



## Members of the Board



### Vision

To lead a series of inclusive networks for like-minded women in a supportive and professional environment.

### Mission

Women in Business and Regional Development Inc. supports and provides opportunities to:

- > enhance business connections
- > building skills base
- > develop friendships
- > supportive strategic alliances
- > identifiable and respected source of community and regional perspectives
- > conduct business with integrity.

**Board from left to right:**

Di Ind, Christine Huford, Sally Beck, Maria Gentile, Emma Koch, Tammy Whitehead, Doc Noll, Judy McKay

## CHAIRPERSON



**Emma Koch**

July 2013 - Feb 2014



**Sally Beck**

Feb 2014- July 2014

## CHAIRPERSONS REPORT

2013/14 has seen WiBRD review its Governance, business structures and plans. We completed a constitutional review implementing best practice governance which will provide opportunities for new ideas to come to the Board and shape the future of the organisation.

This year we have seen a higher level of sponsorship compared to other years. For this we thank our sponsors. Sponsorship and membership are our only source of income, and it is great to see the business community supporting this organisation.

Our network events in Mount Gambier have grown and an excellent year of events has been managed by our Events Coordinator Judy McKay. Our members come from diverse backgrounds and bring a range of skills and experience to the organisation. Networking events provide an opportunity to exchange ideas and information. Thank you Judy for your tireless efforts for the network and the quality events you have organised.

This year will conclude the term of some long standing Board members. I wish to thank Emma Koch (previous Chairman), Maria Gentile, Des Noll, Tammy Whitehead & Christine Hulford for their dedication and support to the organisation. The Board would like to thank our departing Executive Office Diana Lloyd, who has been a tremendous support & has introduced streamlined processes which has assisted in taking the organisation into it's next chapter.

Lastly, I would like to thank the Board for their support during my term as Chairman, I am very confident with the direction & future of the organisation.

Sally Beck  
Chairperson

From the Chairperson



## TREASURER

**Tammy Whitehead**

# From the Treasurer

### TREASURERS REPORT

I present to you the audited statements for the year 2013/14. The organisation celebrated its 15<sup>th</sup> year of operation and this is the fifth year operating as an independent incorporated body.

Women in Business & Regional Development (WIBRD) is run by a small board of women in business with the assistance of an Executive Officer. Over this past financial year we continued to implement strategies to cement our financial position and ensure long term sustainability and relevance to our membership.

Over the last two years we have achieved good positive financial results and increased our reserves. We are confident the organisation will maintain a healthy balance sheet and be viable into the future. A healthy financial position will assist the Board to push the envelope and deliver innovative events and projects to our members in the future. Successful projects delivered will in turn benefit the community at large.

### INCOME

Our sponsors underpin the viability of the organisation and enable us to contract the services of a professional Executive Officer. We thank all of our sponsors for their generous support and look forward to a mutually beneficial relationship in the future. Many of the sponsors also contribute "in kind" and I'd especially like to thank Di Monty Training Solutions, ANZ Bank, Andersons Solicitors and Sinclair Wilson for their extra support.

### MEMBERSHIP

We thank our long term members for their ongoing support and welcome all new members. Membership fees were unchanged from the previous year ( \$66 for individual membership and \$176 for Corporate Membership) until the Board decided to put on hold membership fees in June 2014 and were considering implementing zero fees in 2015. The AGM on 13th October 2014 will reconsider this decision going forward. WIBRD will seek to achieve a balance between its vision of inclusiveness, administration costs and affordability for members.

### EXPENSES

A conservative budget was set for all expenses but we managed to make savings in many areas which contributed to an overall good financial result. Diana Lloyd, Executive Officer, introduced streamlined processes which reduced administration and finance costs. Online booking using "stickytickets" was commenced making event management simplified and efficient. Board members contributed significant volunteer hours which saved on project management fees.

The Executive officer took on the administration and finance tasks. Other significant savings were made in the areas of website development, printing, postage and travel reimbursements.

### AUDITOR'S REPORT

I would like to thank our Gold sponsor Sinclair Wilson, and in particular Felicity Melican, Partner and Adam Dickson from the Sinclair Wilson Warrnambool office for completing the audit.



## EXECUTIVE OFFICER

**Diana Llyod**

### EXECUTIVE OFFICER REPORT

2013/14 has seen many highlights for WiBRD. There has been a focus on management and in particular streamlining operating processes so that WiBRD is a cost effective organisation.

