



ANNUAL REPORT 2011

Women in Business & Regional Development Inc

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www.wibrd.org.au



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It is important to acknowledge that organisations normally go through four main changes throughout their growth—formative, growth, maturity and decline. For some organisations these four periods of growth can be rapid, for others it may take decades.

I have seen Women in Business & Regional Development Inc (WIB&RD Inc) enjoy both the formative and growth periods very quickly following incorporation and balancing these changes against a backdrop of new membership, new leadership and a review of processes has been a very interesting and demanding role for me. There have been many highs and some lows but of paramount importance has been the provision of timely, relevant and high quality programs to “ignite the potential of women” across the Limestone Coast.

Sadly, we received Elaine Pollock's resignation. Elaine, founder of WIB&RD Inc. has demonstrated tremendous loyalty and outstanding commitment to “igniting the potential of women in the Limestone Coast.” We thank Elaine for her inspiration, motivation and dedication to the organisation over 12 years.

The Board also received Nadine Digiorgio's resignation as Executive Officer. Nadine since 2004 has worked with vigor and enthusiasm producing successful outcomes, benefiting women in business as well as, the whole region. Whilst we farewell Nadine from the Executive Officer position we gained her continued valued service, as Event Coordinator.

Reflecting on the second year operating as an independent incorporated association, I would have to say, the Board has built a solid foundation for the future of WIB&RD Inc. A focal point has been various marketing, IT savvy talents and skills that have cemented a social media and web presence for WIB&RD Inc. In March 2011 Tammy Whitehead joined the Board bringing her vast Internet technology skills which include web development and administration.

The appointment in January 2011 of Kimberley Bounds as our new Executive Officer, has brought a new dimension to the organisation—her strength in recognising the power that the Internet has in overcoming isolation and spreading information widely sees the organisation utilising social media—Facebook, Twitter and Dropbox for the betterment of our members and ease of operations for the board. I look forward to further changes as we centralise operations and support Kimberley's leadership development.

Vibrant volunteer Board members worked tirelessly to produce professional programs and Gala events, responsive to the needs of women across the Limestone Coast. The Board, implemented Internet Technology focused workshops with dynamo presenters. As the internet has come a long way, with the convenience of online business, shopping and communication, further IT knowledge was sourced to empower women in business marketing trends. Learning to leverage the power of social media to engage with friends or as a business marketing tool, proved popular in the workshops. These workshops were a sell out and included a waiting list, indicative of the thirst for social media knowledge in the Limestone Coast. Our second Influential Women in Business Awards held on Friday 3 June 2011 again proved to be an outstanding success with increased nominations and a capacity crowd who came from across the Limestone Coast. It is

particularly pleasing to see 2010 award winners also successful at the Advantage SA awards—congratulations to Gretel Sneath and Cape Jaffa Wines.

Recognising the hard work of a small band of willing volunteer board members is important—your persistence and commitment has been commendable and I thank you for your ongoing energy.

Further evidence of WIB&RD Inc's success in 2010 – 2011, was in the increased number of generous sponsors due to the extensive business sponsorship drive. Fostering benefits for the sponsors is a high priority, and this year offered 3 tiered sponsorship levels and for the Diamond and Sapphire levels, naming rights at specific WIB&RD Inc functions. I appreciate these businesses for having faith in WIB&RD Inc and trust you found the partnership as rewarding as we have.

In closing change, is constant and how we manage change must become a core organisational value using customer feedback and regular review. Change should be embraced and always linked to efforts that improve overall performance and sustainability. Women in Business & Regional Development will continue to be responsive to change and move forward over time.



Finally, I would especially thank WIB&RD Inc valued sponsors, financial members, funding partners, board members, sub-committee friends, network volunteers, contractors, supportive individuals and businesses. Certainly your professional co-operation and contribution is compelling as is your compassion for our organisation as we continue to capture and ignite the untapped potential and opportunities that await future generations of women.

Elizabeth Ballinger

Chairman

18th October 2011

PURPOSE AND ROLE

OUR PURPOSE

Women in Business & Regional Development will be the catalyst for accelerating the level of active participation of the Region's women in promoting economic growth, business prosperity and employment

OUR ROLE

Women in Business & Regional Development Inc has been established to:

