



## ANNUAL REPORT 2012

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2011 saw significant organisational change for Women in Business & Regional Development, new board members centralised administration and strong business support from our many sponsors.

This change entailed a review of our current actions, objectives and processes with a new team who were filled with energy and commitment to make a real difference for women across the Green Triangle.

To manage this change an induction program was held at Robe with all board members participating in some way. A number of past board members were invited to provide members with a sense of history of the organisation focusing on different aspect of WiB&RD – the early days, strategic planning, the importance of networks and the key ingredients to our success over many years. This coupled with the principles of corporate governance principles set the scene for a successful year.

Social media marketing for business continues to grow and WiB&RD was again fortunate to obtain funding from DFEST to offer – Social Media Masterclass. Feedback from this highly successful full day workshop highlighted the importance of ensuring your audience is at the same level of knowledge and understanding. This feedback was valuable and enabled the organisation to secure additional funding to offer workshops focused on beginners and the advanced learner looking for specific tools. I will share 5 tips that most social media marketers promote:

1. Get their Email – give them a reason to sign up – even retail outlets can look at simple ways to capture this information
2. Ask for Reviews – maybe a simple email review request to your customers
3. Find a local cause you can get behind – help your community and your community will help you
4. Change it – change your message, your ad, your promotional material
5. Learn from your customers – get to know them – the more you know – better chance to keep them happy

While the National Broadband Network (NBN) roll out is not expected here for some years incredibly high speeds of 100 megabytes per second will open up opportunities to grow your business – the important message though is embrace e-commerce – I encourage everyone to take up any training that presents – keeping abreast of new ways to do business on line.

In March a highly successful network event at Penola demonstrated the value of increasing our networks across more communities and more will be done in the coming year with plans for Millicent and Naracoorete underway.

Our year ended with a successful sponsors meet & greet evening with Dr Lucie Walters outlining the Flinders University Rural Clinical School. Lucie spoke with passion and highlighted how this program has made a positive impact on rural medical practice.

Finally I would like to formally thank board members and our Executive Officer Kimberley Bounds for their genuine commitment to women of the region. We continue to exist because we make a difference.



TAMMY WHITEHEAD  
CHAIRMAN  
9 October 2012

## PURPOSE AND ROLE

### OUR PURPOSE

**Women in Business and Regional Development Inc. connects rural and regional women for the purpose of developing their skills, celebrating their successes, and achieving their full potential. They work in collaboration with like-minded people and organisations to provide dynamic programs that are relevant and accessible, and contribute to building rural and regional futures.**

### 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 2012 our performance is measured by the achievement of the following:

- Efficient and streamlined administrative and financial arrangements
- High performing team that fosters mutual trust and respect through:
  - o Strategic board appointments
  - o Formal induction and utilisation of skills
- Successful delivery of two innovative training/development programs and one major event
- Organisation is promoted broadly, supported and valued by business, community and government through:
  - o Maintenance of current financial membership
  - o Achievement of business sponsorship target
  - o Securing funding to deliver new business mentoring and coaching program
  - o Maintenance of e-newsletter & website
  - o Continuation of networking events

Achievements over the past twelve months have been varied:

- **Social Media Masterclass** – an advanced social media program delivered to over 50 businesses at Naracoorte by well known marketing expert Steve Davis of Baker Marketing Services.
- **Table of Six** – Participants of the Social Media Masterclass had the opportunity to meet personally with Steve Davis to discuss their social media strategies in a relaxed dinner setting
- **Induction Program** – successful weekend retreat with all members present to build a high performing team. Past board members gave an insight into the history of the organisation at the board dinner at Caffè Belgiorno courtesy of Maria Gentile
- **Business Sponsorship Drive** – 24 business sponsors secured – many have continued to support the organisation and we sincerely thank them for their ongoing commitment to women of the region
- **Tatiara Network** – over 50 in attendance at Glenda Rowett's studio with range of guest speakers including Wendy Richardson, Jessie Clarke, Liz Ballinger, Tammy Whitehead & Glenda
- **Mount Gambier & Districts Women's Business Network** – again a very successful series of 10 events for the organising committee. This network continues to go from strength to strength
- **E-newsletter** – Our e-newsletter database continues to grow as more women pass on news to other women fostering interest to subscribe
- **Advocacy** – Briefing with Minister Gail Gago about our work – succeeded in funding support for Mind, Body & Soul
- **Training Needs Survey** – Members responded well to our survey regarding training and mentoring programs – given the board insight into how training should be delivered into the future
- **Penola Network function** - 8 March 2012 – at Upstairs a Hollicks with One Zero talking about Smart Phones and how to make better use of your phone
- **2012 Sponsors Meet & Greet** – On 22 June 12 sponsors and members were entertained by Dr Lucy Walters of Flinders University Rural Clinical School while enjoying Tapas thanks to Maria Gentile of Caffè Belgiorno
- **Mind Body & Soul** – significant planning went into this weekend health retreat in May 2012 with over 23 businesses indicating support – was postponed until April 2013

