

Accolades

Gosse in the running for national ethnic award

Joseph Assaf set up an initiative 27 years ago to honour the contribution that migrants make to the Australian community.

This year, Russian-born Australian Innovative Systems (AIS) CEO Elena Gosse was selected as one of four national finalists in the Medium-Large Business Category, and one of 12 overall finalists in the Ethnic Business Awards.

As world news centres on migrant crises, refugees and asylum seekers, these awards refreshingly celebrate the hard work, determination, enterprise, innovation and hurdles that each finalist has had to overcome in order to achieve outstanding business success in Australia. An additional award category for Indigenous Australians was added in 2010, the first national business award of its kind.

After leaving behind a successful entertainment career in Russia and arriving in Australia as a single parent to two daughters (one of whom lives with a disability) Gosse found herself unable to speak English and unemployed. After marrying her Australian husband Kerry, they purchased a small family business – a water disinfection and pool chlorine generator company – complete with three staff and a very modest annual turnover.



Russian born Australian Innovative Systems (AIS) CEO Elena Gosse

She set about learning English and furthering her education including completing multiple TAFE and University courses and acquiring a (second) degree – a Bachelor of Business with a double major in accounting.

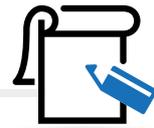
Rising through the ranks of AIS to the top job of CEO, she fought immigration bureaucracy, cultural and gender discrimination and her own self-doubts to emerge triumphant, making AIS the multi-million dollar export success story it is today.

Gosse says that being a finalist in the EBAs was a highlight in her 20+ year Australian business career.

“I have always admired the contributions that other immigrants have made to this country and to be recognised as one of them is an incredibly humbling and wonderful experience,” she says.

“My parents and siblings still live in Russia and I know they will be very proud. I hope that my story provides inspiration for other immigrants, as proof that it is possible to overcome many obstacles in life and achieve your dreams and success.”

She says that she would be forever grateful for the opportunities Australia provided and believes in giving back to her community as a way of expressing her gratitude.



In Brief

Brauer Industries

has joined forces with Poolwerx to provide both domestic and commercial customers with ozone-sanitised water. Brauer Industries is a proudly Australian owned and operated company. Their patented Ozone Swim products have been tried, tested and proven within the commercial pool and learn-to-swim industries for more than 10 years and are endorsed by Swim Australia. In addition to reducing chlorine levels, they effectively destroy chlorine by-products (chloramines) that are known to cause swimmers eye, skin and respiratory irritations, and can kill chlorine-resistant parasites such as cryptosporidium. The complete range of Brauer domestic and commercial products is now available through Poolwerx franchise partners across Australia and New Zealand.

Women & Leadership

Australia is administering a national initiative to support the development of female leaders across all sectors including in the construction sector offering grants of up to \$11,000 to undertake the leadership programs. There will be more on this in the next issue of SPLASH!, but in the meantime call Shreya Aggarwal at the office of the National Industry Scholarship Program, Australian School of Applied Management on (03) 9270 9000 for more information.



The gathering at Ranger HQ

Trade night

Big turnout at Pool Ranger

Pool Ranger recently held a trade night to introduce their customers to the Evo Heat range of heat pumps and Reltech's range of pumps, pool controllers and fittings.

Pool Ranger MD Michael Griffin says the annual Pool Ranger night brought a huge turnout, and thanked Tony Mills from Evo Heat and Patrick Ciavarella and Matt from Reltech

who did a very professional job introducing their products to a broad range of Pool Ranger customers.

“We're very excited to be involved with both Evo Heat and Reltech,” he says. “Both companies follow the same tradition to the way Pool Ranger has always operated: selling great products and offering good old fashioned service.”