The most notable change in this has been the move to online ticketing. This took a little time to adjust to, however has ensured that event management is simpler, money is collected prior to events and Tax Invoicing is undertaken by the online ticketing program ensuring bookkeeping is simpler.

Our social media profile has expanded and includes LinkedIn and Twitter, whilst our Facebook followers have doubled in the last year! The use, particularly of Facebook, will continue to expand in our suite of communication tools in the future.

Our web page has had a facelift but there is more work to be done there with online registration/members directory to be incorporated in a one step process. You can now find links to all our events on the home page enabling you to book online immediately.

Sponsorship support in 2014 has been at an all-time high, with 32 businesses supporting WiBRD through sponsorship. This has enabled us to continue to operate at a sustainable level.



**Board Induction Day 2013**

2013/14 has seen the further development of WiBRD's relationships with other local bodies. This includes RDA Limestone Coast, Your Professional Network (YPN) and ac.care, to name a few. WiBRD cross promotes and supports events where possible.

WiBRB is well known for its events throughout the Limestone Coast and 2013/14 has provided a wide variety of events to cater for the varied interests and availability of members.

Judy McKay who took on the role as Event Co-ordinator for the Mount Gambier network has worked very hard to ensure a good mix of events has been delivered.

**From the Executive Officer**





## Events Co-ordinator and Board Member

**Judy McKay**

### EVENTS CO-ORDINATOR REPORT

Well it has been a busy year for WiBRD in 2013/2014. I would like to acknowledge the efforts of the previous network event committee, Elaine Pollock, Lynne Johnston and Melissa Stephenson.

I started as Events Co-ordinator in late October 2013 with a small committee but ended up being a one-woman band organising all the local network events for the year in conjunction with our previous Executive Officer Diana Lloyd.

Events have been planned around our strategic plan and business plan. These plans were developed based on feedback from over 65 members who were surveyed as they attended our WiBRD Naracoorte Lunch event, held at the Town Hall in Naracoorte, November 15<sup>th</sup> 2013. Also feedback from our on-line survey promoted on Facebook and through Newsletters and anecdotal responses provided from our members. All this information gathered, has influenced what events were planned and

held throughout 2014 regarding speakers, content, costs, timing and format. Overwhelmingly members wanted a mix of breakfast and evening events. At every event held, participants were asked for feedback to assist planning future events.

I am keen to have more hands on deck in 2015 so that we can achieve our strategic plan of holding events throughout the Limestone Coast, not just in Mount Gambier, Portland and Naracoorte. As all positions apart from our Executive Officer are totally voluntary it is the support from within WiBRD that is going to cater for the needs of members within the organisation.

At this point I would like to welcome our new Executive Officer, Roslyn Taylor. She has barely started in the role and has offered all the required support to me the Event Co-ordinator as our previous incumbent Diana Lloyd.

A special thankyou to the Board of Directors and the Executive Officer for supporting me with all the events.



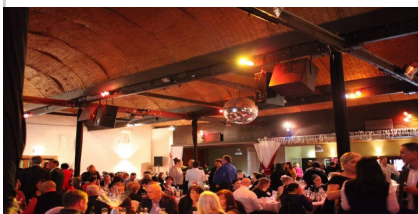
From the Events Co-Ordinator

## Wednesday July 9<sup>th</sup> 2013 Finishing Touches and Dinner at Gourmet India

On Wednesday July 9<sup>th</sup> 2013 members visited the Finishing Touches shop front. Owner Gaylene Green provided nibbles and drinks as she explained her journey into her business and her current direction to re-locate to work from home. She discussed her shellac nail products, fashion accessories and bling that guests could purchase with generous discounts on the night. Guests joined by some partners then re-located to Gourmet India for a lovely curry gourmet dinner. Rachelle McKay, a teacher by day at Allendale East Area School and an Arbonne consultant in her spare time then discussed her Arbonne business over dinner. The products include a skincare range for women, men and children, cosmetics and wellness products and an Arbonne prize was raffled as well.

## Friday August 2<sup>nd</sup> 2013 WiBRD Business Awards Dinner at The Barn

The August 2013 Influential Women in Business Awards was



attended by over 250 making it a very memorable evening.

Louise Stock was the MC and WiBRD Chairperson, Emma Koch announced the winners. Two Portland gals, Relle

Jasper and Sarah Fox of "Two Blonde Moments" provided a harmonic duo of classic crowd pleasers to entertain guests. Guest speaker was Sally Hawker of Bungaree Station. Sally spoke of her life and inspiring challenges and the five generations of Hawkers who have run the station over 170 years.

