

INSIDE COVER

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Weeding Women's Silvio Di Canto

BIG GENDER GAP

Gender equality in the workplace is a goal every employer should strive for, but what if your business has been all-female for three decades?

Weeding Women is a great WA success story, which started nearly 30 years ago when Perth mum Colleen Sheehan first deployed female weeders to gardens around town.

Running the business from the carport of her Gwelup home, Sheehan's gang of gardening gals grew from two to 20 in a fortnight.

Now, after 600,000 woman-hours of work in 180,000 WA gardens, Sheehan's business is getting something it has never had before — a bloke.

Italy-born Silvio Di Canto has become the first male "Weeding Woman", buying into the business as a franchisee.

Having acquired his green thumb on the family farm in Italy, Di Canto will now weed his way around Fremantle and the surrounding suburbs.