

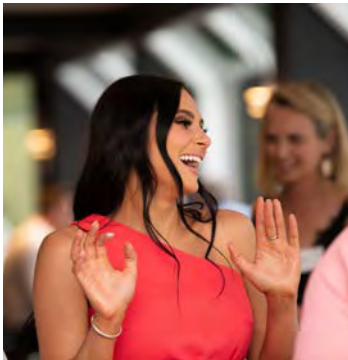


WiBRD

Women in Business and
Regional Development

Women in Business and Regional Development inc

2021 Annual Report



2021 Members of the WiBRD Board



Board from left to right
Jacinta Jones, Cathy Beckman, Nicole Reschke, Toni Vorenas,
Danielle England, Harriet Keatley, Ebony Cunningham



Mission

We grow the potential of regional women and support them to create powerful legacies

Our Pillars

- Building Leadership Capacity & a Strong Regional Voice
- Financial Stability
- Stakeholder Satisfaction & Wellbeing
- Innovation & Growth
- Regional Focus



Vision

To champion regional women as leaders and change-makers



Values

- Authenticity
- Leadership & Growth
- Advocacy
- Fun & Balance
- Relationships & Collaboration



WE'RE ENGAGED!

WITH MEMBERS, BUSINESS AND THE COMMUNITY



1,093

Instagram Followers
as of June 2021



10.3K

Emails opened in the
last 12 months. Email
database of over 600
subscribers



161.1K

Total Facebook reach
in the last 12 months
and 2.7K total likes.



724

Attendees at events in
the last 12 months.

YEAR IN REVIEW

MEMBERS

136

PARTNERS

38

INDUSTRIES

Over 24 industries represented



Key Events & Collaborations

Successful Scholarship program, introduce third category,
Women who Led in Business

UN International Womens Day Event held in two locations

International Day of Rural Women Luncheon

Events held across the Limestone Coast

Collaborations with local partners

Member & Sponsor exclusive events

5 Supporting Each Other in Business Luncheon

2 Empowering Women in Business Breakfast

3 Relax & Connect

CHAIRMAN'S REPORT

On reflection, the 2020/21 year has had many highlights and it is really exciting to see the numerous achievements of our network presented in this report. I would like to congratulate the Board and our committees on their active contribution as the uncertainty continues in the COVID-19 climate, our network continues to adapt. We remain in a strong position thanks to the commitment of our members, partners, and community. While the year hasn't been without its challenges the Board has continued to be clear on our purpose and feel the need for organisations such as ourselves is more important than ever. In a climate where connection has become such a precious commodity, we feel that our continued emphasis on this has supported our community.

WiBRD is a not-for-profit organisation based in the Limestone Coast region. We have been supporting and developing the capabilities of regional women in our community for the past 23 years and will continue to do this for many years to come, with our vision to champion regional women as leaders and change-makers. The WiBRD membership and partnership base represent wide and varied industries from within the region from hospitality to agriculture, timber and manufacturing. We have a clear mission to grow the potential of regional women and support them to create powerful legacies through building their leadership capacity and presenting a strong regional voice.

As the region's highest profile member-based organisation and in the absence of any substantial grants or philanthropic support, our partnerships with partners and members are key to the success and viability of WiBRD. I would like to sincerely thank you all for your support and commitment to our vibrant organisation as we continue to drive growth through innovative channels. We understand that being in business and working in business has been challenging in the current climate and therefore want to emphasize our gratitude for your support and highlight our dedication to supporting our community.

WiBRD is operated by a voluntary Board with administrative support from a contracted executive team. Board members actively contribute to the operation of the organisation through committees. The high profile and connected members of the WiBRD Board work tirelessly to ensure the network remains viable and supportive of our community and the many industries and members we represent. With many of our Board navigating their own business journey during COVID-19, is a testament to them they have paved time and passion for continuous development and delivery of our WiBRD strategy. I would like to acknowledge and sincerely thank our current Board Members, at a Board level, the stability and drive of the current Board Members continue to put us in a great position as we look to the future.