There were 50 nominations for the 5 business award categories.

### 1. Young Business Woman Category under 30 years old Sponsored by Get Real Coaching, Cath Duncan worth \$1,000

#### Finalists:

- Kate Rowley of Cup Cakes in Mount Gambier
- Melanie Gear of Geared up Hair & Beauty Lucindale
- Tara Batt of Shartarhen Equestrian Centre Penola

**Winner: Kate Rowley of Cup Cakes in Mount Gambier**

### 2. Business Woman Category Sponsored by Baker Marketing, Marketing Action Plan Package worth \$1,950

#### Finalists:

- Toni Vorenas Metro Bakery and Café Mount Gambier
- Kerry Ann McPherson of IGA Penola
- Alison Richards Naracoorte Pharmacy

**Winner: Toni Vorenas Metro Bakery & Café Mt Gambier**

### 3. Best Business (more than 5 employees) Category Sponsored by Noorla Yo Long, Corporate Challenge worth \$1,500

#### Finalists:

- Fiona Wall, Fiona Wall Fine Foods in Coleraine
- Rebel Skirving, Mount Gambier Vets
- Alison Richards Naracoorte Pharmacy

**Winner: Fiona Wall of Fiona Wall Fine foods**

### 4. Best Small Business (less than 5 employees) Category Sponsored by Altus Q Experiential Coaching, Business Coaching Prize worth \$2,100

#### Finalists:

- Melissa Stephenson of the Old Gaol Mount Gambier
- Di Ind of Di-Monty Training Solutions
- Cindy Cross of Amber Ridge Farm Café at Apsley

**Winner: Melissa Stephenson of the Old Gaol Mount Gambier**

### 5. Community Heroine Category Sponsored by Anderson Solicitors, \$800 worth of Wills and Estate Planning

#### Finalists:

- Margaret Millington
- Kerry Gilkes
- Erika Vickery

**Winner: Margaret Millington for her efforts assisting local 'Karen' refugees assimilate in her local town of Nhill, Victoria.**

Certificates for winners were presented in frames kindly donated by Leon Johnston from Johnston's Studio of Allendale.

## Wednesday August 14<sup>th</sup> 2013 Lakes Resort Breakfast Meeting

On August 14<sup>th</sup> members met for hot breakfast at the Lakes Resort. Judy McKay, a recent graduate from University of South Australia with a Bachelor Degree in Human Resources and Honours Degree was the guest speaker. Judy outlined her results from her Honours Thesis on "Retention and Recruitment of Managers and Professionals in the Limestone Coast Region". Judy's findings concluded that many forces impact on recruitment and retention in regional areas including the employees' perspective, cultural fit to the organisation, stage of the employees' life-cycle, pull factors, push factors and the need for tailoring incentives to retain employees.

# Events 2013 - 2014

## Wednesday September 11<sup>th</sup> 2013 Dinner at Sage Cooking School

On Wednesday September 11<sup>th</sup>, members attended the Sage Cooking School where Graeme Armstrong demonstrated and cooked a three-course meal in his kitchen aided by his wife Lyn Sage. Members took notes, observed and asked questions and enjoyed the results at the end of the evening over a glass of wine. Melissa Stephenson organised this interactive delicious event.

## Wednesday September 26<sup>th</sup> 2013 Breakfast at Whitehead Timber Sales

On Wednesday September 26<sup>th</sup>, Tammy Whitehead organised a tour of the dry mill production lines at Whiteheads Timber Sales sawmill. Owner, Darryl Whitehead discussed the business and products. A mixed group of men, women and children enjoyed the tour and information session. Hot drinks were supplied by the mobile coffee van. The trainee staff of the retail yard cooked a delicious barbeque breakfast bacon, eggs and toast accompanied by juice and fruit platters.



## Thursday October 10<sup>th</sup> 2013 AGM of WiBRD

The WiBRD AGM was held at the Tapas Bar in Mount Gambier at 10am followed by morning tea. The guest speaker was Mike Ryan, CEO, from Regional Development Australia speaking about what RDA does in the Limestone Coast Region in regards to services, advice to develop and strengthen all regional stakeholders in local communities.

## Wednesday November 13<sup>th</sup> 2013 Mt Gambier Network Shiralee Pet Resort Bush Banquet

The final event for the year, for the WiBRD Mt. Gambier Network was held at Shiralee Pet Resort, Allendale East. The theme was a three-course bush banquet and non-alcoholic punch and billy tea cooked by Sheila Pannell. Melissa Stephenson created and won the best Christmas hat and attendees exchanged Kris Cringle gifts. Women and partners enjoyed pre-dinner drinks and then went on a guided tour through Shiralee Pet Resort with Lynne Johnston. Leon Johnston explained his studio side of the business and presented all guests with a beautiful etched glass to take home. Judy McKay thanked the exiting network group sub committee for all their hard work.



