



*2004 International Women's Day  
Women of the World  
Final Report*



*[www.jseacc.org.au](http://www.jseacc.org.au)*

## FOREWORD

International Women's Day is a worldwide celebration of unity, survival and diversity, and is an ideal opportunity to celebrate and value cultural diversity in the Limestone Coast.

Our region enjoys low unemployment, a wide range of industry, and economic prosperity. As we begin to attract people from other regions and cultures, it will become increasingly valuable for us to develop community strength and cohesion, to appreciate cultural differences, and to recognize the considerable contributions many migrants have made and are making.



International Women's Day celebration in Eritrea, Africa

*Women of the World* is an initiative of Women in Business and Regional Development and other supporting organisations, that aims to increase understanding within the community of the issues faced by migrants when moving to a regional area, and to ease their transition and resettlement, as well as to recognize our cultural diversity and the achievements of women throughout our society.



NANCY WITHERS  
CHAIRMAN

## EXECUTIVE SUMMARY

Women in Business and Regional Development, with the support of members of the South East Area Consultative Committee, the South East Multicultural Network, Lifeline South East, the South East Local Government Agency, the Department of Education & Children's Services & Soroptimist International, established the *Women of the World* Committee (see Appendix 1).

The *Women of the World* initiative aims to increase understanding within the community of the issues faced by migrants when moving to a regional area, and to ease their transition and resettlement, as well as to recognize our cultural diversity and the achievements of women throughout our society.

As a result, the Women of the World Committee contracted Daniela Conesa, a new arrival to Australia from Argentina, and with a background in science, as project coordinator.

International Women's Day (March 8) was celebrated with a breakfast and dinner event featuring guest speakers, with the theme of "Women of the World – Celebrating Cultural Diversity and Harmony in the Limestone Coast". Breakfast at the Southgate Motel (Mount Gambier) was attended by 64 women from different areas of government and business, as well as from diverse cultural backgrounds, together with teachers and students from 5 schools. Dinner at the Naracoorte Town Hall was provided for 62 women and female students of similar derivation.

Promotional activities included two media releases prior to the event, and interviews on local radios. A total of 573 flyers were mailed to women from a range of organisations as well as interested individuals, including those women on the WiB&RD, Soroptimist International Naracoorte and Mount Gambier, SE Multicultural Network, and Lifeline SE databases. An electronic version of the invitation was also distributed by e-mail to members of the DECS and all regional schools. Cost to attend dinner was \$35, while breakfast was \$25. The City of Mount Gambier and Tatiara District Council sponsored the attendance of a number of women of non-English speaking background. Multicultural SA granted \$1000 towards the events.

In addition, a series of radio interviews about migrant women with diverse backgrounds living in the South East were aired on ABC radio, and 20,000 copies of a 4-page insert showcasing the stories of migrant women and the services available to migrant families moving to this region was placed in all regional newspapers. Sponsorship for the newspaper insert was obtained from the South East Area Consultative Committee, the Limestone Coast Regional Development Board, South East Local Government Association, Centrelink, the South East Institute of TAFE, Nunga Links, the Department of Education and Children's Services, Soroptimist International, and the Australian Competition and Consumer Commission. All sponsors were offered a ¼ page of newspaper space in which to advertise the services they offer. Other, non-profit organisations such as Lifeline South East and the South East Multicultural Network were offered newspaper space at no cost.

## BACKGROUND

Our region enjoys low unemployment, a wide range of industry, and economic prosperity. As we begin to attract people from other regions and cultures, it will become increasingly valuable for us to develop community strength and cohesion, to appreciate cultural differences, and to recognize the considerable contributions many migrants have made and are making.

WiB&RD is an organisation in the South East of South Australia, auspiced by the South East Area Consultative Committee that aims to:

- Identify & encourage enthusiastic women to stimulate creativity, wealth & business
- Provide potential leaders with skills, motivation & confidence to identify & promote opportunities for economic development in their communities and region
- Support individual women who wish to establish a new business or to expand an existing business by providing information, advice & opportunities for skills development.

Together with the South East Area Consultative Committee, the South East Multicultural Network, Lifeline South East, the Department of Education & Children's Services & Soroptimist International, WiB&RD established the *Women of the World* committee (see Appendix 1).

