

Media release: 19 April 2017

## Women in tech strong at CeBIT Australia

### Panel sessions aim to excite and inspire

Australia's leading women in technology will gather at CeBIT Australia, Asia Pacific's largest and longest running business technology event to discuss why only 14% of start-up founders are female\*, and what the industry can do to support more women taking a leading role in the sector.

With only 4% of new technology businesses led by female entrepreneurs\*\*, the Women in Technology panel, to be held on 23 May at ICC Sydney, will feature eight female industry leaders such as **Julie Canepa**, Head of IT Australia and New Zealand, Cisco, **Jo Burston**, CEO and Founder, Inspiring Birds and Job Capital and **Anastasia Cammaroto**, Chief Information Officer, Westpac Group. They will discuss how to support women to achieve their technology career aspirations, boost women's participation numbers and foster female entrepreneurs.

Ms Canepa noted the strong presence of women at CeBIT Australia this year.

"This industry has always been dominated by men and according to a recent study by ISACA, only 21% of executives in tech are women. *The Future Tech Workforce: Breaking Gender Barriers* study polled over 500 women worldwide and revealed that the top barrier faced by women was a lack of mentors (48%), while bias (39%) and unequal pay (35%) were also strong contributors to why women's perceptions need to change.

"This year CeBIT Australia has found a diverse range of leading Australian businesswomen, each with their own experiences in the industry, to represent how when given the right environment women thrive and succeed in tech. The Women in Technology panel is the perfect platform for real truths on this issue to be aired.

"Individuals and businesses need to be passionate about sharing the importance of diverse workforces, to further connect with the world, customers and staff. This gives the business an edge, an ability to transform its ethics and innovate beyond the expected, to evolve," said Canepa.

The Women in Technology panel will include:

- **Julie Canepa**, Head of IT Australia and New Zealand, Cisco
- **Jo Burston**, CEO and Founder, Inspiring Birds and Job Capital
- **Anastasia Cammaroto**, Chief Information Officer, Westpac Group
- **Amy Mullins**, Executive Director Women's Leadership Institute Australia
- **Sandra Coleman**, GM Strategy, Transformation and Technology, REST Industry Super

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- **Julia Dickinson**, General Manager, Satellite Engineering, nbn Australia
- **Topaz Conway**, Chairwoman, SBE Australia and Director, StartupAUS
- **Dr Chrissy Burns**, Chief Information Officer, University of Technology Sydney

Harvey Stockbridge, Managing Director at Hannover Fairs Australia, organiser of CeBIT Australia is proud to include this panel session as a vehicle for the industry to move the conversation on important issues forward.

“Business Technology is about change. Making it happen and looking forward, with new ideas, innovations and perspectives is what makes this industry thrive. CeBIT Australia is committed to reflecting the sentiment that the technology industry needs to better showcase and support female talent. We look forward to hearing from these successful women reminding the industry on the value of an integrated workplace.

“As an industry, we still have so much to do. By providing an essential platform for discussion at CeBIT Australia, we aim to bring together the right minds to inspire action, create change and improve female representation,” said Stockbridge.

CeBIT Australia will feature over 65 female speakers, including keynotes Randi Zuckerberg, Founder and CEO, Zuckerberg Media and Naomi Simson, Founding Director of RedBalloon and Redii, and Shark from Shark Tank.

The Women in Technology panel is one of six inaugural Strategic Panels at CeBIT Australia that will take place across the three day event, 23-25 May 2017 at ICC Sydney in Darling Harbour.

[www.cebit.com.au](http://www.cebit.com.au) | [www.cebit.com.au/program/strategic-panels](http://www.cebit.com.au/program/strategic-panels)

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#### **Images:**

1. **Julie Canepa**, Head of IT Australia and New Zealand, Cisco ([download](#))

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2. **Jo Burston**, CEO and Founder, Inspiring Birds and Job Capital ([download](#))



3. **Anastasia Cammaroto**, Chief Information Officer, Westpac Group

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4. Images from CeBIT 2016 ([download hi-res](#))



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**Media Pass registration:**

Secure your media pass to CeBIT Australia now by emailing name, position and publication/s title to [cebit@zadroagency.com.au](mailto:cebit@zadroagency.com.au)

**Notes to Editors:**

- Six inaugural Strategic Panels will take place at CeBIT Australia 2017 including:
  - CEO panel: leading high-performance organisations
  - Women in Technology panel: improving accessibility, participation and leadership
  - CIO panel: delivering on organisational goals
  - Innovators panel: accelerating and incubating that next big idea
  - The Next Generation Technologists panel: inspiration, aspiration, engagement and STEM skills
  - SME business growth panel: streamlining and growing business with the aid of technology
- For more information on CeBIT Australia's Strategic Panels:  
<http://www.cebit.com.au/program/strategic-panels>
- Secure your media pass to CeBIT Australia now by emailing name, position and publication/s title to [cebit@zadroagency.com.au](mailto:cebit@zadroagency.com.au)
- Register your interest for a media pass to VIP event [CeBIT Black](#) by emailing [cebit@zadroagency.com.au](mailto:cebit@zadroagency.com.au)
- CeBIT Australia online media room: <http://www.cebit.com.au/who-are-you/press>

**Interviews are available with:**

- Julie Canepa, Head of IT Australia and New Zealand for Cisco
- Any speaker on the Women in Technology panel
- Harvey Stockbridge, Managing Director, Hannover Fairs Australia
- CeBIT Australia keynote speakers, including:
  - Eugene Kaspersky, co-founder and CEO, Kaspersky Labs
  - Dennis Andrucyk, Acting Chief Technologist and Deputy Associate Administrator, NASA
  - Randi Zuckerberg, Founder and CEO, Zuckerberg Media

**About CeBIT Australia:**

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## Shaping the Business Technology Landscape

23-25 MAY 2017  
ICC Sydney | [www.cebit.com.au](http://www.cebit.com.au)

**23 – 25 May 2017, International Convention Centre Sydney**

CeBIT Australia – shaping the business technology landscape. [www.cebit.com.au](http://www.cebit.com.au)

**CeBIT Australia is the Asia Pacific's largest and longest running business technology event.** It is a forward-looking connected community. CeBIT Australia offers an independent network of business technology solutions that transform the way Australians do business. CeBIT Australia is the one-stop-shop for all the latest business technology solutions. Offering a diverse variety of exhibitors, regardless of the business problem, there will be a solution at CeBIT.

**CeBIT Australia showcases the innovation of NSW.** Business leaders, innovators, entrepreneurs and the leading technology companies of the world gather in NSW to immerse themselves in the possibilities of the future of business.

**CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment.** NSW is Australia's international ICT capital, accounting for 43% of Australia's total ICT businesses and 50% of the nation's telecommunication, computer and information services exports. NSW is also home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

**The NSW Government is proud to be the Official Partner of CeBIT Australia 2017.**

**CeBIT's supporting partner is the City of Sydney.**

**CeBIT Australia is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers. Global Fairs. Global Business.**

#### References:

1. Reference: <http://blog.cebit.com.au/women-in-start-ups-australia-shestarts>
2. Reference: The top 10 moments for Australian Women in Tech in 2015, SmartCompany.com.au, January 2016. Link: <http://www.smartcompany.com.au/startupsmart/advice/startupsmart-growth/the-top-10-moments-for-australian-women-in-tech-in-2015/>

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