Our priorities in the coming year are to ensure the board and organisation are supported to do their best work. There is no doubt that the world is ever-changing, we are committed to ensuring that we are seeking innovative measures to support and connect our members and partners. We will continue to focus on increasing our communications, streamlining our processes and seeking support to deliver strategies that will continue to support our members. The Board is excited to be in the position to refresh our website and really develop our membership portal as a true connection point for our members. We thank each and every one of you for your support of not only our events but your contribution of your time and resources, openly feeding back to us to ensure we are delivering what you as members are getting benefits from and dedication to our vision.



Jacinta Jones
Chair





TREASURER'S REPORT

Welcome to my second Treasurer's Report with Women in Business and Regional Development. COVID-19 continues to impact us, which as with all organisations does have a financial impact. As a not-for-profit organisation, we are constantly looking to grow our membership base and therefore our impact within our community. As a board we have focused on our long term strategy to ensure a sustainable and relevant organisation for the benefit of our members.

For the FY20/21 year we have had 136 Members and 38 Partners with varying partnership levels. We would like to take this opportunity to thank our Partners for their ongoing support. The representation of Members and Partners was spread across a number of industry types with the highest representation being in retail, financial services and the health and wellbeing sector. Part of our strategy sees the board bringing new industries into the fold of the network and for businesses to empower their staff by purchasing either corporate membership and sending their staff to our events is a key focus for FY21/22.

Our income is less than the previous year however it is similar to FY20/19 which is our comparable year as we held no awards in both years. Pleasingly our overall result was increased from our previous financial year. We do however expect there to be a possible impact from COVID-19 in the FY21/22, due to reduced and postponed events.

Our focus for FY21/22 is to increase membership and partnership, and increase value for our community by investing in our innovative technology.

In the absence of grant or philanthropic support, membership and partnership are critical to the financial viability of the network. The Board has been working tirelessly to ensure that Members and Partners are provided with relevant, varied and affordable opportunities that strengthen, empower and build connections within our community.

Thank you to all of the board members that I sit alongside, for all of your work. I am pleased to present the 2021/2020 auditors report that was completed by Mariska Hawke at Galpins.



Harriet Keatley
Treasurer



Profit and Loss

Women in Business & Regional Development

For the year ended 30 June 2021

Cash Basis

	2021	2020
Receipts		
Event Sales	2,040.90	30,692.72
Event Sales Website WiBRD	15,121.68	8,048.38
Fundraising	495.20	2,819.94
Grant SLS DC Grant for event	3,000.00	-
Interest Received	197.44	372.90
Membership Fees - Corporate	1,136.35	886.36
Membership Fees - Individual	5,257.50	3,346.16
Miscellaneous Income	-	95.00
PREPAID Sponsorship	3,363.64	13,636.36
Sponsorship - Gold	8,122.43	4,454.55
Sponsorship - Logo	10,072.73	7,800.00
Sponsorship - Major	-	13,636.36
Sponsorship - Platinum	6,181.82	1,181.82
Sponsorship - Silver	11,318.19	9,454.56
Sponsorship Awards	-	1,818.18
Sponsorship Event	5,070.92	281.82
Square Processing Income	-	6.24
Stripe Fees Reimbursement	25.45	-
Total Receipts	71,404.25	98,531.35
Costs Relating to Events		
Accommodation & Meals	149.09	-
Advertising	918.18	1,210.00
Catering	14,740.62	21,098.02
Decorations	1,557.73	8,083.01
Entertainment/Presenter Costs	1,387.18	9,489.09
Freight	11.82	15.00
Graphic Design	-	206.50
Miscellaneous Expenses	24.54	728.00
Name Badges	90.27	49.31
Photography Costs	-	1,993.64
Postage	-	121.82
Printing & Photocopying	151.45	983.38
Prize Money	2,250.00	1,909.09
Processing Fees - Square	-	6.23
Stripe Processing Fee	514.32	779.21
Raffle Prizes	72.72	50.00
Security	-	910.91
Stationery	1,201.44	241.58
Trophies and Gifts	561.73	1,233.19