The *Women of the World* initiative aims to increase understanding within the community of the issues faced by migrants when moving to a regional area, and to ease their transition and resettlement, as well as to recognize our cultural diversity and the achievements of women throughout our society.

## PROCESS

Following an initial meeting of the original committee, it was decided to proceed with the hiring of a project coordinator to help organise the breakfast and dinner events, to source sponsors for these events and for the 4-page newspaper insert, and to contact migrant women who might agree to a radio or newspaper interview.

An application for a grant of \$4500 from Multicultural SA was also completed.

The major promotional tool was a double-sided promotional flyer incorporating an invitation (see Appendix 2). A total of 573 flyers were mailed 18 days prior to the event, on Wednesday, February 18, 2004, to women from a range of organisations as well as interested individuals, including those women on the WiB&RD, Soroptimist International Naracoorte and Mount Gambier, SE Multicultural Network, and Lifeline SE databases. An electronic version of the invitation was also distributed by e-mail to members of the DECS and all regional schools.

## FUNDING

### MULTICULTURAL SA

The Women of the World Committee applied for Multicultural SA funding for a total of \$4500. A grant of \$1000 was obtained as a result.

### ADDITIONAL SPONSORS

A total of \$4500 (GST exclusive) was obtained from 9 organisations (see table below). In exchange, sponsors were offered a ¼ page in the newspaper insert, in which to include an advertorial on the services they offer or will offer to migrants in the region, a photo and/or an ad or logo. Other, non-profit organisations such as Lifeline South East and the South East Multicultural Network were offered newspaper space at no cost. A South East Area Consultative Committee sponsorship of \$870 paid for a journalist to interview and write the stories of women featured in the insert.

In addition, a sum of \$250 from the City of Mt Gambier was used to sponsor the attendance of a number of women from TAFE Women's Studies to the International Women's Day breakfast, while \$315 from the Tatiara District Council was used to sponsor the attendance of 9 women of diverse cultural backgrounds (South Korea, Norway, Germany, Fiji) living in that district.

<b>Sponsoring organisations for newspaper insert</b>	<b>Amount contributed</b>
Limestone Coast Regional Development Board	\$500
South East Institute of TAFE	\$500
Centrelink	\$500
Nunga Links	\$500
Department of Education and Children's Services	\$500
Soroptimist International Mount Gambier	\$250
Soroptimist International Naracoorte	\$250
South East Local Government Association	\$500
Australian Competition and Consumer Commission	\$500
<b>Subtotal</b>	<b>\$4,500</b>

<b>Additional Sponsorship</b>	<b>Amount</b>
City of Mount Gambier	\$250
Tatiara District Council	\$315
South East Area Consultative Committee	\$870
<b>Subtotal</b>	<b>\$1,435</b>

<b>Total Sponsorship</b>	<b>Amount</b>
Multicultural SA	\$1,000
Newspaper sponsorship	\$4,500
Additional Sponsorship	\$1,435
<b>Total</b>	<b>\$6,935</b>

## **PROMOTION**

Two media releases (refer to Appendix 3) were written and distributed to the following South East media outlets:

- |                             |            |
|-----------------------------|------------|
| • WIN South Australia       | TV Station |
| • ABC Radio 5MG             | Radio      |
| • 5GTR-FM                   | Radio      |
| • Radio 5SE                 | Radio      |
| • StarFM                    | Radio      |
| • 5TCB-FM                   | Radio      |
| • Radio 5 TheFM             | Radio      |
| • The Border Watch          | Newspaper  |
| • South Eastern Times       | Newspaper  |
| • The Coastal Leader        | Newspaper  |
| • Border Chronicle Pty Ltd  | Newspaper  |
| • Naracoorte Herald Pty Ltd | Newspaper  |
| • The Penola Pennant        | Newspaper  |

The first press release was distributed on February 16, 2004, 21 days prior to the event and focused on introducing the concept of Celebrating Cultural Diversity and Harmony in the Limestone Coast, as a valuable initiative for our community. It described the events to be held on International Women's Day and gave a brief background on each of the guest

speakers, and on the project coordinator. Project Coordinator Daniela Conesa and Committee chairman Jan Kentish (member of WiB&RD and of Soroptimist International Mount Gambier) were the contact points for media inquiries.

