



The Whangarei Business  
Womens' Network

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Woman – Social Media Marketing

Invites you  
to our 2026  
International  
Women's Day  
luncheon with  
guest speaker

# Heather Claycomb

## "From Profit to Purpose"

To celebrate International Women's Day 2026, the Whangarei Biz Womens' Network & sponsor, The Ontrack Group, are delighted to welcome **Heather Claycomb**, MD of Hamilton-based PR Agency HMC. Her talk aligns with this year's IWD theme of "give to gain."

You're invited to join us for lunch where you can generate new connections, celebrate International Women's Day & hear an inspiring business journey. You'll leave energised & uplifted with ideas on how to:

- Get clear on what it really means to be driven by purpose
- Make an impact when your business is purpose-driven
- Start from where you are right now.

 Friday 6th March 2026 – 11.30am to 2.30pm  85.00 GST Incl

Venue: Northland Cricket Pavillion, (upstairs lounge), 79 Okara Drive, Whangarei

Reserve your seat through Eventfinda here: [IWD2026 Tickets](#)

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# From Profit to Purpose Impacting Lives Through Business

*"Where we want to be with All Good Ventures is at the very start of a business idea. We can help by matching people with money, muscle and mentorship ...."*

– Heather Claycomb, 2026



Get noticed. Gain respect.



To celebrate International Women's Day 2026, Managing Director of Hamilton-based PR Agency HMC, Heather Claycomb; "From Profit to Purpose". Her talk aligns to the 2026 IWD theme of "give to gain."

In 2018, 14 years after starting her award-winning PR agency, Heather decided to turn her business into a social enterprise and donate 100% of her profits to charity. Why? It all comes down to living her purpose which, as trite as it might sound, is all about 'making a difference.'

She'll share her journey of defining her own purpose, how that manifested in her professional life, and how staying true to this purpose is allowing her and her husband to impact hundreds of thousands of marginalised lives around the globe through their charity, All Good Ventures.

Heather believes that purposeful business and generous entrepreneurs have the power to transform not only the lives of individuals, but the lives of entire communities. She's seen this happen first-hand and will share a few of the most rewarding stories.

She'll also speak about how you too, can find and live your purpose and how that translates into your professional life. You just might leave this talk feeling inspired to take your own first steps to make even more of a difference in your own professional sphere!

Born and educated in the United States, Heather earned her MBA in 1992 after completing a Bachelor's degree in Marketing. After several years working in sales and marketing, she established a marketing communications consultancy in Denver, Colorado, before immigrating to NZ with her husband in 1999. Before forming her own consultancy, she worked as a Senior Consultant with PR firm Baldwin Boyle Group, managing large corporate accounts, and also worked in economic development for the Hamilton City Council utilising her marketing, communications and project management skills. At HMC, Heather leads her team to help clients manage communications and crisis issues from a strategic business perspective.

When she's not at work or volunteering, you'll find her at the bach in Coromandel or on the golf course or tennis court. Or, you'll find her in Whangarei on Friday the 6<sup>th</sup> of March! Come and meet Heather! We look forward to welcoming you! Click [here](#) to register.

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