	2021	2020
Venue & Equip Hire	1,050.01	-
Total Costs Relating to Events	24,681.10	49,107.98
Gross Profit	46,723.15	49,423.37
Operating Expenses		
Accounting and Audit Fees	4,308.17	2,684.09
Bank Fees	264.00	264.00
Community Collaborations	475.00	-
Computer Expenses	-	884.09
Consultant Fees	4,112.50	-
Donations - Other	310.20	3,185.00
Executive Assistant	5,077.50	11,047.50
Executive Officer	22,016.65	15,894.00
Fees, Permits & Licences	123.64	-
Insurance	1,487.16	1,487.16
Interest Expense	0.15	-
Meeting Expenses	251.88	20.99
Mobile phone and internet	352.17	534.60
Social Media Manager	690.90	-
Subscriptions	289.47	1,209.91
Training Expenses	159.09	-
Website Expenses	2,645.00	7,429.00
Total Operating Expenses	42,563.48	44,640.34
Net Profit	4,159.67	4,783.03

Balance Sheet

Women in Business & Regional Development

As at 30 June 2021

Cash Basis

	30 JUN 2021	30 JUN 2020
Assets		
Bank		
ANZ CHEQUE ACCOUNT	70,236.87	41,053.98
ANZ ONLINE SAVER	9,517.50	9,512.75
Cheque Account (Visa Debit Cd)	209.77	189.82
Total Bank	79,964.14	50,756.55
Current Assets		
ANZ Term Deposit	46,457.01	46,288.78
Stripe Clearing Account	2,199.06	193.96
Total Current Assets	48,656.07	46,482.74
Non-current Assets		
Furniture and Plant at Cost	453.64	453.64
Intangible Asset - Web site	11,325.00	11,175.00
Plant & Equipment [13410]	690.00	690.00
Total Non-current Assets	12,468.64	12,318.64
Total Assets	141,088.85	109,557.93
Liabilities		
Current Liabilities		
Full Monty Event Clearing account	28,748.22	-
GST	(905.97)	471.00
Total Current Liabilities	27,842.25	471.00
Total Liabilities	27,842.25	471.00
Net Assets	113,246.60	109,086.93
Equity		
Current Year Earnings	4,159.67	4,783.03
Retained Earnings	109,086.93	104,303.90
Total Equity	113,246.60	109,086.93

WOMEN IN BUSINESS AND REGIONAL DEVELOPMENT INC.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30th JUNE 2021

Note 1: Statement of Significant Accounting Policies

The financial statements are a special purpose financial report prepared for use by members of the Association. The committee have determined that the Association is not a reporting entity and therefore there is no requirement to apply Australian Accounting Standards, Australian Accounting Interpretations and other authoritative pronouncements of the Australian Accounting Standards Board in the preparation and presentation of these financial statements.

The financial statements have been prepared from historical cost records and do not take into account changing money values or, except where stated, current valuations of non-current assets. The cash basis of accounting has been adopted. The financial statements have been prepared on the going concern basis, and the concept of materiality has been applied. No accounting standards, accounting interpretations or other authoritative pronouncements have been applied.

The following material accounting policies which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial statement.

(a) Income Tax

The association is exempt from Income Tax.

WOMEN IN BUSINESS AND REGIONAL DEVELOPMENT INC.

STATEMENT BY MEMBERS OF THE COMMITTEE

The committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

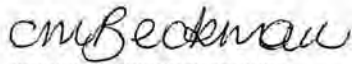
In the opinion of the committee the accompanying financial report:

1. presents fairly the financial position of the Women in Business and Regional Development Inc as at 30 June 2021 and its performance for the year ended on that date.
2. at the date of this statement, there are reasonable grounds to believe the Women in Business and Regional Development Inc will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the committee and is signed for and on behalf of the committee by:

Dated this 28th day of August 2021


Chairperson


Member

EXECUTIVE OFFICER'S REPORT

“Championing regional women as leaders and changemakers” has again been a focal point for the Board this year and it was with this vision that the key areas of operation have focused on: Building Leadership Capacity & A Strong Regional Voice, Financial Stability, Stakeholder satisfaction & Wellbeing, Innovation & Growth, and Regional Focus.