Project Coordinator, Daniela Conesa followed up the first press release with a telephone interview on 5TCB radio promoting the event, and an appearance on Win TV.

The second press release was distributed 12 days prior to the event and focused on Multicultural SA support of the upcoming International Women's Day events, and the relation between these events and Harmony Day (March 21<sup>st</sup>). Kay Karklins of the South East Multicultural Network and Elaine Pollock and Wayne McNally of the South East Area Consultative Committee were the contact points for further information.

Coverage on the day of the events themselves, included WinTV and The Border Watch (newspaper) coverage of the breakfast, (see Appendix 4) and a news item on ABC Radio and Star FM on both the breakfast and dinner.

The 4-page newspaper insert appeared in the following newspapers in the week of International Women's Day (on March 10 and 11) (see Appendix 5):

- The Border Chronicle
- SE Times
- Penola Pennant
- Border Watch
- Naracoorte Herald
- Coastal Leader

## **GUEST SPEAKERS**

International Women's Day (March 8) was celebrated with a breakfast event at the Southgate Motel (Mount Gambier) and a dinner at the Naracoorte Town Hall. Tania Pesce was the guest speaker at breakfast, while both Tania Pesce and Sharon Hinge were invited to speak at the Naracoorte dinner.



Tania Peschke

Tania Pesce was born in Sydney to an Italian migrant father and Russian refugee mother. She has completed university degrees in social work and development studies and has worked extensively in Australia, providing settlement services to migrants and refugees. As her experiences continued to grow, her career has taken her across the globe, to Nicaragua, El Salvador, Azerbaijan and Eritrea

They have two children, the youngest of whom was adopted in Nicaragua 18 months ago.

Tania is familiar with the challenges of adapting to a new life, in a new country or city, at times without language, family support or access to educational or work opportunities, through her own personal experience, and those experiences she has shared with other women in Australia and overseas.



Sharon Hinge

Sharon Hinge has lived and worked for most of her life in the Upper South East and is a Community Child Health Nurse and has been employed by Child and Youth Health, for the past 18 years and is based at Bordertown, and travels to Keith, Padthaway and Kingston in this role.

Sharon, qualified as a Registered Nurse since completing her initial nursing education at the Royal Adelaide Hospital from 1974-1977.

Sharon holds a Bachelor of Nursing from The Flinders University of South Australia, certificates in Midwifery, Theatre, Community Child Health Studies and is a qualified Lactation Consultant. She is currently studying towards a Graduate Diploma in Infant Mental Health by distance education with The New South Wales Institute of Psychiatry with the support of a rural nursing scholarship from the Royal College of Nursing Australia.

Together with representatives of the Tatiara District Council Nick Brown and Michelle Compton, Mandy Howard of South East Anglican Community Care, Tammy Smedley and Pat Martlew of the Bordertown Library, English tutor Kay Staude, Leanne Mastrangelo of TAFE, Cherie Jolly of Centrelink (Bordertown), Di Bennett (registered nurse) and Liz Jarrett (counselor) of Tatiara Community Health Centre, Kerrin Woolley of Diversity Directions, and Nikki Merrett of the local volunteer newcomers organisation, Sharon helped create a support network for Muslim families from Eritrea employed in her area.

## PROJECT COORDINATOR



Daniela Conesa

The Women of the World initiative was coordinated by Daniela Conesa. Daniela has recently arrived from the South American nation of Argentina with her family through the Regional Skilled Migration Scheme, which supported the sponsorship of her husband as a manager at a large local dairy.

In addition to Argentina, Daniela has also lived in Canada, the United States, and Peru, making Australia her fifth country of residence. Due to her background, she is fully bilingual in English and Spanish, as well as h

aving a good knowledge of French and basic German. Daniela has a degree in Biological Sciences and experience as both a researcher and a teacher.

Her multicultural background and her recent experiences as a new arrival to Australia served to give her special insight into her position as project coordinator.