1. Relieve poverty for rural women
2. Advance education for rural women through the provision of knowledge, greater educational and employment opportunities
3. Identify and encourage women who have the potential to stimulate creativity, wealth and business at a community level
4. Provide potential leaders with skills, motivation and confidence to identify and promote opportunities for economic development in their communities and in the Region
5. Support individual women who wish to establish a new business or to expand an existing business to access information, advice and opportunities for skills development
6. Initiate actions that make practical differences to rural women's lives and livelihoods
7. Provide stimulating networks for sharing, discussion and debate for rural women
8. Build networks for rural women with other groups throughout the Limestone Coast, Australia and the world
9. Encourage provision of services by government agencies and private organisations for rural women
10. Promote awareness of rural women's contributions to the social and economic bottom line
11. Celebrate women's social and economic achievements

OUR KEY PERFORMANCE INDICATORS

In 2011 our performance is measured by the achievement of the following:

- Introduction of various policies and procedures
- Increased financial membership by 10%
- Achievement of business sponsorship target
- Delivery of 2 innovative training/development programs
- Effective promotion of organisation
- Effective business networks
- Recognition & celebration of women's contribution to regional development

EXECUTIVE SUMMARY

Achievements over the past twelve months have been as numerous as they have been diverse as detailed below:

- **How to do Business in Difficult Times** – Thanks to the support of both Department of Further Education Employment Science and Training (DFEEST) and the Regional Development Limestone Coast (RDALC) a training program facilitated by Kerrie Akkermans was held in Mount Gambier on 11 May 2011 with 7 in attendance.
- **Cash Flow Management** - Thanks again to the support of both DFEEST & RDALC a further training program was held on 17 May 2011 in Mount Gambier providing 6 small businesses with the tools and knowledge to improve their financial management
- **Membership Drive** – following review of member benefits it was agreed to introduce both individual and corporate membership to provide employees with access to valuable training opportunities. This has proven successful with 6 signing up and 11 individual members taking advantage of the range of activities on offer. Membership is now offered as a rolling intake
- **Business Sponsorship Drive** – a review of sponsorship levels fostered increased interest in sponsorship with our \$18,000 target well and truly exceeded. The generosity of business sponsors allows WiB&RD to offset costs for our training and events
- **Board Policy Manual** – completion of this manual provides the foundation of sound corporate governance practices. This manual is available to interested organisations to adapt to their individual needs
- **Influential Women in Business Awards 2011** – received increased nominations of 36 from across the Limestone Coast for 5 award categories announced at a gala dinner on 3 June 2011 at The Barn. Over 150 guests helped to celebrate and recognise the achievements of women in business
- **Mount Gambier & Districts Women's Business Network** – 9 monthly networking functions held where in excess of 117 women shared stories and information in an informal setting. June 2011 saw the departure of Karen Leslie as Network Leader and a formal celebration was held to thank her for her contribution over the past 2 years
- **Naracoorte & Lucindale Business Network**—1 network event held in May 2011 at Sweet Espresso with Roz Minion of Ream Paper Art taking participants through an entertaining art expression workshop—How Not To Fear Change
- **2010/2011 Business Plan** – December saw the departure of Nadine DiGiorgio as Executive Officer with Kimberley Bounds taking on the role in January 2011. Nadine continues to coordinate key training and events
- **Website Redevelopment** – Thanks to the skills of Tammy Whitehead a new look website was introduced in March 2011 utilising Wordpress—an easy to use freely available software
- **E-newsletter** – Our e-newsletter continues to enjoy success with Kimberley Bounds taking over responsibility for the monthly e-newsletter

- **Advocacy** – a number of winners of the inaugural Influential Women in Business Awards were nominated for the prestigious Advantage SA awards—great to see Gretel Sneath and Cape Jaffa Wines succeed
- **Marketing Small Business online & Get Savvy @ Social Media Dinner** - August 2010 11 participants, facilitated by social media expert Steve Davis in broadband connection solutions, online security, how to maximize their website, how to improve their search engine ranking, how to blog, marketing their products on Youtube, use Facebook pages to build site traffic and Twitter for profit
- **Barrel of Laughs** – October 2010 Strategic alliances were formed for this event with major sponsors, Perks Accessories and Redden Bridge Wines. A major objective of this event was to connect with others to improve self esteem and protect against depression and anxiety. Information from Beyond Blue was disseminated on the night to educate and inform the local community on mental health issues
- **How to Advertise at little or no cost.** - 30 small business operators participated in marketing guru Keith Arnold's workshop in the Better Business Series
- **International Women's Day celebrations** - recognising women agents of change, at SA Government House with His Excellency Governor Kevin Scarce, Chairman Liz Ballinger, Vice-Chairman Elizabeth Hodges and Board member Tammy Whitehead attended.
- **Meet & Greet our Sponsor's Night** – On 18 February 2011 sponsors and members were entertained by Dr Sarah Mott of UniSA while enjoying a feast thanks Maria Gentile of Caffè Belgiorno
- **Financial Members only Night** – 9 March 2011 with Influential Women in Business Award recipients Wendy Hollick of Hollick Wines and Michelle McColl of Kalangadoo Organic provide insights into their success
- **E-Skills Training** – 24 small business from Tatiara and Robe provided with free e-commerce training and follow up on 22 and 23 March 2011

MEMBERS OF THE BOARD

Members have brought a commitment to supporting women through their:

- Capacity for leadership
- Extensive networks
- Business skills
- Ability to effect change

Board members elected at the first Annual General Meeting held 12 October 2010 are presented below. Briony Schriever also attended 2 meetings but resigned due to work commitments.

