**Perth’s leading Grey Area Drinking Coach wins Gold at the Australian Women’s Small Business Champion Awards**

Amongst thousands of entries and extremely tough competition from all over Australia, Perth-based Coach Sarah Rusbatch was awarded winner in the ‘Coach’ category at the Australian Women’s Small Business Champion Awards.

Sarah launched her business in January 2021 after retraining to become one of Australia’s first accredited Grey Area Drinking Coaches. She works predominantly with women from all over the world to support them to change their relationship with alcohol and consequently create a happier and healthier life.

Sarah identifies as an ex Grey Area Drinker – someone who sits somewhere between ‘every now and then drinking’ and ‘rock bottom’ drinking. Grey Area Drinkers do not have a physical dependence on alcohol and perhaps don’t drink every day but do drink well above recommended guidelines, experiencing negative consequences and struggle to drink less. Research shows alcohol use disorder amongst women has increased over 80% in the last 30 years and Sarah is taking the bold step to try and change this. Sarah removed alcohol from her own life in April 2019 after falling hard for ‘Mummy Wine Culture’ and was astounded at the difference it made not just to her physical health but also her mental health, parenting, relationships, career and mindset.

Sarah knew that if this one change could have this impact on her, that it would be the same for others and launched her business to help other women stuck in the habitual cycle of ‘Mummy Wine time’ to create change.

Within three months of launching her business, over 8000 women had reached out to Sarah for help and she knew she was on the right path to helping thousands of women change their lives for the better. Sarah runs alcohol free programs, one to one coaching services and has launched a meet up group in Perth for women who want to socialize without alcohol. Sarah’s global community of over 17,000 women is growing by the day.

Sarah’s first book ‘Beyond Booze’ will be published by Murdoch Publishing in January 2024. Sarah’s unwavering passion and dedication to changing the narrative around alcohol as self care and supporting women, especially mums, to find healthier ways to support themselves means that not a single day feels like work.

The only WA-based award-recipient, Sarah was officially announced winner of the 2023 Australian Women’s Small Business Champion Awards Coaching category accolade at the Awards’ glittering National Presentation Evening Gala Event.

For more information on Sarah’s business, her website is [www.sarahrusbatch.com](http://www.sarahrusbatch.com)

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