

MEDIA RELEASE

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LOCAL BUSINESS WOMAN NAMED NSW FINALIST OF THE TELSTRA BUSINESS WOMEN'S AWARDS. COMMONWEALTH BANK BUSINESS AWARD CATEGORY.

After 18 years in the education sector, Amanda Tocci identified a major gap in the services offered to children with learning difficulties. Having a child who shares these challenges strengthened her desire to assist these children and their families so she founded the Australian Literacy Clinic (ALC) in 2004. Starting as a home based business, ALC is now a specialised literacy service that conducts research, assessment and planning for children from kindergarten to year six with learning difficulties. The clinic sees more than 200 children each week, conducts 20 educational assessments per week and provides online programs to children from remote areas of NSW. Having a strong presence in the Hunter with locations in Maitland and Newcastle, ALC receives 100 per cent of clients through referrals from local Paediatricians, Psychologists, Speech and Occupational Therapists, schools and parents. Amanda is also undertaking her PhD in the School of Psychology through the University of Newcastle, focusing on the development of specific reading intervention strategies for children with working memory deficits. Amanda's strong mentoring program of undergraduate teachers from the University of Newcastle has enhanced the learning opportunities of student teachers from the School of Education.

The NSW Winner will be announced at the Telstra Business Women's Awards in Sydney on 24th September.

"Honesty and empathy, listening to clients' needs, being intuitive to the unspoken word and giving families and children the same care I would expect for myself has been imperative to my success" – Amanda Tocci.

For further details please contact:

Amanda Tocci, Literacy Specialist, Australian Literacy Clinic. ph: 0423 584 808

or

Julie Gearie, Senior Consultant, Hudson. Ph: 0439 074 244