I would like to take this opportunity to thank Lydia Mules who has made the transition for me stepping into the Executive Officer position in February this year seamless. Lydia's contribution to the network is extensive and stands us in good stead moving forward. I would also like to thank Abby Ross our Membership & Administration Officer, for her support to the ongoing improvements to the WiBRD website and communications and general support to me and our organisation.

Over the following pages, we have highlighted key areas and considerations for the operations of the FY20/21 year, in particular the challenges and opportunities in response to COVID-19, the vital membership and partnerships of our network, our ever-growing community collaborations, media and communications and of course our governance and strategic direction.

Unfortunately, COVID-19 has continued to affect our events and activities into 20/21, we have continued to be flexible in the way we deliver events to our community. Also mindful of supporting our local businesses whose services we use to provide these events and activities.

As an organisation dedicated to providing a framework for women in our community to enhance business contacts, develop friendships and strategic alliances to continually strive for business and personal growth, we are continuing to improve ways we communicate with our members as well as allowing our members and partners to connect with relevant business and or people to enhance our community.



Kylie Boston
Executive officer



Membership and Partnership

As a not-for-profit organisation, we are constantly looking to building our membership & partnership base to ensure a sustainable and relevant organisation for the benefit of our members. The strength of WiBRD is our valuable members and partners. This gives us the ability to empower all women though training, networking and supporting professional women including small business owners, career professionals, up and coming businesswomen and entrepreneurs.

“The strength of
WiBRD is our
valuable members
and partners”

As of June 2021, WiBRD had over 136 registered members of varying types from the Corporate, Individual, and Partner members. Whilst membership has slightly decreased from 19/20, this was due to members choosing not to continue the 3-month free membership offered in 2020.

The positive increase in partnership with 38 business partners, continues to be a positive for the organisation, we are proudly involved with over 24 different industries in our region. Our challenge will be to continue these two-year Partnerships into the future. A key priority for the network is to cover the broader Limestone Coast and Western Victoria region and target potential members and partners from varying regions and industries.

The representation of members was spread across a number of industry types with the highest representation being in retail, financial services and the health and wellbeing sector. A focus by the organisation is to bring in new industries and for businesses to empower their staff by joining as corporate membership and sending their staff to our events was a key focus for FY20/21.

It is pleasing to see that many Partners have upgraded their Partnership Category in 2021 and we thank them for their continued support. We proudly value our major partnership with Flinders EnVision and its Regional Manager, Callena Rawlings this continues to create a number of opportunities that align with the updated strategic direction of the organisation.

We undertook a key communication piece to our members and prospective members with a radio campaign along with a focused social media blitz, we believe this will continue to increase both the membership and partnership numbers over the coming months.

In the absence of grant or philanthropic support, membership and sponsorship are critical to the financial viability of the network. The Board has been working tirelessly to ensure that members and sponsors are provided with relevant, varied, and affordable opportunities that strengthen, empower and build connections within our community.

In the upcoming year, we will look to make a concerted effort to ensure all partners and members have received value for the money they have invested in the network. This effort is part of the strategic focus of increasing member and partner interactivity with the organisation and thus increasing future memberships and sponsorships.



Building our Community Partnerships & Collaborations

During this past 12 months we have continued to highlight to our community the importance of collaboration. WiBRD are the connectors between many stakeholders within the region, providing a platform for collaboration with key partners such as the Flinders EnVision, City of Mount Gambier, Regional Development Australia Limestone Coast, The Mount Gambier Chamber of Commerce, community groups and industries. We have enjoyed further strengthening these relationships to further support our community.

We are confident that these relationships and collaborations leave us in good stead to really make a difference in our community, to assist in supporting businesses and individuals in recovering from what have certainly been unprecedented times.

Media & Communications

We continue on focusing on improving our website to provide a more streamlined process to our members and improve our efficiencies.

WiBRD's social media reach continued to climb this financial year with our communications strategy including Facebook, Instagram, LinkedIn, our website and electronic direct mail.

