

## PAPERCUT MEDIA RELEASE

Local designer wins Canberra Business Woman of the Year

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A Canberra graphic designer who bucked the trends of the global financial crisis by doubling profit and creating local jobs has been named Canberra Business Woman of the Year.

At an ACT Chamber of Women in Business ceremony at the Federal Golf Club last night Claire Connelly, founder and creative director of boutique graphic design studio Papercut won the award for the business woman who had best demonstrated leadership, tenacity, compassion, encouragement and the pursuit of excellence over the past 12 months.

Ms Connelly founded Papercut in 2007 with a vision for creating an environmentally sustainable business and offering the same service to her clients. When she began, Ms Connelly employed one permanent staff member. She has since created 3 local jobs and been a hub for young designers seeking to gain work experience and professional development.

Ms Connelly said she started her business not simply for profit, but with a view to making a lasting contribution to the Canberra community across employment, environmental and social fronts.

She is an ambassador for the 1 Million Women Campaign, speaks at Canberra schools on the potential to work as environmentally sustainable professionals and supports both the ACT Social Enterprise Hub and the work of the St Vincent de Paul Society.

'I started Papercut to prove to the Canberra market that a commitment to environmentally sustainable business practices and design services can work, and in the past year we've definitely seen like-minded clients seeking out our market niche,' Ms Connelly said.

She said the Canberra market was 'unique, quirky and sometimes conservative' and presented interesting challenges for those wanting to start up a business.

'I'm a huge advocate of this city. I was born here and I love the myriad dimensions of the place. There are real benefits and advantages in operating a business in this city, but I'm also mindful that there are people out there who are in need of a helping hand. If my business success can be used to help others in my community, I'll do so wherever I can,' Ms Connelly said.

Ms Connelly was highly commended in the 2009 ACT Chamber of Women in Business awards and won the 2009 Caring for the Environment Award.

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