





PUT ON 3D GLASSES

Upping the bar on living your best life, a new success manual advocates adding the "third dimension" beyond career and home - giving something back to the community. Sunday talks to six remarkable women about the causes that have captured their hearts and minds.



ELISA
BLACK

SUNDAY WRITER



WE all know at least one of them, those people who manage to squeeze the very essence out of life.

They've got enviable careers, the happy home lives, interesting social lives and jam-packed weekends. Their faces that have those fulfilled smiles.

But now those of us who don't manage to lead quite as overtly successful existences have another reason to envy those who appear to succeed so effortlessly – the existence of the Third Dimension.

This freshly coined term describes those who manage all of the above, as well as volunteering their time and talents for a cause close to their hearts.

A new book, *Mrs Money Penny's Careers Advice for Ambitious Women*, explains that to be truly successful, one should be involved with something outside of the work/home sphere. The book maintains that not only will the Third Dimension enhance your CV, it can also fulfil your life in ways you never imagined.

Whether you have time to take a formal role with a busy charity, or half an hour once a week to help out at the kids' school, helping others doesn't have to be a daunting prospect.

This week, I spoke with six women, five of them successful locals and one international liter-

ary superstar, who have all found room in their lives to make a difference.

■ CATHY KELLY

Best-selling author and ambassador for UNICEF Ireland.

Speaking a mile a minute, Cathy Kelly speaks passionately about her work with UNICEF.

In Adelaide ostensibly to talk about her new book, *The House on Willow Street*, it is only minutes before we are discussing the appalling living conditions of so many children across the world today.

The best-selling Irish author – she's had nine No. 1 bestsellers in Australia alone – became a UNICEF ambassador in 2004 when her twin boys were just toddlers.

I'm exhausted just hearing about it.

"It's a lifelong commitment," she says. "Having children is such a huge thing for me; I'm most proud of being a mother. With UNICEF, we are helping other mothers and their children. They're so vulnerable in so many places."

With a particular focus on education, Cathy is passionate about addressing some of the biggest challenges for women and children in developing countries.

"The biggest groups in Africa getting AIDS are women and children; an entire generation is being brought up by their grandparents" she says. "If you educate a woman, you educate a family."

Cathy will visit Mozambique in May, a country of 19 million people and about 400 doctors.

"Children are getting tetanus from a dirty knife cutting the umbilical cord," she says. "We want to keep girls in school, educate them on HIV preven-



tion.” But Cathy doesn’t want to be thought of as an altruistic do-gooder.

“It is incalculable what I get out of it,” she says.

“I’m so privileged to be born in the developed world, to have an education, not to have HIV, no genital mutilation, to be properly nourished. I have a job where I can work from home and care for my children.

“I have all these advantages and my children have these advantages too – doctors, health care, freedom from tyranny, when millions around the world don’t.

“I want other mothers to have that too.”

■ **ANGELIQUE BOILEAU**
Managing director at Boileau Business Solutions and supporter of Zoos SA, ASO, Adelaide Festival, Adelaide Fringe and many more.

Dressed to the nines in pearls and carrying a Chanel handbag, Angelique Boileau looks slightly out of place covered in monkeys.

But she’s absolutely loving it.

The uber-successful managing director of one of SA’s top 100 companies, Angelique believes in the value of hard work, rising at 5.30am ready and raring to start each day.

“Today, I still spend an average 10 to 12 hours a day working in or on the business. I work out two to three mornings or go for a bike ride, the day ending on average at 7pm to 8pm,” she says.

“Many times, I get the call from my wonderful husband, Michael, in the evenings ‘Honey, the dinner is shrivelling up. When will you be home?’ The mother of two says the greatest part of her business’s financial success is that it enables her to give back to the SA community.

“I strongly believe that it is the social responsibility of the business community at large to contribute and provide this support to these organisations,” she says.

“Our partnership with Zoos SA has been the longest-standing partnership, over 10 years now, and has been one of the most fulfilling and rewarding for Michael and me.

“I have always been passionate about the animal kingdom and if our contribution can just save one little species, then we have achieved.”

Angelique says working with charity has been immeasurably rewarding for her family.

“Michael and I have been together now for nearly 35 years and the amazing thing is we met at work; we have worked together all that time.

“The greatest thing is that we continue to be great workmates, friends and a loving family.”

■ **IDA WONG-TAYLOR**



Westpac Adelaide Central Markets bank manager and an ambassador for Opportunity International.

Organisation is key for
Ida Wong-Taylor.

An average day involves prepping dinner in the morning, dropping her sons off at child care before heading to work nearby to begin the day. She’ll have at least three meetings, walk the branch to meet and greet customers, stroll locally to touch base with the community and businesses, then race to pick up the boys for some quality time before dinner and bed.

A busier day would mean a networking event or charity-related committee meeting after work.



“An ideal day is when I can fit in a run before or after work,” she says. But this busy existence is nothing new for Ida. And she has been involved with charity in one way or another for nearly 20 years.

She helped to establish the Young Variety Club of SA, worked Credit Suisse’s Australian charity committee and helped raise funds for Queensland flood victims with SA4QLD, as well as her work with Opportunity International, a non-profit organisation that uses a business approach to solve the problem of poverty

“I believe in giving back in exchange for the good life I lead, and it keeps it all in perspective for me,” she says.