## MEMBERS OF THE BOARD

In 2012 Members have brought drive and energy and a genuine commitment to supporting women through their:

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

We said farewell to Annie Haynes, Treasurer, Jan Kentish, Secretary, Amanda Treloar, Minutes Secretary and Kate Facy and welcomed new members to the board:



Tammy  
Whitehead  
  
Chairman



Elaine  
Pollock  
  
Deputy  
Chairman



Sally  
Mattschoss  
  
Treasurer



Ros Caldwell  
  
Secretary



Elizabeth  
Hodges  
  
Network  
Leader



Liz Ballinger  
  
Network  
Leader



Maria Gentile  
  
Board  
Member

We thank the board for their dedication throughout this year of change.

## EXECUTIVE OFFICER REPORT



Following the recruitment of three new board members it was decided that a formal induction program was in order to “fast track” member decision making. On 25 – 26 November 2011 members took time out to learn about the organisation, its history and its processes when considering the organisation’s future direction.

Over dinner past members provided a glimpse of what it was like to be a board member highlighting different aspects of governance – from what makes a team succeed to strategic planning and networking. Members came away feeling energised with a greater understanding of WiB&RD key objectives.

In 2011 the business sponsorship drive was again a great success, with 24 sponsors committing their support to our organisation and we are grateful to Statewide Shearing Services Lucindale, UFS Chemist Mount Gambier, Redgum Country Mount Gambier, Mount Gambier & Districts Community Bank, Subway Limestone Coast, Scotts Transport Industries, Caffè Belgior, The Laundry Hub, Whiteheads Timber Sales, Limestone Coast Work Options, Metro Café & Bakery, Chardonnay Lodge, Get Real Coaching and Mentoring, Happy Shack, Lakes Resort Mount Gambier, Teatrick Lavender Estate, MGA Insurance Brokers, Trident Tyre Centre, Sinclair Wilson, Cape Jaffa Wines, Lifestyle 1, Kimberly-Clark Australia Pty Ltd, and Murray Nankivell & Associates for their generosity.

Redden Bridge Wines Social Media Masterclass in August 2011 again was oversubscribed with waiting lists highlighting ongoing demand and it is pleasing to again receive funding to deliver a program in late 2012.

I have continued to provide members with access to information and member profiles through our monthly e-newsletter and we have enjoyed increased interest in this method of communication.



WiB&RD has always prided itself on identifying and addressing the personal and professional training needs of its members and in February 2012 a training and mentoring survey was undertaken utilising Survey Monkey. The results have influenced the board’s decision about how training will be delivered into the future. We thank those members for contributing to this important survey.

On 22 June 2012 another successful Sponsors Meet and Greet was held and a big thank you goes to Dr Lucie Walters for her outstanding presentation about the Flinders University Rural Clinic School – we are fortunate to have such strong and passionate advocates for regional South Australia.



KIMBERLEY BOUNDS  
EXECUTIVE OFFICER

## EVENTS

### SOCIAL MEDIA MASTERCLASS

Women in Business & Regional Development Inc (WIB&RD Inc) facilitated the Redden Bridge Wines Social Media Masterclass which was held on August 29th 2011 for 50 participants at the Naracoorte Town Hall.



The Redden Bridge Wines Social Media Masterclass built on the skills that past participants learnt at the beginner training workshops in 2010 and those held at Robe and Bordertown over 2 days in March 2011. Again there was a waiting list for this workshop, indicative of the thirst for social media knowledge in the Limestone Coast region.