Existing members June Kain, Karen Leslie and Elaine Pollock decided against renominating and with much disappointment we thanked these members for their contribution. It is fitting we recognise the incredible contribution of Elaine Pollock who not only saw the vision for WiB&RD but worked tirelessly for over 12 years to help make the organisation what it represents today.

February 2011 saw the resignation of Belle Baker who was instrumental in the establishment of the Naracoorte Lucindale Network. Thanks Belle for your energy and enthusiasm.

Much of the work over the past 12 months has been left to a few members so we thank them for their ongoing commitment to the organisation. In the past few months the board has worked hard to attract new board members—our AGM will see a number of new faces.



Liz Ballinger
Chairman
Events



Belle Baker
Marketing/Events
(resigned Feb 2011)



Annie Haynes
Treasurer



Jan Kentish
Secretary



Elizabeth Hodges
Events
Vice Chairman
(March 2011)



Amanda Treloar
Minute Secretary
Staff



Kate Facy
Committee



Tammy Whitehead
Website Development

EXECUTIVE OFFICER REPORT

In January 2011 I was assigned Executive Officer following the departure of founding Executive Officer Nadine DiGiorgio, whom I would like to gratefully thank for the tremendous support and guidance she has provided into my becoming part of this wonderful organisation.

It has been a year of change and significant growth for Women in Business & Regional Development, including the use of social media providing another outlet for marketing of our events and current news.

Executive services have continued to assist the board members to achieve outcomes relating to membership, sponsorship, website development and maintenance, establishing women's networks and the updating the adopted policies from last year.

With continued promotion, skills training and gala events our network database is currently at 762 active contacts. This contact list has proven to be the most cost effective and successful way of promoting our events and training workshops.

Memberships are now on a rolling method, allowing members to join at any time of the year with a validity of 12 months. The financial membership fee increased at 30 June 2011 to include a GST component and continues to offer member exclusive benefits. So far this year we have welcomed 30 new members and received continued membership support from 38 continuing members. I believe that this membership base will continue to increase and strengthen this organisation as we continue to offer high quality programs.

The sponsorship drive in 2010 was a great success, with thanks to Nadine DiGiorgio, twenty nine sponsors committed their support to our organisation and we are grateful to Mount Gambier & Districts Community Bank, Caffè Belgiorno, GJ Gardiner Homes – Naracoorte, Glenara Transport, Live Life Designs, Noorla Yo-Long, Redden Bridge Wines, Scotts Transport Industries, Subway Limestone Coast, Telstra Country Wide, UFS Chemist, Get Real Coaching and Mentoring, Happy Shack, Lakes Resort Motel, Hotondo Homes, Teatrick Lavender Estate, MGA Insurance Brokers, Cape Jaffa Wines, Lifestyle 1, Lights at 133, Sweet Espresso, Tony Stacey Management, Kimberly-Clark Australia Pty Ltd, Retravisio Naracoorte, The Shelter B & B, Belle Baker Marketing, Redgum Country, Carlin & Gazzard and Murray Nankivell & Associates for their generosity.

Successful training initiatives were delivered in partnership with Regional Development Australia as part of the Better Business Series, contracted by the Department of Further Education, Employment, Science and Technology (DFEEST). Alliances like these allow Women in Business & Regional Development to offer innovative and relevant training to our members.

Programs offered this year have been diverse and extremely successful – all social media and online training offered was oversubscribed with waiting lists highlighting ongoing demand. The Influential Women in Business Awards, which celebrated the achievements of women in this region for the second year running created positive state wide media coverage through WIN News, Lifestyle 1 Magazine, local newspapers and Southern Life magazine.

The appointment of voluntary website administrator has greatly assisted the marketing of the organisation with a "new look" website, including an events calendar with links to event information. There is no longer a secure member's area for our financial members providing a larger audience to visit member's websites.

