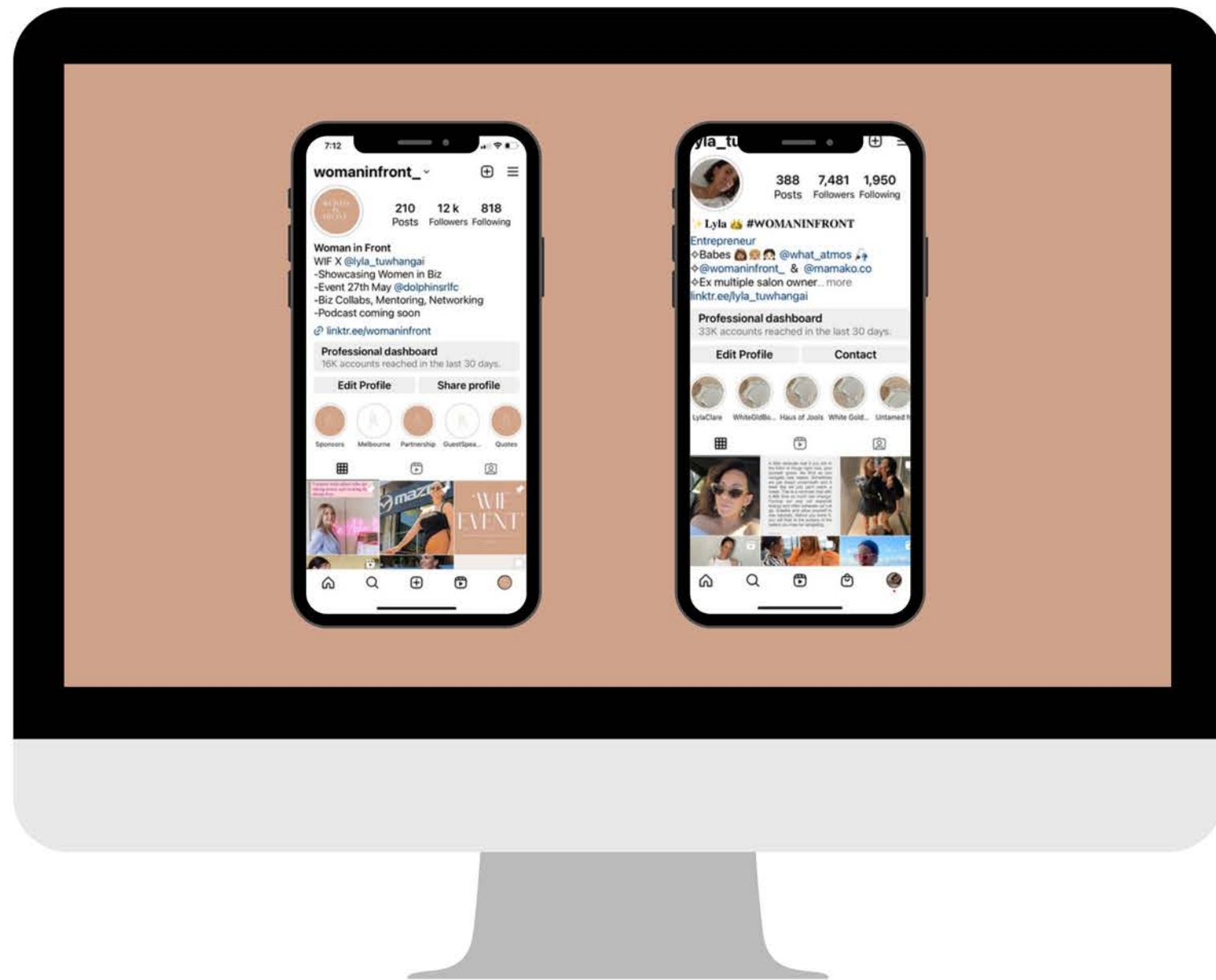
WWW.WOMANINFRONT.CO

Woman In Front is proud to partner with Aspley Mazda, Everlong Hair and Subtle Glow skin.



# COLLABORATIONS

# Socials Statistics



12 K @WOMANINFRONT\_

7.5K @LYLA\_TUWHANGAI

4K @MAMAKO.CO