

Media Release

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Kirsten Black of Software has been named one of Australia's top 30 young entrepreneurs in Anthill Magazine's 2009 '30under30' Awards.

Kirsten Black of Software Pty Ltd, has taken out one of the top 30 spots in Anthill Magazine's 2009 '30under30' Awards, and in doing so has been recognised as one of Australia's leading entrepreneurial minds under the age of 30.

The winners were announced on the 4th of August 2009 on AnthillOnline.com, after a three month application and judging process, designed to encourage and promote young entrepreneurship in Australia and create a national alumni of future leaders.

"The '30under30' Awards were developed to recognise a new breed of Australian business leader," said James Tuckerman, Editor-In-Chief, Anthill Magazine.

"The 2009 winners can be characterised by optimism (coupled with pragmatism), relentless ambition (but never at all cost), an intuitive knowledge of the new economy (without the techo-talk) and an awareness of the bigger picture (born global)."

In true Anthill style, judging of the 2009 '30under30' Awards took into account far more than mere business variables, such as revenue and wealth. The judging process involved personality traits, the history of the applicant and his/her ability to overcome commercial and personal obstacles. Each applicant was judged against other applicants in his/her age field and his/her industry or field of expertise.

"Applicants either nominated themselves or were nominated by peers, work colleagues, family, friends and other 'admirers'. A field of hundreds was repeatedly examined and cross-examined, before being culled to the top 30. Together, they represent 30 of the most promising young entrepreneurial minds in Australia," said Tuckerman.

What are the '30under30' Awards?

30under30 is an awards initiative that was developed by Anthill Magazine, in early 2008 and supported by national partner and leading intellectual property firm Griffith Hack (www.griffithhack.com.au). Its purpose is to encourage and promote entrepreneurship among young Australians. Thirty entrepreneurs under the age of 30 were selected and profiled on AnthillOnline.com, in recognition of their outstanding entrepreneurial endeavours in Australia.

What is Anthill Magazine?

AnthillOnline.com is a digital business magazine that celebrates creativity, inspiration and commercial ingenuity. It is the business magazine for entrepreneurs by entrepreneurs, providing a fresh, exciting and, importantly, practical perspective on Australian business in a global world.

For further information:

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