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Remember Her Name: Four Trailblazing Females You Should Know

Because why not educate yourself on International Women's Day?

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Written by Kate-Marie Thorpe

Females to the front: March 8 is a day for all to celebrate the diversity, capability and incredibility of women worldwide. It's also the date that we formally recognise the inequality that those who identify as women are faced with on the daily.

International Women's Day began as a movement in 1911 to end harmful workplace conditions and exploitation, while also demanding equal rights and equal pay. Imagine living in Australia in 2022, and still not having the right to vote... *nuh-uh, bruh.*



SHOPPING GUIDE

Best Dressed, Shop The Best Wedding Guest Looks 2022

Dress codes aside, when attending a wedding always stick to your style....



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MEET KORNELIA PAULINA, THE GLASSWARE BRAND TRANSPORTING YOU TO A TROPICAL OASIS

Meet the Sydney based duo behind glassware band Kornelia Paulina and their dinner party hosting tips.

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FOLLOW HER FRIDAY'S @KATMOSES

Here we chat with Kat Moses, owner and boss lady at one of Sydney's leading talent management agencies working with

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A DAY IN THE LIFE OF THIS SYDNEY STYLIST

Fleur Egan is one of the country's leading stylists with creativity in her blood. Not only a stylist by day, but

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Even though we're more than 100 years beyond the inaugural women's march in New York, women's rights still have such a long way to go. (Yeah, did you know our gender pay gap is still 14.2%?) Thankfully, we are taking small and measured steps forward, while keeping one eye firmly fixed on the future when it comes to progress.

[The United Nations theme](#) for International Women's Day this year is "Changing Climates: Equality today for a sustainable tomorrow", and our Aussie women are—more so than ever—championing the climate change conversation from the ground up.

While 67% of all climate-related decision-making roles are currently held by men (boo), here's five ground-breaking females lending their voice to sustainability who we think you should know and respect—we certainly do!

Love and power,

The En Route Team x

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JESSICA BRAGDON, FOUNDER – KOALA ECO

How does Koala Eco achieve equality within the business?

You could say it's something that started right from the very beginning with Koala Eco, because the company's co-founders are my husband Paul and me. From the get-go, we shared the idea, shared the risk and the uncertainty—would our business idea succeed—and then together, built from there.

We are fortunate to have some incredibly talented women on the Koala Eco team. Most of them are in the online business space, and all of them invest such intelligence and commitment into their work with us. One of the most meaningful things we share is our ability to support and encourage one another. This ability is based on a deep mutual respect, and a genuine desire to see every one of us succeed.

I would add that with true equality, it doesn't matter what gender a person is on the Koala Eco team. Respect, fairness and courtesy: these are personal and company values that I can see and feel being practised among us every working day.

Why is commitment to sustainability so important for our future, and why are females driving this movement?

If we don't commit to sustainability, then we will have failed our children and future generations. I think for those of us who are mothers or are responsible for the care of little ones, this imperative can be particularly strong. We are hardwired to protect and nurture, and this fierce instinct is perhaps what drives so many women to champion sustainability.

We're also really good at being collaborative. There's such a groundswell movement at the moment with women supporting women. Creating a supportive environment is nothing new for us; it's something we've instinctively been doing for such a long time. Seeing this sense of support and encouragement emerge into the online business world is truly amazing. Women are realising that by supporting, collaborating and working with other women, it is giving everyone involved an opportunity to truly get ahead with their business.

I'm so inspired by the kindness of my female friends and of other female-led businesses, encouraging each other and forming a community. We can do this:

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I'm so inspired by the kindness of my female friends and of other female-led businesses, encouraging each other and forming a community. We can do this: raise families and support each other and succeed while making a difference.

The product I'm most proud of making is...

Probably the first one we launched because so much was riding on it! This was our **Natural Multipurpose Kitchen Cleaner** with Lemon Myrtle and Mandarin essential oils. We worked so hard with our chemists and labs to make a real winner to launch our company, and it's been one of our top sellers ever since.

Lemon Myrtle (*Backhousia citriodora*) has fresh, evergreen, lemony notes, and is really effective at deodorizing and removing bacteria while acting as a natural mood booster. Mandarin (*Citrus reticulata*) is nature's perfect pick-me-up, its scent promoting happiness, contentment and calm. But it also has fabulous antibacterial properties as well, which when combined with other plant-based ingredients, make it a truly powerful cleaner.

We wanted to start with a product that could do everything, and I find I use this everywhere: the fridge, benchtops, kids' lunchboxes, wherever.

[Buy Jessica's Natural Multi-Purpose Kitchen Cleaner from Koala Eco for \\$12.95](#)