“Rather than a handout, Opportunity International provides people living in poverty with a small loan to help them start or grow their own small business. I believe that if you are bored in your life or if you lead a good life but think you are hard-done-by, volunteer yourself to a charity that you would feel close to your heart. It will almost certainly bring perspective in your life. It also makes you a well-rounded person.”

And Ida is quick to point out it’s not a solo effort.

“I unashamedly say to people that without my husband, Toby, I could not do what I do today, sanely.”

■ KELLY CLAPPIS

Channel 9 executive producer and Cystic Fibrosis SA board vice-president.

Kelly’s charity work has been ingrained in her since childhood.

“Growing up, my younger siblings and I were brought up to tithe and to give of ourselves,” she says. “I receive an enormous amount of satisfaction through my involvement with Cystic Fibrosis. To know you’re contributing to making a difference is a great feeling.”

Having given up a career as a lawyer seven years ago to pursue a career in the media, Kelly began as a freelance journalist, before working at Win News Canberra, where she covered local politics.

She then scored a job at Channel 9 in Adelaide, working on *A Current Affair* before her current role as executive producer.

“I became involved with Cystic Fibrosis South Australia (CFSA) by pure chance,” she says.

“Nine or so years ago, a close family friend recommended me for a board position. I jumped

at the challenge of trying something new that was outside my comfort zone.

“Until then, I knew nothing about CF. I’m now vice-president of the board and co-chair our annual fundraising ball.”

CFSA is a not-for-profit support service for people with CF and their families.

“It’s the most common life-threatening genetic condition affecting children,” she says. “Over the years, I’ve known children and adults who have lost their battle with CF and that’s why I stay involved.”

“Being involved with a charity also teaches you about gratitude and what you have to be thankful for every day, especially your health and people you love.”

■ KATE GOULD

Outgoing chief executive and associate artistic director of the Adelaide Festival and co-chair of the Premier’s Council for Women and chair of Carclew Youth Arts.

The old saying – choose a job you love and you’ll never have to work a day in your life – could have been written for Kate Gould.

Having worked in the arts since her early 20s, Kate has worked her way up from arts administration on a children’s festival in Queensland to the pinnacle of SA’s theatre community.

The stepmother of three lives and breathes the arts. “My morning starts with my husband bringing me breakfast in bed. Lucky me,” she says.

“We use this time to discuss what the day will bring for each of us at work. When not travelling Australia and around the world looking for shows, I work collaboratively with the festival team to deliver the projects. I’m out hitting the pavements raising funds with the festival’s development director. The evening usually ends with seeing a performance of some kind.”

But Kate believes that leadership roles come with other responsibilities besides professional ones. With an interest in social justice since university, her goal is to dedicate more time to issues affecting Aboriginal people, women’s disadvantage and the arts.

“Giving is very rewarding and doesn’t need to be a luxury preserved only for the rich. We can all enjoy giving in many ways. But it is important that we give not for the recognition we receive or for pity we may feel. We must give with respect.”





■ **KRIS LLOYD**

Manager and head cheesemaker of Woodside Cheese Wrights and fundraiser.

Having taken over Woodside Cheese Wrights in 1999 without any cheese-making experience, Kris is clearly not one to baulk at a challenge, especially when you consider that, at that point, the business was failing and more product was being put to waste than sold.

She did, however, have good business and marketing skills, skills which she has applied equally to her other activities.

"I balance doing a lot of things. I like it that way; it's exciting and interesting," she says.

"I am extremely organised and efficient and don't like the grass to grow under my feet – not a blade actually – so I just do it."

The mother-of-two ensures the family always sits

down together for dinner, likes a bit of gardening and cooking, and also tries to throw in a lazy 5km run every day.

Her volunteering just adds another dimension – with fundraising for her son's school, Scotch College, catering for seven rowing camps for up to 120 people at a time, initiating industry training programs and work with the SA Cheese Association and CheeseFest.

"It is satisfying to be able to contribute to another community and equally satisfying leading a community together for a common cause," she says. "I think you approach voluntary positions in a different way – there are not remuneration issues to be concerned by, generally it is a group of people working together to achieve a common goal in a philanthropic environment – I find it very enjoyable."

I have all these advantages and my children have these advantages too - doctors, health care, freedom from tyranny, when millions around the world don't. I want other mothers to have that too.

– **Cathy Kelly**





1. DOING WRITE: Author Cathy Kelly is passionate about helping mothers and children in the third world.

Picture: James Elsby

2. ON BOARD: Kelly Clappis turns her talents to helping cystic fibrosis sufferers. **Picture:** Campbell Brodie

3. SAY CHEESE: Kris Lloyd enjoys giving back to her industry and community. **Picture:** Tricia Watkinson

4. GIVING BACK: Adelaide Festival CEO Kate Gould is committed to social justice. **Picture:** Tait Schmaal.

COVER DETAILS:

Ida Wong-Taylor with husband Toby and sons, Troy, 2, and Blake, 22 months, at West Lakes

Photographer: Dean Martin