## Friday November 15<sup>th</sup> 2013 WiBRD Luncheon In Naracoorte

Emma Koch, Chairperson for WiBRD organised a Women in Business event celebrating 15 years of existence at the Naracoorte Town Hall. Over 65 Men and women from around the region enjoyed an information session, workshop and a finger food lunch (provided by Cindy Cross of Amber Ridge, Apsley). Alana Johnson "2012 Victorian Rural

Woman of the Year" was the facilitator and speaker. Sue Bell, Wine maker and director of Bellwether Wines Glen Roy discussed how to foster strength and resilience in families, business and communities. Gala Mustafa gave a heart wrenching insight into her escape from Iran and re-location to Mount Gambier.

The Hon. Gail Gago, MLC, Minister for Employment, Higher Education and Skills, Science and Information



Economy, Status of Women, Business Services and Consumers then spoke to a captivated audience.

## Thursday February 13<sup>th</sup> 2014 Breakfast at Muffin Break

Our first event for 2014 was breakfast at one of sponsor's business (for 2013 and 2014) Muffin Break. Tanya Coxon, owner and franchisee of two outlets and her staff provided an excellent, fast breakfast for all guests. Di Ind, (Platinum Sponsor) the managing director from Di-Monty Training Solutions gave us an insight into her business and her recent meeting with Julia Gillard. Then Di spoke about Conflict Management Skills, how to effectively control conflict to gain a win-win situation for both parties. Di also provided strategies to maximise results and to ensure your team stays positive and productive.



## Friday October 21<sup>st</sup> 2014 Commodore on the Park Sponsors Meet and Greet."

Our second event for 2014 was the "Welcome to our Sponsors" night on Friday 21<sup>st</sup> February at one of our new sponsors, the Commodore on the Park. The night started at 6.30pm for drinks and then guests enjoyed a lovely two-course dinner, followed by coffee, tea and chocolates.

Our Chairperson Emma Koch welcomed all our guests and gave a short overview of WiBRD operations, membership base and where WiBRD is headed. She explained the Board was focusing on growing our membership throughout the Limestone Coast region as a group to support women in local business, in training and growing their networks.



The guest speaker was Mike Ryan, Chief Executive Officer from Regional Development Australia Limestone Coast. (RDALC) Mike provided an overview of the functions and support that RDA provides for local business and start-ups and emphasised that they are the contact point to refer people to appropriate organisations.



Event Co-ordinator, Judy McKay welcomed everyone, thanked our sponsors, presented thankyou gifts and organised a raffle with prizes donated by Eddie's furniture and Arbonne products from Rachelle McKay.

## Wednesday March 12<sup>th</sup> 2014 Redgum Country and then Metro Bakery

We met at 6pm at Redgum Country, where owner, operator and bronze sponsor, Wendy Richardson, gave a short history of her 24 successful years in business at Redgum Country. The business won "The Chamber of Commerce Best Retail Business in 2003", and in 2012 Wendy was awarded "Most Influential Business Women of the Year". She provided tips for mentoring and fashion tips shared over a glass of champagne.

Then onto Metro Bakery where Nicole Cunningham, Owner and Operator of Puraforce Remedies, spoke about her journey through her career, how her business evolved to incorporate her values, lifestyle and customer base.



Nicole discussed how she runs a successful on-line business supplying natural remedies for people, babies and even pets that are available internationally. Dinner was based on an international theme, where guests enjoyed many different dishes including nibbles, shared mains and desserts at Metro.



Toni Vorenas, Owner and Operator of Metro Bakery, and Bronze sponsor, shared her journey from schoolteacher to owner and mentor in the Hospitality Industry. Toni won the "Influential Women in Business Award in 2013". Toni also provided tips on how to manage staff, the need for training and how important it is to stay motivated to succeed.

## Saturday 22<sup>nd</sup> March 2014 Trip to Portland

On Saturday 22<sup>nd</sup> March, several car loads of women and a man, travelled to Portland for a wonderful tour of the region organised by Tammy Whitehead. Participants enjoyed a busy day visiting Treloar Roses, an Australia leading rose supplier. Then onto Portland Strawberries to view and taste strawberries sold at the farm, farm tour, and tasting liquors and strawberry wines.

