

Laura Struys

Business Wingwoman | Speaker | Founder of Wollongong Women

BIO

Laura Struys is a Business Wingwoman, speaker and the founder of Wollongong Women, with 10 years of experience building businesses through the power of community. She started her first business on maternity leave and grew it into a thriving health and fitness business over seven years, before selling it and moving her family to the Illawarra to live by the beach.

Laura has spoken on the AusMumpreneur national stage and was recognised as Highly Commended for Women's Champion at the 2026 AusMumpreneur Awards. What lights her up most is watching other business owners grow and succeed, helping them stop winging it and build a business with more confidence, accountability and support.

Outside of business life, she is a mum of two living a life aligned to her values, loves lifting weights and playing oztag and running around with kids' sports.

Laura's message is simple: business was never meant to be a solo sport and there is enough success for everybody.



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THE BUSINESS WINGWOMAN

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TOPIC

The Power of Connection: How the Right Room Grows Your Business

In a world where AI can do almost everything, the one thing it can't replace is connection. Being in the room has never mattered more.

Drawing on 10 years in business, Laura shares how she has built thriving businesses through the power of community, first in health and fitness and now in business, and why connection is the secret weapon that keeps people coming back.

You'll discover the 3 Cs of connection:

- **Confidence:** how the right people quiet the self-doubt and hold you to the big things you say out loud
- **Collaboration:** why the best marketing in the world is someone else recommending you, and how to get your name spoken in rooms you're not in
- **Community:** how to feel less alone in business with people who actually get it

And this won't be another lunch where you sit, listen and leave. It's engaging and interactive from the first minute, with an easy way to meet new people built right into the session, so you walk out with real connections.

