

Annette's Business Profile

Annette Sym is a best selling author, low fat cooking expert, award winning businesswoman and media identity. With no tertiary education or previous business experience, she has turned the triumph over her own weight loss and health struggles into a multi-million dollar business in just ten years and to date has sold in excess of **over 2 million cookbooks** all self published.

- Annette's story is unique. She has taken a dream, mixed it with passion, added a vision and created a business that helps thousands of Australians each year to lead healthier, happier lives. Her journey began in 1997 and has lead to many achievements and successes.
- Annette is the acclaimed author of four best selling, healthy low-fat cookbooks that have been endorsed by Diabetes Australia. This series of family favorite recipe books has sold in excess of over 2 million copies, making her the most successful self published cookbook author in Australia.
- She is a multi-award winning businesswoman and entrepreneur, having won, among many other accolades, the Telstra Australian Government and Queensland Government Micro Business of the Year Awards in 2004.
- In 2006 Annette was listed in the BRW magazine top 50 Entrepreneurial Women in Australia, she came in at number 27.
- She was the only Queensland appointee to the Federal Government's Small Business Council (SBC), and provided advice to the Minister on issues confronting small business in Australia.
- As a Member of the Queensland Association School Tuckshops board, her input is highly valued.
- Annette has become a National media identity, with regular T.V. appearances, recently seen on The Morning Show with Kerri Ann and also Current Affair.

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