This advanced workshop was interactive and covered advanced tips and tricks of Facebook, WordPress, blogging for small business, Tweeting for profit, and Youtube video advertising and promotions. Further valuable information, guidance and technical support could be obtained from a 2 hour online forum each week over the period of one month with the presenter. Feedback from the workshop participants indicate appreciation for the information quality and quantity provided, even though there appeared a vast difference with IT knowledge within the group.

This highly successful social media workshop provided access to an incredible valuable marketing asset for the participant's business. This step by step guide capitalised on the marketing potential of the world's most effective social networking tools and was a unique learning opportunity provided by WIB&RD Inc. This rare opportunity was an excellent initiative to ignite the potential of women in the Limestone Coast.

WIB&RD Inc are grateful for the funding partnerships with Department of Further Education Employment Science and Technology and especially appreciate the efforts of Baker Marketing Services and in particular, Steve Davis.

Because of the overwhelming success of this training and the strong interest and demand for further training the board was successful in gaining further funding to a social media program in November 2012 for both advanced and beginner e commerce training.



NADINE DIGIORGIO  
PROJECT COORDINATOR

## SOCIAL MEDIA MASTERCLASS DINNER – TABLE OF SIX

Feedback was sought about the benefit of sharing a meal with Steve Davis and picking his brains. Clearly feedback indicated those present gained heaps as one guest indicated below.

*Thank you so much for facilitating the Social Media Masterclass dinner. What a successful evening!! It was wonderful to have an opportunity to network with like-minded business ladies in a supportive environment. It was wonderful to have time to talk with Steve in a relaxed and intimate setting.*

*It certainly was good value! Not only did we get our allocated discussion time with Steve, but we were able to hear other people's discussions as well. It has definitely helped me with my business goals. I feel more focused and confident that my business ambitions will be realised. It was also wonderful to connect (or network) with other small business operators. I have already had several follow up conversations and meetings to continue where we left off at the dinner.*

*There were 3 outstanding factors that made this event rate way out in front of any other WiB&RD event I've attended:*

- 1. We had the opportunity to ask Steve ANY question. This meant that we were able to ask those burning questions usually reserved for very expensive consultants (and out of the reach of many small businesses). It was exciting to hear guests pose questions and then see others have a light-bulb moment!*
- 2. The supportive nature of this event was what made it so energising. Without prompting, other guests started taking notes for the person with whom Steve was speaking to, and then they handed the notes to that person! It meant that they didn't have to carry on a conversation, and take notes at the same time. It was such wonderful generosity by the group.*
- 3. The knowledge that each member of the group had and was willing to share...let me try to explain: It was an ambitious group of business women all with their own life experience, training, skills and experience. Questions posed to Steve were also answered or added onto by members of the group. In this private setting, we were comfortable being generous with our knowledge and business insights. It was a form of 'group mentoring' that wouldn't have happened in a less formal setting.*

*And finally, I think it was a successful event because of the women involved. I think the dynamics of the group worked really well...I would think that future events of this nature would need to keep this in mind. It would almost have to be 'by invitation' and or application process so that the group works well.*

Its success in 2011 highlights the value of a repeat performance in 2012 and planning is underway.

AN ANONYMOUS TESTIMONIAL

## MIND, BODY & SOUL



As individuals and organisations within the community we need to do more to encourage people to socialise and connect with others and provide opportunities for people to participate in their community. Women in Business & Regional Development want to provide the opportunity for women to overcome their feelings of isolation and promote the importance of connecting with others for healthy and wellbeing and happiness.

Mind, Body & Soul expected to attract up to 100 people from the Green Triangle and beyond. This retreat aimed to become an annual event and encourage local businesses to value add by developing indulgence and pampering packages that are offered in the quieter periods of the year to ensure continuity of business and employment for locals. It was also designed to provide a lasting memory for attendees -the perfect balance of pampering, information and indulgence fostering work, life balance for women.

