

Reminders about our IWD masterclass and BrokerHub Pricing Tool.



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## Join us for our International Women's Day webinar



It's starting soon – don't forget to join

Hi, our International Women's Day virtual masterclass – 'Power of Purpose' with Jennie McLaughlin from Purpose Led Transformation is starting at **1:00pm (AEDT, Sydney time)** today.

### What's on the agenda:

In this session, Jennie will unpack what being a purpose-led business means through compelling case studies and the latest global research, bringing to life how you can authentically activate purpose in your business.

### What we'll cover:



- What is purpose and what does purpose-led mean.
- The link between purpose and performance.
- Why great talent is attracted to purpose-led brands.
- Consumer appetite for purpose-led brands.
- How to apply purpose to become a purpose-led business.

MFAA and FBAA points will be allocated and provided at the end of the session.

**How to register and access the event:**

1. To register for the session, click on the following link on your computer or mobile device: [Westpac View](#)
2. You will need to provide your first name, last name, and email address.
3. Once you have registered, your personalised password and link to the briefing will be emailed to you from 'Westpac View' ([events@westpacview.com.au](mailto:events@westpacview.com.au)).

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Are you aware of the newly enhanced BrokerHub Pricing Tool?

### Dive in today

To experience the enhanced BrokerHub Pricing Tool yourself and to view the how-to videos, simply log in to BrokerHub today.

[Learn more](#)



You've got questions? We've got time to talk.



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Thanks,

**Your St.George team**



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