It has been a delight creating the monthly newsletters and I look forward to promoting our financial members and sponsors businesses throughout the coming year with this method and publishing some wonderful business hints and tips from our fellow successful business women within our members and sponsors databases.

Expanding network opportunities will become a priority in 2012 following the success of the Mount Gambier & Districts network which has continued to grow. The focus will be to develop and maintain Coastal, Tatiara and Naracoorte/Penola network groups to hold a networking event every quarter with some events already undergoing planning.

A recurring theme is our drive to continually improve the events, skills training workshops and networking that we have on offer. This would not happen without the commitment, drive and enthusiasm of our dedicated Chairman and Board of management.

The achievements and togetherness of Women in Business and Regional Development have been fantastic and I am proud to be part of this wonderful organisation for the past 10 months. This has only been made possible through a team effort. I would like to personally acknowledge and thank the Liz Ballinger, Chairman for her never ending support and encouragement and the Board members for their valuable contributions. I have been proud to be the Executive Officer of this organisation in the past 10 months and will continue to assist and support its growth into 2012.



Kimberley Bounds
Executive Officer

EVENTS

DOING BUSINESS IN DIFFICULT TIMES



BBS Workshops were advertised only through the enewsletter and Mad Mimi database.

Doing Business in Difficult Times – 7 attendees. Thanks to the support of both Department of Further Education Employment Science and Training (DFEEST) and the Regional Development Limestone Coast (RDALC) a training program facilitated by Kerrie Akkermans was held in Mount Gambier on 11 May 2011

CASH FLOW MANAGEMENT

Cash Flow Management - Thanks again to the support of both DFEEST & RDALC a further training program was held on 17 May 2011 in Mount Gambier providing 6 small businesses with the tools and knowledge (Accounting and Finance, Cash Flow Management) to improve their financial management



Kimberley Bounds

Better Business Series

COORDINATOR

INFLUENTIAL WOMEN IN BUSINESS AWARDS 2011

The Influential Women in Business Awards was, for the second year running, was one of the most significant events held by Women in Business & Regional Development this year.

This innovative awards program recognised the personal and professional achievements of Limestone Coast women and attracted nominations from as far afield as Keith, Allendale East and Mount Benson.

Redgum Country owner, Wendy Richardson was announced Business Woman of the Year at the UFS Chemist and Telstra Store Mt Gambier Gala Awards dinner on 3rd June at the Barn in Mount Gambier. Tatiara based Angela Dunsford from Good Country Physiotherapy was named Young Business Woman of the Year. The Best Business award was given to Cape Jaffa Wines partner Anna Hooper; professional photographer Joanna Hodges from Joanna Fincham Photography won the Best Home Based Business. Lights at 133 owner, Nadine Zanol took out the Best Small Business award.



The gala evening was headlined by Australia and New Zealand's most awarded gift retailer and 2008 winner of the National Telstra Business Women's Award for Innovation, Naomi Simson who shared the story of her rapid advancement on the BRW fast lists.



The events committee received great support from generous businesses, Patrick Baker & Associates, CD Consulting and Get Real Coaching, Telstra Store Mount. Gambier, Noorla Yo Long Blue Light Outdoor Adventure, United Focus and Jaytalk Consulting who provided outstanding prizes for the winners.

Thanks must go to the judging panel of Erika Vickery, Gretel Sneath, Jan Kentish, Lynda Croser and Michelle McColl whose tasks were not easy selecting winners from the 36 nominations.

The media coverage on this event exceeded expectations again, with highlights being included in Southern Life and Adelaide's SA Life magazine together with extensive television coverage of the event.

I am pleased that Women in Business & Regional Development are continuing with this event for 2012 and I look forward to being a part of the 2012 Awards.



Nadine DiGiorgio
Event Coordinator

PERKS ACCESSORIES & REDDEN BRIDGE WINES BARREL OF LAUGHS COMEDY DINNER



A unique event to finalise the Women in Business & Regional Development 2010 year was the Barrel of Laughs Comedy dinner. Scheduled to coincide with Mental Health month the dinner promoted social and emotional well being; involvement in the community and enhanced the coping capacity of communities, families and individuals.

A major objective of this event aimed to connect with others to improve self esteem and protect against depression and anxiety. Information from Beyond Blue were disseminated on the night to educate and inform the local community on mental health issues.

Two of the nation's top comedians entertained a 200 strong crowd at the Poplars Winery Barrel room in October. The self anointed Lady Julia Morris (Lady J Mo), who secured her first big break on the television sketch show Full Frontal, along with fellow actor and stand up comedian Jamie Harding had the crowd in fits of laughter when they took to the stage. Also part of the program was local Mount Gambier comedy acts, David Kenseley and Danni Jones.