Key objectives included:

- Improve the health and wellbeing of women
- To enhance the coping capacity of communities, families and individuals
- Build and maintain good friendships to build resilience. One of the best ways to deal with a tough time is to draw on the support of others to help us bounce back
- To get connected with others to improve self esteem and protect against depression and anxiety
- To educate and inform our local community on health and wellbeing
- Support business growth through collaborative alliances
- Increase visitation and tourism spend for the region

Key features included:

- Information on health and wellbeing in creative ways
- A gala dinner with keynote speaker (s) that is entertaining and fun
- Local & regional businesses & products
- Fun workshops with professional and specialist staff
- Time to experience the beauty of Robe – nature walks, etc
- Different classes around health & relaxation
- Exclusive privileges for participants to undergo special treatments – a spa, a massage, a beauty treatment, etc
- Life coaching and sessions on spirituality
- Food and wine experiences at interesting locations

In late April 2012 it was agreed to postpone this retreat until 2013 as insufficient time was given in the lead up to the event to attract the level of interest necessary.

We look forward to working with the local community to make this a reality in 2013.

TAMMY WHITEHEAD  
CHAIRMAN

## 2012 SPONSORS MEET & GREET

Friday 22 June 2012 on a windy and wet night sponsors and financial members came together to enjoy an evening of networking and learning at Caffè Belgiorno's Tapas Bar.

Over 20 businesses listened with interest to Barbara Beal, Pharmacist and Manager of UFS Chemist give members an insight into this business that is bucking the trends and undergoing extensive renovations and expansion. It was interesting to note the philanthropic nature of this chemist as they continue to support local organizations.

Dr Lucie Walters was enthralling as she highlighted the benefits of training undergraduate doctors in regional communities.



A true advocate for this type of training Lucie is a fine ambassador for women.

Members valued the opportunity to share information and networks and Cherie Dean of Chardonnay Lodge talked about their plans for the future.

Sponsorship provides a great means of broadening the competitive edge by improving the company's image, prestige and credibility by supporting events that your target market finds attractive. In recent years, corporate sponsorship has become the fastest growing type of marketing.

Part of this growth can be attributed to the increasing numbers of small and medium-sized businesses involved. Previously, only large businesses could afford to sponsor "cause" marketing, for instance, as a way of boosting profits as well as establishing goodwill. However, now smaller companies are sponsoring everything from local volleyball and netball teams to fun runs, festivals and organisations such as Women in Business & Regional Development as an effective method of boosting their visibility in their community. Sponsorships help our businesses to enhance their public profile relatively cheaply.

Irrespective of the size of a business other benefits can be gained by sponsorship aside from enhancing visibility and image, such as differentiating the business from competitors, helping to develop closer and better relationships with customers, both existing and potential ones and showcasing services and products.

Many of our sponsors understand the importance of this personal and direct marketing and the board values their contribution. Our Sponsors Meet and Greet provide an opportunity to showcase their business and provides Women in Business & Regional Development a way of acknowledgement of their support.



TAMMY WHITEHEAD  
CHAIRMAN

## NETWORK EVENTS

### MOUNT GAMBIER & DISTRICT BUSINESS NETWORK

This year again saw a plethora of interesting speakers and different venues. The organising committee has developed expertise over a number of years and in 2012 chose to support the development of a network in Millicent with the first planned event scheduled to occur on 25 July 2012.

We thank Annie Harris, Financial Planner with Kirby Accountants for her continued support but with new family commitments Annie needs to now consider work life balance. I have been ably supported by willing volunteers:



- Lynne Johnston, Shiralea Pet Resort
- Melanie Ellis of the Old Mount Gambier Gaol
- 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:

- **10 August 2011** – Dinner meeting at Lakes Resort with Deb Paschke and Barbara Linden speaking about the Your Professional Network
- **14 September 2011** – Breakfast meeting with Nadine Zanol speaking about energy lighting
- **12 October 2011** – Dinner meeting with a visit to Redgum Country with dinner at Belgiorno's
- **9 November 2011** – Christmas dinner at Mandarin Restaurant
- **8 February 2012** - Business visit to Karen Richards Interior Design with dinner at Wild Ginger
- **14 March 2012** – Breakfast meeting at Subway with Angie Wardle
- **11 April 2012** – Business dinner at Presidential with Sandra Young of Community Action for Sustainability
- **9 May 2012** – Breakfast meeting with Annie Harris, Financial Planner
- **13 June 2012** – Business visit to Ecologie Organics followed by dinner at Bullfrogs

My sincere thanks to our organising committee members your willingness to host individual events and be responsible for promotion, etc are greatly appreciated.