Facebook page likes increased by almost 10% this financial year to 2,726 likes and an organic reach of 97k for the year. WiBRD has an email database of over 600 subscribers from around the region. Of our 72 electronic direct mail campaigns, 10,330 people uniquely opened these emails to find out more about our fantastic organisation, a 6% rise from the last period.

Governance & Strategic Direction

The Board continues to upskill, completing Corporate Governance training with lawyer Bill DeGaris to ensure we are aware of our obligations and capabilities to remain a respected and viable network for the community.

A strong focus for the year has been the overall governance of the organisation. We continue to implement our strategic direction going through to 2023 with a strong focus on building the leadership capacity of regional women and a strong regional voice.

Our Board is working tirelessly on implementing the strategies to ensure our WiBRD remains viable and supportive of our community. As one of the region's highest profile member-based not-for-profit organisations, WiBRD have a clear vision to champion regional women as leaders and change-makers, growing their potential and supporting them to create powerful legacies.



EVENTS REPORT

Our events committee has again worked exceptionally hard to bring our members some fantastic events. While the COVID-19 pandemic has certainly impacted our events needing to adapt and postpone, we have managed to hold many successful programs and initiatives. Some of the highlights undertaken by WiBRD in FY20/21 include the 2021 Business Booster, Entrepreneurial & Women who Led in Business Scholarship program, the International Rural Women Luncheon, a collaboration Empowering Women in Business Breakfast with the Mt Gambier Chamber of Commerce and we again held the UN International Women's Day Breakfast.

"Our events such continue to develop and provide a platform for great conversation and celebration..."

Our events such as our Supporting each other Luncheons, Empowering Women in Business breakfasts and the Relax & Connect continue to develop and provide a platform for connection through great conversation, networking and celebration. As leaders in the event landscape, we have continued to focus on providing quality events for FY20/21 which have been well attended and improved engagement and collaboration with our community. Our collaboration Empowering Women in Business Breakfast with the Mt Gambier Chamber of Commerce brought Kate Carnell to the region which was a great example of what can happen when organisations collaborate in the interest of our members and provide opportunities for exceptional events for all in attendance.

We have continued with our 'Supporting Each Other in Business' luncheons on Friday of every second month. Members and non-members enjoy these totally informal lunches allowing guests to engage with others, meet new people, get a feel for the network, and discuss issues, mentor, and network. They have also proven to be the perfect introduction event with many joining the network following attending. We would like to take the opportunity to again thank Di Ind who continued as Champion for the luncheons to ensure their success.

This year has been the introduction of events across the Limestone Coast. The focus of the board to be truly regional has seen events occur in Naracoorte, planned for Kingston SE (sadly postponed due to COVID-19) and Penola. Our focus for 2022 and beyond will be to grow this connection across the region through events, online events & training. Our regional representative committee along with our events committee is currently confirming plans for 2022.

We continually strive to focus on building connections within the community between our members, partners, key stakeholders, and other community members. The importance of these connections particularly over the last year has been highlighted. All of our events have been designed around establishing and maintaining true connections and offering different opportunities to suit everyone within the community. Each of our events grows the potential of regional women and provides a platform to create powerful legacies. Through our pillars, we have and will continue this focus into the future and look forward to continuing to provide space and time for regional women to be championed as leaders and change-makers. Our events offer FUN and celebration that we feel is vital in the world we are living in. We have enjoyed many fun times this year and look forward to delivering many more in the future.



2021 Business Booster, Entrepreneurial & Women who Led Scholarship Program

We were proud to be able to present our scholarships again this year and were pleased to have been able to add a new category, Women Who Led in Business. The announcements of the recipients was held at our Relax and Connect networking event at Metro Bakery & Café, hosted by WIBRD Board Member Ebony Moulden with Dylan McQueen from Scroll Queen the guest speaker.

The Entrepreneurial Scholarship was taken out this year by Aleathia Holland and her business LeaLa Tea Co, Callena Rawlings presented the prize and represented Flinders EnVision, major partner of WIBRD and a sponsor of this scholarship. The Business Booster Scholarship was won by Melissa Reilly of Total Therapy Solutions and this scholarship was presented by Patrick O'Donnell, Southern Cross Austereo Manager, who is also a partner of WIBRD and sponsor of this scholarship. New this year is our Women Who Led in Business, sponsored by Sally Klose Strategic Solutions, and won by Sharon Disher, from the Barry Maney Group, and presented by Sally Klose.