We visited the Portland Professional Diving Centre where Frank Zeigler explained his dive recovery business and guests experienced the training site and decompression chamber. Lunch was at Bronze sponsor Belinda White's "The Tea Tree Gallery" with apple juice provided by Gorae Organics. After lunch we had a guided tour of a Pacific Hydro

windfarms before coffee at Cape Bridgewater and then home.

## Tuesday April 8<sup>th</sup> 2014 Breakfast at The Lakes Resort, Mount Gambier

This event was held at Val Michelin's business, The Lakes Resort, a sponsor of WiBRD. Our guest speaker, Sally Beck, Commercial Lender from the ANZ Bank spoke to 28 members about starting up a new business, how to formulate a business plan, how to do your research and all the criteria and processes required to apply for a business loan.



## Wednesday 22<sup>nd</sup> May 2014 Breakfast at Commodore on the Park

Lisa Hutchins-Troebling, who holds a Bachelor of Commerce and is a Certified Practising Accountant from Sinclair Wilson, Accountants & Business Advisors, was the guest speaker. Lisa gave a timely briefing about the Federal Budget which was announced. Lisa explained what the changes would mean for business and individuals as well as providing a snapshot of the services provided by Sinclair Wilson in their 6 locations across the region.



Lisa was able to provide information on general taxation matters and answer questions whilst guests enjoyed a Continental and hot breakfast.

## Wednesday June 18<sup>th</sup> 2014 Breakfast at the Commodore on the Park

Fiona Pulford, the Community Development Coordinator for the Early Childhood Development and Parenting Centre in Mt Gambier was the guest speaker at breakfast. Fiona explained all the early childhood services offered at the centre including playgroup, occasional care, pre school, parenting programs, family support services, advice and interventions, programs for women and men.



All these services are offered locally.

## Performance Indicators for WiBRD

### To be a viable network

- ✓ Build capacity in region for members to gain knowledge and practice in Corporate Governance
- ✓ Build the skills and opportunities for members to engage in and with the Board
- ✓ Additional members are contributing to the success of the organization
- ✓ Increase WiBRD financial membership
- ✓ Increase reach via Newsletter, Social media and other media tools
- ✓ Cross promote and support events and activities by other regional bodies eg RDA, SELGA, Portland WiB, YPN etc

### Positive feedback from members and community

- ✓ At least one training opportunity accessed by members each year through WiBRD
- ✓ Training providers seeking feedback from WiBRD

### Market WiBRD

- ✓ A functioning Marketing Plan
- ✓ An awards ceremony and celebratory dinner bi-annually

## Highlights of 2013/14



### **July 2013**

Finishing Touches with Gayle Green and Airborne with Rochelle McKay over dinner at Gourmet India.

### **August 2013**

Inspirational Women In Business Awards – over 260 attended this very memorable evening. Judy McKay spoke about retrenchment and recruitment in the Limestone Coast at The Lakes Resort over breakfast.

### **September 2013**

Sages Cooking – preparations and devouring of cuisine highlighting home-grown local produce.

### **October 2013**

AGM at Tapas Bar

### **November 2013**

Gala workshop and 15 year celebration – lunch by Amber Ridge and workshop with a series of speakers including Minister Gail Gago and a facilitated discussion by Alana Johnson at Naracoorte

**Christmas function** – Bush Banquet at Shiralea Pet Resort, with food by chef Sheila Parnell.

### **February 2014**

Breakfast at Muffin Break with speaker DI Ind from DI Monty Training Solutions. Sponsors "meet and greet" at The Commodore on the Park with Mike Ryan CEO RDA Limestone Coast as speaker

### **March 2014**

Wendy Richardson from Red Gum Country discussed the reality of being in small business. Dinner at Metro where Nicole Cunningham spoke about her business Puraforce Remedies and Toni Varenas spoke about working on her business

### **April 2014**

Portland Road Trip had members exploring a range of businesses in Portland with lunch at The Tea Tree Gallery. Breakfast at The Lakes Resort with Sally Beck from ANZ talking about business planning.

### **May 2014**

Sheila Wilson spoke to a breakfast meeting at The Commodore about the budget impacts for small business.

### **June 2014**

Riona Pufford from Mount Gambler Childrens Centre spoke of child friendly communities and service on offer at The Commodore.



We proudly acknowledge and thank our 2014 sponsors:

Platinum



Gold



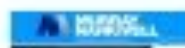
Silver



Bronze



ForestrySA



Kimberly-Clark



The Border Watch