ELIZABETH HODGES  
NETWORK LEADER

## TATIARA NETWORK

The Women in Business and Regional Development held its Tatiara Network "Christmas shopping Frenzy" on 22 November 2011, at Glenda Rowett's Art Gallery.

Liz Ballinger, the WIB&RD Inc Tatiara Network Leader expressed thanks to Ro Ross for her outstanding support for WIB&RD Inc in the Tatiara. Liz introduced over 50 attendees to the night's guests, including inspiration to Glenda Rowett's art, Jessie Clarke, owner of Redgum Country clothing store, Wendy Richardson, WIB&RD Chairman, Tammy Whitehead and Teatrick Lavender Estate owner Liz herself.

WIB&RD Chairman, Tammy Whitehead, explained her skills and qualifications in hospitality and skill in small to medium business. She is currently owner and Director of Glenara Transport Pty Ltd and Whiteheads Timber Sales retail yards.

An emotional part of the night was Liz's speech about 96-year-old Jessie Clarke, and Glenda Rowett's portrait of Jessie, titled "Mrs Clarkes Special Place". Liz detailed the terrible mistreatment Jessie experienced at a young age, subject to being an Aboriginal person, resulting in her being ostracised from the community in earlier times, when racism was more prevalent. Even throughout Jessie's hardships, she was a well respected citizen in the Tatiara.

Liz spoke of her volunteering in Ingwavuma, South Africa. Liz displayed hand embroidered cards, bookmarks, photo frames - and said that the purchase of a card would be enough money for a week's food for those in need in South Africa.



Women in Business & Regional Development Inc 2011 Influential Business Women award winner Wendy Richardson spoke of her passion as a retail business woman and the struggling economic times the industry has and is experiencing. Attendees were thrilled with Wendy's speech and learnt some lessons, particularly about perseverance and gut-feelings for business risk. Wendy has been running her business for 22 years. There was great interest with Wendy's fashion guide, showing of garments, scarves and necklaces.

Glenda Rowett spoke about rural life and her self-taught skills in painting and previous infatuation with Clydesdale horse paintings. This infatuation was broken after her travel to Africa in Kenya's Animal Migration, which she said "changed my life in the styles I paint". Glenda's new found opportunities with her painting, captivated attendees, with the Internet helping her to expand her horizons.

LIZ BALLINGER  
NETWORK LEADER



## TREASURER'S REPORT

The past financial year saw the financial management process undertaken over a significant distance. The MYOB accounting and processing of payments was undertaken by Kimberley Bounds in Naracoorte with the on line bank authorisation process undertaken by myself in Mount Gambier and Tammy Whitehead in Portland.

This online process proved successful but the corresponding paper trail was not as efficient and highlighted the importance of ensuring that adequate financial documentation was retained in hard copy and duly authorised. This deficiency has been overcome but highlights how the tyranny of distance impacts on the efficiencies of an organisation.

The organisation should consider the ideal situation of having those responsible located close by to allow for the transfer and authorisation of documentation quickly with the processing of payments and receipts in an open, transparent and accountable fashion.

This financial year it was agreed the organisation again operate with a deficit budget considering that growing the organisation would require an investment of monies built up over the years.

While this is acceptable in the short term it is not commercially viable to continue this practice indefinitely and the board has determined that future budgets will be negotiated to support a balanced budget. Strategies will be adopted from 1 July 2012 that will see positive profits for the organisation with all training and events delivering a positive return on our investment.

I would like to thank both Tammy and Kimberley for working closely with me this past year. Women in Business & Regional Development are in a strong and positive position for the future.



SALLY MATTSCHOSS  
TREASURER

## 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.



## ATTACHMENTS

1. Management letter from Murray Nankivell
2. Independent Auditor's Report to 30 June 2012
3. Balance Sheet to 30 June 2012 Including previous year's comparisons
4. Profit & Loss to 30 June 2012 including previous year's comparisons