

Fairlady Santam Women of the Future Awards announces judges for 2019

Fairlady Santam Women of the Future Awards are looking for South Africa's Women of the Future and has announced the judges for the 2019 competition.



Image supplied.

Three amazing women who are creating opportunities for others and boosting South Africa's economy by setting up their own businesses stand a chance to win big at this year's awards.

The panel of respected judges presiding over the awards comprises:

Suzy Brokensha

Fairlady editor Suzy Brokensha has always believed that women should be a critical part of the workforce, particularly in South Africa, where female entrepreneurs can contribute so much to the growth of this economy.

"Women are smart and resourceful," she says, "and historically they've always thought outside of the box – not least because they were excluded from corporate life for so long that they never learned to follow the 'standard rules' of business."

"That's what makes them such excellent entrepreneurs – they're used to making their own rules. And what makes them essential in the South African context is that when women succeed, they elevate those around them too. I'll be looking for someone who has spotted a gap in the market and whose business could become a game changer in our economic environment."

Professor Thuli Madonsela

Chair of Social Justice at Stellenbosch University and founder of Social Justice M-Plan and the Thuma Foundation, Professor Madonsela has been part of the judging panel since its inception.

She has learned over the time being involved in the awards that South Africa has lots of talent, and that adversity is a breeding ground for entrepreneurs.

"I will be looking for someone who is solving a problem in society; a woman who is building the world we want to live in. It is important that she looks toward Fourth Industrial Revolution," says Professor Madonsela.

Johanna Mukoki

Entrepreneur, global motivational speaker, philanthropist and travel guru Johanna Mukoki will be looking for hardworking entrepreneurs who are focused to succeed.

"I will be looking for a go-getter who isn't fazed by the Fourth Industrial Revolution; someone who is an interrupter. I am also looking for someone who has empowered others in their success journey," says Mukoki.

Dawn Nathan-Jones

Dynamic social entrepreneur, businesswoman, TV personality and second-time judge Dawn Nathan-Jones will be looking for passionate entrepreneurs as it is as much about the person as it is about the product or service.

"Give me a person who has all the right attributes – the passion, hard work and confidence. The product can always be re-engineered or recrafted; it really comes down to the person."
says Nathan-Jones.

Jo-Ann Strauss

International speaker and media entrepreneur Jo-Ann Strauss is a hardworking mom.

She will be looking for entrepreneurs who are constantly working at success and who help others along as they move forward. "There should be an emphasis on how many jobs the candidates create and how many people they uplift as they get ahead. Creating sustainable employment is the mark of a truly successful person," says Strauss.

Enid Lizamore

Executive Head of Human Resources at Santam Enid Lizamore believes SA is overflowing with opportunities. She admires women or creates a space within their business for other women to succeed.

"I will be looking for a woman who shows perseverance and reliability and displays a learner's mindset while at the same time being a role model for those around her is what I'll be looking for in the Women of the Future winners," says Lizamore.

Categories and prizes

Entrepreneurs can enter three categories and win incredible prizes:

The Fairlady Santam Woman of the Future 2019 title goes to an entrepreneur aged 30 years or older whose business is older than 1,000 days (three years) and who is well on her way to creating an empire.

The Fairlady Santam Rising Star 2019 title is awarded to an entrepreneur between 16 and 30 years old who is still within her first 1,000 days but whose business, our judges believe, will flourish way beyond them.

The Fairlady Santam Social Entrepreneur 2019 title is awarded to an entrepreneur making a real difference in her community. Aged 30 or older, her business has survived the first 1,000 days.

The prizes awarded to the three winners are R80,000 in cash to the Woman of the Future, R50,000 each in cash to the Rising Star and Social Entrepreneur and, to all the winners, an invaluable mentorship session with one of the judges, a short course from the IMM Graduate School worth R15,000, a Karissa business bag and Spinner from Samsonite worth R7,298, a ladies watch from Obaku worth R2,195, a luxury beauty hamper and a media training session.

Entry forms and terms and conditions can be viewed [here](#). Entries close on 7 June 2019.

The general public can nominate a female entrepreneur for entry into any or all of the three categories: Woman of the Future, Rising Star or Social Entrepreneur. Nomination forms can be found [here](#).

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