

# The Australian Women's Register

---

**Entry type:** Person  
**Entry ID:** AWE1267

## Asher, Louise

(1956 - )

<b>Born</b>	19560626, Brighton Victoria Australia
<b>Occupation</b>	Consultant, Parliamentarian, Teacher

### Summary

A member of the Liberal Party of Australia, Louise Asher held the Ministerial portfolios of Tourism and Small Business from 1996 to 1999 in the Kennett Government, which was in power in Victoria 1992-99. She served as the Member for Monash Province in the Legislative Council of the Victorian Parliament from 1992 to 1999 and moved to the Legislative Assembly as the Member for Brighton in 1999 and was re-elected in 2002 and 2006. She held the positions of Shadow Minister for Industry and Employment and Major Projects from January 2004 to December 2006 and was Deputy Leader of the Liberal Party, Deputy Leader of the Opposition, Shadow Minister for Urban Water, Shadow Minister for Small Business, Shadow Minister for Tourism and Major Events from 2006 to 2010. She was re-elected in 2010 and was appointed the Minister for Innovation, Services and Small Business as well as Minister for Tourism and Major Events in the new Liberal Government. In addition she retained the position of Deputy leader of the Liberal Party.

On the defeat of the Liberal Government in November 2014, and Asher's re-election, she resigned as deputy leader of the Liberal Party.

Louise Asher was appointed a Member of the Order of Australia (AM) in 2022 for significant service to the people and Parliament of Victoria.

### Details

- 1999-2002 Deputy Leader of the Opposition
- 1999-2001 Shadow Treasurer
- 2000-01. Shadow Minister for Finance
- 2001-02. Shadow Minister for Industry and Employment, Major Projects and Tourism
- Dec 2002-Jan 2004 Shadow Minister for Manufacturing and Exports

## Published resources

### **Thesis**

The Women's Electoral Lobby: An Historical Inquiry, Asher, Louise, 1980

### **Book Section**

The Liberal Party and Women, Asher, Louise, 1984

Martha Glendinning: A Woman's Life on the Goldfields, Asher, Louise, 1985

### **Edited Book**

Who's Who in Australia 2002, Herd, Margaret, 2002

### **Site Exhibition**

Carrying on the Fight: Women Candidates in Victorian Parliamentary Elections, Australian Women's Archives Project, 2008,

<http://www.womenaustralia.info/exhib/cws/home.html>

The Encyclopedia of Women and Leadership in Twentieth-Century Australia, Smart, Judith and Swain, Shurlee (eds.), 2014,

<http://www.womenaustralia.info/leaders>

### **Resource**

Trove, National Library of Australia, 2009

### **Author Details**

Rosemary Francis

**Created** 19 August 2005

**Last modified** 11 April 2025