Strategic alliances were formed for this event with major sponsors, Perks Accessories and Redden Bridge Wines. A successful marketing and promotional campaign covered the Limestone Coast and Western Victoria. Thanks must go to the hardworking events committee who were instrumental in the success of this event.



Nadine DiGiorgio
Event Coordinator

SMART E SKILLS FOR SMALL BUSINESS

Women in Business & Regional Development received positive feedback from earlier e-commerce training program participants highlighting the demand for assistance with their business websites to market their business online. A partnership with TAFE SA was formed to facilitate free training to 24 small business operators from the Limestone Coast region.



Registrations exceeded the number of places available at both Bordertown and Robe highlighting a need for the continuance of ecommerce training in this region. The sessions assisted these operators to effectively run and promote their business in the digital world. Workshop facilitators, Steve Davis of Patrick Baker & Associates and David Mitchell of TAFE SA covered the topics of Get Your Business Online, Transact with your customers online and Grow your business using email.

As a first for this area online follow up classes were offered to continue with the learning process. I would like to thank in particular David Mitchell for providing us with this fantastic program made possible with funding from AusIndustry as part of its Small Business On Line Program and I look forward to continuing this partnership into the future.

HOW TO ADVERTISE AT LITTLE OR NO COST

As part of the Better Business Series workshops, Women in Business & Regional Development partnered with Regional Development Australia Limestone Coast to facilitate a How to Advertise at little or no cost workshop in Coonawarra.

The training held in Coonawarra attracted 30 small business operators from right across the region. Marketing guru Keith Arnold from Loud Communications shared his numerous cost effective ways to advertise with the participants who learnt that traditional advertising doesn't really sell products or services.



Nadine DiGiorgio
Event Coordinator

MARKETING SMALL BUSINESS ONLINE & GET SAVVY @ SOCIAL MEDIA DINNER

A strategic alliance was formed with the Inner West Business Enterprise Centre in Adelaide to coordinate and integrate a flexible, practical program demonstrating the opportunities for small business to generate sales and profits online.



Eleven participants were trained by social media expert Steve Davis in broadband connection solutions, online security, how to maximise their website, how to improve their search engine ranking, how to blog, marketing their products on Youtube, use Facebook groups to build site traffic and Twitter for profit. Six hours post workshop mentoring was allocated for each individual allowing for individual scoping sessions and marketing audits.

To add value to this event and to attract a wider audience Women in Business & Regional Development coordinated a Get Savvy @

Social media Dinner held in Coonawarra. Fifty small business owners were able to learn, engage and debate the latest in social media marketing with highly sought after presenter and social media expert, Steve Davis from Patrick Baker & Associates. Panel members Belle Baker—Baker Communications, Tania Von Stanke—Redgum Country, June Kain—Rooms Here.com, Leanne Mastrangelo—Good Country Physiotherapy and Dean Coclonis—Telstra Country Wide shared their knowledge and experience of social media and how it fits into their marketing mix. It provided participants with the opportunity to find out if social media is worth the investment of time and money and gave key answers to the audience's questions.

Due to the extensive promotion and marketing of this program both the Marketing small business online training and the social media dinner were over subscribed resulting in waiting lists being established.

Participants surveyed stated that the training exceeded their expectations highlighting a need for the continuance of this type of training in our region. Feedback from the dinner indicated a need for a full day small business online



training day for 50 participants to further the social media knowledge.

Thanks must go to the Inner West Business Enterprise Centre, Steve Davis from Patrick Baker & Associates, the panel members and a hardworking events committee which guaranteed the successful delivery of this program.

This was all made possible thanks to funding from AusIndustry as part of the Small Business On-Line Program.

It is great to see that Women in Business & Regional Development continually respond to the current and future training needs of small business operators by seeking partnership training opportunities wherever possible.



Nadine DiGiorgio

Event Coordinator

NETWORK EVENTS

MOUNT GAMBIER & DISTRICT BUSINESS NETWORK

This year we continued the tradition of monthly network functions for the Women in Business & Regional Development Mount Gambier and Districts Business Women's Network under the guidance of an active sub-committee ably led by Karen Leslie of Mount Gambier Website Design.

