

TradieWives joins forces with Xero to bring free financial literacy support to the women behind Australia's trade industry

Xero For Good: Financial fitness is a free program to boost small business financial literacy

Sydney — 17 August 2026 — TradieWives, Australia's largest community for women in the trades, has joined forces with Xero, the global small business platform, to bring the free [Xero For Good: Financial fitness](#) program to its 50,000+ members.

The initiative is designed to strengthen financial literacy among tradeswomen and small business owners who are often self-taught when it comes to managing the money side of their business, without ever having had access to formal financial training or support.

Xero For Good: Financial fitness gives small business owners practical tools to build confidence in managing their finances, with resources built to fit around busy working lives. The program includes two components:

- **Xero For Good: Financial fitness content hub** — a growing library of short videos and guides, each designed to be worked through in under five minutes, so financial learning fits into the gaps in a busy day.
- **Xero For Good Ambassador Program** — free mentoring from volunteer Xero accountants and bookkeepers, helping business owners put what they've learnt into practice. Mentees from underrepresented backgrounds without existing access to an accountant or bookkeeper are prioritised.

Verity Hare, founder of TradieWives, said the program was about handing the community tools that speak to how they actually run their businesses.

"So many of the women in our community found themselves running the books for a husband or partner's trade business, with no formal training and no one to teach them how. Xero For Good: Financial fitness gives our community somewhere to go that doesn't feel intimidating or over their heads. Even five minutes a week can shift how confident you feel looking at your own numbers."

Verity is also a founding member of the Xero For Good: Financial fitness taskforce, which met for the first time at Parliament House in Canberra on 13 August, bringing together representatives from small business, finance, education and advocacy to examine the barriers limiting small business financial confidence nationally.

Participants don't need to be Xero customers to take part, the program is free and open to any small business owner or entrepreneur in Australia.

Learn more and get started at <https://tradiewives.live/xero-for-good>.

To learn more about TradieWives, visit tradiewives.com.au

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About TradieWives

TradieWives is Australia's largest community for women working in the trades industry, with more than 45,000 members. The community connects and supports women who manage the day-to-day running of trade businesses, offering a space to share knowledge, ask questions and access the kind of practical guidance not always covered by formal training. TradieWives is committed to helping its members build stronger, more sustainable businesses through partnerships, resources and a community built on real experience.

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