



Getting the balance right is key: Kim Townsend.

Picture: James Alcock

A home office needs care

WORKING for yourself from home may sound perfect for women fed up with office politics and juggling childcare duties, but the reality can be very different.

According to figures from the Australian Bureau of Statistics, about one million people work from home, with 49 per cent being women. This is a higher level of female job participation than traditional, away-from-home workers.

Kim Townsend, Bucket List Coaching founder, said starting an internet-based business from home appealed to many women, especially those who had been out of the workforce for a while or those with young children.

However, having no one to share ideas or motivation with and a lack of distinction between work and home time could be crippling



with Belinda Connolly

unless a strong support system was in place.

She said it was important to keep work time apart from family time and vice versa, and she helps clients

work out a strategy to do this.

"With a simple plan and support you can achieve anything," she said.

Best laid plans could be wrecked by a sick child, so a support system can alleviate stress, as can the willingness to be flexible.

Mums working from home needed to have a routine to increase productivity and understand the importance of prioritising.

"Ask yourself, 'What can I do when the children are asleep?'" she said.

"Chip away — we tend to overestimate what we can achieve in a year and underestimate what we can do in a lifetime."