

about **melina schamroth**



Social entrepreneur Melina Schamroth is the founder of **m.a.d.woman**, creator of the unique Single Volunteers dating program and author of two motivational books. Gaining significant media coverage for her work, Melina has appeared frequently in television, newspapers, magazines, radio and online.

Melina was co-named *2009 RMIT Communicator of the Year* with acclaimed human rights activist The Hon. Michael Kirby. She was also a finalist in the *2008 BrainLink Women of Achievement* awards.

Before starting **m.a.d.woman**, Melina spent 18 years working in journalism, communication, marketing and PR roles for a variety of global companies and leading organisations in Australia and New Zealand.

These include top 100 companies, government, not for profit groups, private companies and emerging businesses. In addition, she is actively involved in extensive pro bono work for not for profit organisations in Australasia.

Melina studied Philanthropy and Social Investment at Swinburne University.

make your business **m.a.d.** today

Contact us now to find out how your business can start making a difference straightaway.

Call +61 409 833 848
Visit www.madwoman.com.au
Email info@madwoman.com.au

It's never been more important for businesses to show their commitment to being socially and environmentally responsible.

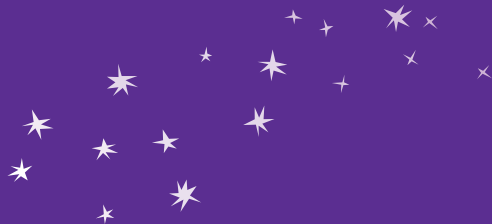
But not every business knows where to start.

That's where **m.a.d.woman** (making a difference) can help.

We specialise in simple, practical ways for every business – from small locals to big multinationals – to get involved in improving our world.

So if your business would like to make a positive difference to the environment, the community and those in need, it's time for you to act.

Be **m.a.d.** Take the first step now by reading on.



how to make your business **m.a.d.**



m.a.d.woman
Making a difference

the business of being **m.a.d.**

m.a.d.woman encourages, inspires and enables people to make a positive difference within their community.

Our core business is in corporate social responsibility, including events and workshops, team building activities and consulting. Our objective is to help businesses achieve success while supporting and contributing to the community.

m.a.d.woman provides a range of unique services that make it easy for your business to be m.a.d.

make your team **m.a.d.**

m.a.d.woman has mastered the art of creating corporate team building events with a difference. From small groups to large teams, **m.a.d.woman** events unite participants – all while producing tangible outcomes for projects in need.

We're involved with everything from bushfire relief to helping the hungry and homeless. We even support neglected animals. We're continually finding more opportunities to make a difference, as well as innovative ways to motivate and engage people.

speaking about **m.a.d.**

Sometimes, talking can make a difference too – it makes people more aware of how easy it is to be m.a.d. That's why we've got motivational speaking in our m.a.d. arsenal.

Our presentations are designed to provide people with practical and creative ways they can be m.a.d. Presentations can be tailored to suit differing agendas and activities.

m.a.d. anywhere, anytime

To give you additional incentives to live a m.a.d life, we offer an exclusive range of motivational m.a.d. merchandise – mini books chock full of clever tips, magnets to keep you inspired and much more.

Our m.a.d. merchandise also make great gifts for all occasions – corporate, personal or just to help spread the m.a.d. word.



join the **m.a.d.** network

m.a.d.woman is best known for our Single Volunteers events – where everyone is single, available and m.a.d. But we also organise networking events such as Gals Doin' Good that allow you to make business connections or just hang out with like-minded people.

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mad about **m.a.d.woman**

m.a.d.woman has delivered inspirational events of all shapes and sizes. But don't just take our word for it. Here's what the people we've worked with have to say about our professionalism and passion.

Organising a community activity for 50 people, for a limited 4-hour timespan, with no scope to move these people to a relevant site in a timely manner proved too difficult for us to arrange. Melina and her group at m.a.d.woman, however, delivered on these requirements effortlessly.

Not only were they able to provide relevant activities for such a large group of eager contributors, they were also able to source speakers who gave us relevant and, more importantly, poignant and moving context. Our 'impossible' task was delivered seamlessly, and left our group with a sense of accomplishment, emotion and appreciation!

Antony Ugoni
Team Leader, Customer Analytics, CRM & Sales Support
National Australia Bank

Melina has passionately involved herself with unselfishly helping others. It is obvious that her drive comes from making a difference. It is extremely satisfying seeing people balancing commercialism with the benefits it can deliver to the community.

Tony Hall
General Manager, Marketing and Product
Medibank Private

Melina's passion, dedication and capacity to just make things happen both amazes and inspires me. Her ability to very quickly pull together a major campaign enabling us to support children with cancer was incredible.

Clive Green
Owner
Clive Green Health Centre