

Economist to makeup artist

Haley Hughes, 28, is a former government treasury analyst and economic policy writer who was snapped up by the Treasury Department as soon as she graduated. "I felt like I was achieving things, I was only 21 and the majority of people were much older than me," she says of her early career.

By 23 she was working on multi-million dollar government projects as part of the management team. "The workload was enormous and I realised I wasn't enjoying it all, although financially I was doing really well."

Being the daughter of a single mother and growing up in Housing Commission homes gave Haley tremendous drive. "But I didn't have any work-life balance and the work satisfaction was gone. I was very stressed and it was affecting my health, so I resigned."

Craving a more creative outlet, Haley had



Makeup entrepreneur
Haley Hughes

started helping out make-up artists on photo shoots after work and on weekends. "I'd always loved make-up and I wanted to do something more creative. Then people started asking for me for shoots, but I resisted it at first because of the lack of security."

Success came quickly with Haley working on national campaigns for Quicksilver and Flight Centre, and in May last year she launched her own online make-up artistry course, The Institute of Make-Up. "It's like an open university, all via correspondence, where you get CDs and DVDs and manuals plus a practical component as well." Technology has revolutionised how people can complete their course and students from Perth, Sydney and beyond are signing up.

"I've had enquiries from Indonesia and Berlin recently! And teaching people is really rewarding, it's my main focus now. It's such a parallel world to where I used to be. I'm now matching my income from Treasury but have a career that inspires me and I've got a life."

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