Karen's inspiration and commitment to the network was recognised at her farewell function in June 2011 following 2 years of dedicated service to the women of Mount Gambier and Districts. We wish her every success in the future as she generously gives her time to Rotary Mount Gambier West and her many business ventures. Karen was supported by a small and energetic committee of members including:

- Elizabeth Hodges of Sarnia Capital & member of Women in Business & Regional Development
- Roslyn Pasfield of Australian Sun Energy
- Lynne Johnston of Shiralea Pet Resort
- Jill Wheatley National Title Tracker



In July a changing of the guard will take place and we welcome to the organising committee:

- Melanie Ellis of the Old Mount Gambier Gaol
- Annie Harris, Financial Planner with Kirby Accountants
- Janelle Croucher, CPA with Galpin, Engler, Bruins and Dempsey
- Elaine Pollock founder of Women in Business & Regional Development

The events, all well attended, over the last 12 months have included:

- **14 July 2010** – Breakfast meeting at Collars and Cuffs with Dr Sarah Mott of the University of Mount Gambier giving a humorous account of her working life
- **11 August 2010** – Dinner meeting at Mount Gambier Airport with Joanne and Shane Gabriel of the Airport Café together with Biddie Tietz of the Debruin Group shared business insights
- **8 September 2010** – Breakfast meeting at Collars and Cuffs with Max Dyason, CEO of the Bedford Group spoke about How to make your workplace a fun place to be
- **11 October 2010** - Business visit to Blue Water Wines followed by dinner at the Barn Steakhouse
- **11 November 2010** – Soul Sisters spoke about benefits of strategic alliances at the Little Goat Gallery
- **9 February 2011** - Business visit to Telstra Shop with Bec Evans and Jo Dunning speaking about new technology
- **9 March 2011** – Financial Members only dinner where Award recipients Wendy Hollick of Hollick Wines and Michelle McColl of Kalangadoo Organic spoke about their successful businesses
- **11 May 2011** - Business breakfast with a motivational talk from Senior Constable Des Noll of Blue Light's Noorla Yo Long Outdoor Adventure – Moving out of your comfort zone and creating personal change
- **June 2010** – A visit to the Old Mount Gambier Gaol where Melissa Ellis spoke of the update and future plans for this historic building followed by a networking dinner at Caffè Belgiorno.



Following discussion with the WiB&RD board of management it was agreed to change the name of the network to avoid any confusion and the network will now be known as Women in Business and Regional Development Mount Gambier & Districts Network. I sincerely thank everyone involved in this vibrant network – the organisers, WiB&RD members, business sponsors and the women who participate in our many events.



ELIZABETH HODGES

NETWORK LEADER

NARACOORTE & LUCINDALE BUSINESS NETWORK

A Naracoorte networking event was organised by Belle Baker.

There were 9 attendees at this event. Roz Minion was the facilitator of the workshop. A great night was had, with participants learning creatively detail their goals, strengths and weaknesses on canvas and thereby looking at ideas from a different perspective.

Participants also had the opportunity to guess what was in a small box wrapped up in brown paper. Without knowing its contents, we then had to derive a sales pitch for the unknown items. A very hands on experience was enjoyed by all.



BELLE BAKER

NETWORK LEADER

FINANCIAL MEMBER ONLY NIGHT

Wednesday the 9th March 2011 saw the first of our Members only functions, at the Tapas Bar, in the Caffè Belgiorno complex.

Hosted by Maria Gentile, a member and sponsor of Women in Business & Regional Development Inc the night allowed members to meet and mingle with the sponsors, members of the board, while networking with their fellow members.

As Chairman of Women in Business and Regional Development, I was delighted to open the evening giving an informative insight into my background. I also introduced other board members and spoke about the work they were doing to develop the organisation.



Included in the night's entertainment were recent award winners of the inaugural Influential Women in Business Awards Wendy Hollick from Hollick's Wines Coonawarra and Michelle McColl from Kalangadoo Organic. Both award recipients were very passionate about their businesses and interested in sharing their experiences, and how they overcame some of the difficulties associated with running a successful business in today's uncertain economic climate.

Question time followed whilst 23 enthusiastic financial members enjoyed the evening networking with like minded women whilst savoring a fine spread of Tapas food.



ELIZABETH BALLINGER

CHAIRMAN

SPONSOR'S MEET & GREET



On Friday 18th February 2011 Women in Business and Regional Development Inc hosted the first annual Sponsor's Meet & Greet evening at Caffe Belgiono's Tapas Bar. 35 WIB&RD Inc sponsors and board members attended.

This prestigious celebration was a resounding success with sponsors travelling from as far as Adelaide to attend the event.

WIB&RD Inc Chairman Liz Ballinger welcomed all with -

"It is indeed a privilege as the Chair of Women in Business & Regional Development Inc to acknowledge the generous support of our sponsors. Some sponsors have been ongoing, investing their trust and support in this Regional Board. This is truly appreciated.