## THE BUDGET

ITEM	COST GST inclusive
<b>INCOME</b>	
Breakfast 64 @ \$25 phd GST inc	1,600
Dinner 62 @ \$35 phd	2,170
Sponsorship 4 page feature 8 organisations @ \$500	4,500
Multicultural SA (confirmed)	1,000
ACC sponsorship of Journalist (paid)	870
City of Mount Gambier Sponsorship (received)	250
District Council of Tatiara Sponsorship	315
<b>TOTAL</b>	<b>10,715</b>
<b>EXPENDITURE</b>	
Journalist \$60phr @ 14.5 hrs	870
Buffet breakfast 64 @ \$15 phd	960
2 course meal & wine 62 @ \$20 phd	1240
Cost of newspaper insert and distribution (Naracoorte Herald)	4,192
Printing of 1000 x 2-colour flyers front & back	364
Postage 573 @ 50c	286.5
Venue Hire - Naracoorte Town Hall including license, supper room & kitchen	300
Project Coordinator 97.15 hrs @ \$25 phr + on costs	2,612.62
<b>TOTAL</b>	<b>10,825.12</b>
<b>LOSS</b>	<b>110.12</b>

## THE EVENTS

International Women's Day (March 8) was celebrated with a breakfast and dinner event featuring guest speakers, with the theme of "Women of the World – Celebrating Cultural Diversity and Harmony in the Limestone Coast". Breakfast at the Southgate Motel (Mount Gambier) was attended by 64 women from different areas of government and business, as well as from diverse cultural backgrounds, together with teachers and students from 5 schools. Dinner at the Naracoorte Town Hall was provided for 62 women and female students of similar derivation (see Appendix 6 for



Women enjoying International Women's Day dinner at Naracoorte Town Hall

attendee list). The cost to attend breakfast was \$25, while attendance to dinner cost \$35.

As a lead up towards the events, a series of radio interviews on ABC radio to migrant women in the region were aired the week of March 1-7.

In addition, a 4-page newspaper insert, was released in all regional papers the week of International Women's Day (March 9, 10 and 11), showcasing the stories of 4 migrant women in the region, as well as articles on the services available to migrant families in our region.



Sharon Hinge (guest speaker) and Jan Kentish (MC) at the International Women's Day Dinner held at the Limestone Coast region through the Regional Skilled Migration Scheme and others.

## EVALUATION

The Women of the World initiative has received good response from the community in that it has helped to increase community awareness of both the cultural diversity present in this area, and of the presence of a relatively untapped resource in the form of those migrant women who have arrived in the

## RECOMMENDATIONS

1. Partners: sourcing of appropriate partners and sponsors should be initiated earlier, in particular if they are to contribute an article or display. Several organizations expressed interest in supporting the events, but needed earlier notification (up to 6 months in some cases).
2. Promotion: greater promotion on the radio and regional papers might have ensured greater attendance.
3. More key individuals, who can promote attendance of others to the events, should be contacted. Those that were contacted on this occasion were most successful at attracting others.
4. Though both events were well attended, organization and budgeting would be easier if a single event were held on the day, to avoid competition between events for attendance.

## FROM THE COORDINATOR

“The position of project coordinator of Women of the World has been a challenging and satisfying job. It has given me the opportunity to apply my experiences as a new immigrant to this region, to meet new people both local and migrant, and to participate in an initiative which I personally support: the celebration of cultural diversity and harmony on a very special occasion: International Women’s Day.

I look forward to joining in future celebrations of multiculturalism and harmony in the region”,

Sincerely,

A handwritten signature in blue ink, appearing to read 'D Conesa', is displayed on a light blue rectangular background.

Daniela Conesa

## **FUTURE INTERNATIONAL WOMEN’S DAY EVENTS & HARMONY DAY**

IWD Celebrations are a regular feature on the Limestone Coast calendar with a range of organizations throughout the region staging events. The Women in Business and Regional Development has enjoyed working with Soroptimist International, SE Multicultural Network, SE Area Consultative Committee and the Department of Education and Children’s Services in celebrating International Women’s Day this year around a theme that is very important for our region as we embark on initiatives that will encourage the inward migration of workers and their families.

A possible celebration of Harmony Day (March 21<sup>st</sup>) is being evaluated for 2005.