

# Pedal power for funding

## Women in business recognised

### Katie takes up cycle challenge

TOOWONG physiotherapy student Katie Byrom is certainly not afraid of taking on a challenge.

And next month she will swap her role as massage therapist for Chain Reaction Challenge Foundation's support team for cleats and kit as she prepares for the Women's 300 charity ride.

As the daughter of Chain Reaction's Queensland chairman Michael Byrom, she's no stranger to cycling, but before committing to the ride, she did not even own a bike. But she was not going to let one small detail prevent her from doing something to help give back.

"I've been part of the support crew for four rides, and during last year's Sydney to Brisbane seven-day ride I was the massage therapist for AEIOU Foundation's team, which is where I learnt about the valuable role they play in those crucial early years," she said.

"It's so comforting to know that if you were a parent with a child with autism, you wouldn't be left in the dark. AEIOU are that light, giving children and their families support when it is

needed most. AEIOU's early intervention program is all-inclusive, equipping children with the tools to gain independence, and actively participate in their community".

AEIOU Foundation is the major charity partner of Chain Reaction Challenge Foundation's 2018 Women's 300, taking place over three days from October 12-14.

The all-female peloton will cycle 300 kilometres on a return trip from Brisbane to the Sunshine Coast.

Beyond the fundraising aspect, Ms Byrom said the rides were such a rewarding life experience, connecting some of the community's most inspiring people.

"When you go away on a Chain Reaction ride, whether as a cyclist or the support crew, you're accepted into this community," she said.

As for her training regime, things have stepped up since getting her bike.

"Day one of training I had all the gear but no idea," Ms Byrom said.

"My brother and dad are cycling enthusiasts and having their support leading into the ride has helped me."



Katie Byrom, pictured here with Noah Yock at the AEIOU Foundation, is taking part in the Women's 300 charity ride, hoping to raise valuable funds for AEIOU's work.

SEVEN women have been recognised as outstanding community leaders, innovators and young achievers at the annual Greater Brisbane Women in Business Awards.

Carla Wall took out the top gong as the region's leading business woman for 2018. Ms Wall is managing director of Construction Solutions (COINS), an IT group, with offices in Eight Mile Plains and Sydney.

The qualified accountant has turned parts of the business making losses into highly profitable entities within six years. COINS now generates annual revenue of \$71 million.

"It's an honour to have been recognised at the awards and to meet many like-minded business people during the process," Ms Wall said.

Awards founder Karen Phillips said the event provided a platform to showcase business talent across the region.

Judges were searching for people who embodied leadership qualities, were community minded and embraced the principles of *corporate social responsibility*, she said.

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