The Board particularly appreciates generous support from our sponsors without whom WiBRD would not function as effectively."

Dr Sarah Mott was our guest speaker, educating and entertaining us with her presentation on "Rewarding Excellence". Sarah was an outstanding speaker and her highly amusing anecdotes kept the audience entertained.

The night then led onto further speeches, networking and recognition of our generous business sponsors. A special thank you was extended to Maria Gentile of Caffe Belgiono for providing an excellent venue and food.



Events Committee - Liz Ballinger, Elizabeth Hodges and Belle Baker

TREASURER'S REPORT

Early in 2011 both our Auditor and Bookkeeper gave notice that they were no longer able to continue due to other commitments. I agreed to manage MYOB and with assistance from Tammy Whitehead who had many years of Accounting and MYOB experience things started to come together, however, during a 6 week holiday the accounts were taken over in my absence by Tammy. During my absence the board agreed that the work load was such that the appointment of an experienced bookkeeper was required. Kimberley had MYOB experience therefore the board renegotiated her contract to take on both administration and financial management for the organisation. This certainly lightened the load for me.

As reported last year in the Annual Report, WiBRD Inc commenced operations with a bank balance of \$150,000.00 thanks to generous sponsorship from the Limestone Coast Area Consultative Committee and funding from the Department of Agriculture Fisheries and Forestry to undertake Dare to Be Different and Department of Further Education, Employment, Science and Technology for WEB2 Game Plan training. As at June 2010 this had reduced to \$57,658 following the completion of these major projects. The Board's business plan indicated a negative operating budget for the 2010/2011 financial year. The priority this year therefore has been to curb spending and focus on increasing income.

To this end our two Executive Officers Nadine and Kim along with the Board worked hard to increase membership of the organisation. The Board also agreed to amend Board member Travel Allowance to a Fuel Allowance of \$50.00 per meeting to reduce expenses.

The introduction of a 3rd tier of sponsorship targeting small business was instrumental securing in excess of \$22,500.00. Of this \$17,500 (ex GST) was realised in cash with the balance as in kind for the 2011 calendar year. This was well over the budgeted \$18,000. This was an outstanding achievement by Nadine and I will also mention how much we value each and every one of those Sponsors which continues to allow us to provide both subsidised training and reduced registration fees for our many events. This sponsorship also supports the employment of our Executive Officer.

WiBRD Inc has offered many programs throughout the region this year. These have been fully subscribed with a waiting list at times. These workshops are run along the lines of cost recovery/minimal profit to ensure affordability to all, but this of course doesn't assist the 'bottom line' so increased fees may need to be considered for future events and training.

In closing, I have enjoyed the friendship and support of fellow Board members. I wish the new Board every success and I look forward to attending WiB&RD functions in the future. My sincere thanks to Deane Nankivell and his partners for their sponsorship and assistance with this year's Audit.



Annie Haynes

Treasurer

Women in Business & Regional Development

Profit & Loss Statement July 2010 through June 2011

Income

Donations	\$4,030.00
Grants	\$8,993.18
Membership Fees	\$3,580.20
Project Admin Fees Received	\$400.19
Project M/ment Fees Received	\$13,516.99
Registrations	\$24,339.13
Credit Card Surcharge	\$151.33
Sales	\$118.00
Sponsorship Received	\$24,902.98
Interest Received	\$2,604.49
Monies Recd from other Org.	\$5,085.00
Total Income	\$87,721.49

Expenses

Accounting & Audit Fees	\$161.18
Bad Debts Written off	\$272.73
Bank Fees	\$123.90
Bank Merchant Fees	\$61.32
Catering	\$13,817.09
Computer Software & Supplies	\$272.72
CONSULTANTS	
Executive Officer	\$16,580.00
Administration	\$4,290.00
Finance	\$3,220.00
Grant Writing	\$1,300.00
Journalist	\$540.00
Project Co-ordination	\$6,400.00
Donations Made	\$1,000.00
Event Expenses	\$2,717.33
Insurance	\$888.15
MARKETING	
Advertising & Promotions	\$1,335.45
e-Newsletter Expenses	\$385.00
Graphic Design	\$1,014.55
Printing	\$631.32
Website Expenses	\$295.27
Meeting Expenses	\$817.73
Postage	\$741.27
Presenters	\$8,254.55
Project only Admin Fees Paid	\$848.37
Project only Fin Mgt Fee Paid	\$1,484.40
Project only Mgt Fees Paid	\$10,187.59
Stationery	\$852.18

Subscriptions	\$77.27
Telephone	\$86.03
Transfers to Projects	\$7,621.36
Travel Reimbursement Members	\$1,615.70
Travel Reimbursement Staff	\$1,432.00
Travel Expenses - Other	\$381.20
Venue Hire	\$272.73
Total Expenses	\$89,978.39
Operating Profit	(\$2,256.90)
Net Surplus / (Deficit)	(\$2,256.90)

Women in Business & Regional Development Balance Sheet As of June 2011	
Assets	
Current Assets	
Cash On Hand	\$58,768.33
Accounts Receivable	\$52.00
Total Current Assets	\$58,820.33
Total Assets	\$58,820.33
Liabilities	
Current Liabilities	
Trade Creditors	\$3,423.25
GST Collected	(\$0.19)
GST Paid	(\$4.60)
Total Current Liabilities	\$3,418.46
Total Liabilities	\$3,418.46
Net Assets	\$55,401.87
Equity	
Retained Earnings	\$57,658.77
Current Year Surplus/Deficit	(\$2,256.90)
Total Equity	\$55,401.87



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WOMEN IN BUSINESS & REGIONAL DEVELOPMENT INC
ABN: 45 404 926 425

INDEPENDENT AUDITOR'S REPORT
FOR THE YEAR ENDED 30 JUNE 2011

To the Members of the Women in Business & Regional Development Inc:

Report on the Financial Report

We have audited the accompanying financial report of the Women in Business & Regional Development Inc, which comprises the Balance Sheet as at 30 June 2011, the Profit and Loss Statement for the financial year ended 30 June 2011 and the Statement by Members of the Committee.

Committee's Responsibility for the Financial Report

The committee of the association is responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Associations Incorporation Act. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

Page 1 of 2

Liability limited by a scheme approved

WOMEN IN BUSINESS & REGIONAL DEVELOPMENT INC
ABN: 45 404 926 425

**INDEPENDENT AUDITOR'S REPORT
FOR THE YEAR ENDED 30 JUNE 2011**

Qualification

Receipts from donations and memberships are a significant source of revenue for the Women in Business & Regional Development Inc. The Women in Business & Regional Development Inc has determined that it is impractical to establish control over the collection of donations and membership revenue prior to entry in its financial records. Accordingly, as the evidence available to us about revenue from these sources was limited, our audit procedures for donations and membership revenue had to be restricted to the amounts recorded in the financial records. Therefore we are unable to express an opinion on whether donations and membership revenue obtained by the Women in Business & Regional Development Inc are complete.

Qualified Audit Opinion

In our opinion, subject to the above qualification:

The financial report of Women in Business & Regional Development Inc, is in accordance with the Associations Incorporation Act of South Australia of 1985, including:

1. giving a true and fair view of the results of the association's activities for the Association's financial year; and
2. giving a true and fair view of the Association's financial position as at 30th June 2011

Signed at Naracorte this 17th day of October 2011


Mark Edwards

OUR SPONSORS

Our sincere thanks and appreciation is extended to our business sponsors who generously supported the organisation over the past year. We trust the partnership has been a rewarding one for you and generated new business.

THANKS TO OUR SPONSORS



SPONSORSHIP LEVEL – DIAMOND

UFS CHEMIST Mount Gambier

SPONSORSHIP LEVEL – SAPPHIRE

GJ Gardner Homes

Mt Gambier & District Community Bank

Noorla Yo Long Millicent

Redden Bridge Wines Naracoorte

Scotts Transport Industries Pty Ltd Mount Gambier

Subway Limestone Coast Naracoorte & Mount Gambier

Telstra Country Wide Murray Bridge

Redgum Country Mount Gambier

Lifestyle 1 Mount Gambier

Retravisio Naracoorte

SPONSORSHIP LEVEL - EMERALD

Caffe Belgiorno Mount Gambier

Glenara Transport Pty Ltd Mount Gambier

Live Life Designs Penola

The Shelter B & B Robe

Get Real Coaching & Mentoring Alberton

Happy Shack Robe

Lakes Resort Motel Mount Gambier

Hotondo Homes Mount Gambier

Teatrick Lavender Estate Wolseley

MGA Insurance Brokers Naracoorte & Naracoorte

Cape Jaffa Wines Robe

Lights at 133 Mount Gambier

Sweet Espresso Naracoorte

Tony Stacey Management Consulting, Adelaide

Baker Communications Naracoorte

Kimberly-Clark Australia Pty Ltd Millicent

Carlin & Gazzard Mount Gambier

SPONSORSHIP DONATIONS & INKIND

Woolworths, Millicent; District Council of Grant, Di's Gifts and Flowers, Penola; Rymill Wines Coonawarra; The Barn, OB Flat