The WIBRD Scholarship Program has been developed in partnership with Dare to Dream Business Coaching and Mentoring, Flinders University, Southern Cross Austereo and Sally Klose Strategic Solutions. The Board of WIBRD thanks each of our sponsors for their generous and relevant contribution to the program. The scholarships are directly aligned with the Women in Business & Regional Development strategic direction whereby the recipients of the scholarships will be supported and guided in their business pursuits and underpin the WIBRD mission of growing the potential of regional women and supporting them to create powerful legacies.



2021 Launch

MORE than 100 people from across the region celebrated the Launch of the 2021 year with the announcement of our partners, on Friday the 19th February 2021 at the Commodore on the Park.

Hosted by WiBRD Board Member Toni Vorenas, the evening was a great success as the network launched the events calendar and acknowledged our partners for the coming year. In her Chairman's address, WiBRD Chair Jacinta Jones thanked the many partners that enable the network to be viable. Jacinta also acknowledged the contribution of outgoing Executive Officer, Lydia Mules to WiBRD, for her long-standing contribution to the network.

The launch provided a great opportunity to recognise the wonderful business that supports us. Without this support, we simply could not exist and be able to make the difference we are in our community at a time that is needed more than ever before.

Six incredible local businesswomen shared their experiences with a particular focus on the year that was, as they all navigated COVID-19, Toni Vorenas from Metro Bakery and Cafe, Kelsie Prowse from The Apple Farm, Ashlee Kalantarian from A'EL ESTE, Di Ind from Di Monty Training Solutions, Lisa Attard from Lima & Co and Jo Hodges from The Nourish Nook. Each of them shared how the year has changed then either personally &/or professionally and how it's changed their business. They all shared how they "pivoted", making quick decisions as they were faced with challenging situations. They all feel they are coming out the other side stronger and, in some cases, with new and exciting directions for their business. Another feature was the importance of networks like WiBRD where you can go and interact with like-minded women. A strong support network was a common tip by all six women, and they are all very proud to call Mt Gambier their home base as they thanked the community for the strong support they have received over the last 12 months.



Calendar of Events 2020/2021

July 2020

- WiBRD in collaboration with the Riddoch Business and Community Association
- Relax & Connect, Announcements of scholarship recipients, Koonara Wines, Penola
- Reconnect to Recover, City Hall, Mt Gambier
- Supporting Each Other in Business Luncheon at Thyme at the Lakes, Mt Gambier

August 2020

- Supporting Each Other in Business Luncheon at Metro Bakery & Café, Mt Gambier
- Empowering Women in Business Breakfast, at Commodore on the Park, Mt Gambier

September 2020

- Supporting Each Other in Business Luncheon at Commodore on the Park, Mt Gambier

October 2020

- International Day Rural Women Luncheon, Hollick Estate, Penola

November 2020

- 2020 Annual General Meeting at Commodore on the Park

December 2020

- Partner Round Table, at Commodore on the Park, Mt Gambier

February 2021

- 2020 Launch at Commodore on the Park, Mt Gambier

March 2021

- International Women's Day Breakfast LIVE STREAM with ADELAIDE CONVENTION CENTRE, Mt Gambier and Bordertown
- Supporting Each Other in Business Luncheon at Thyme at the Lakes, Mt Gambier
- 2021 Scholarship Program Launched

April 2021

- Supporting Each Other in Business Luncheon at Metro Bakery & Café, Mt Gambier

May 2021

- Member 'Speakeasy' feedback event at Metro Bakery & Café, Mt Gambier
- Relax & Connect at Confessions, Mt Gambier
- Relax & Connect at Gather on Gordon, Naracoorte

June 2021

- WiBRD & Mount Gambier Chamber of Commerce Breakfast with Kate Carnell at Commodore on the Park, Mt Gambier
- Supporting Each Other in Business Luncheon at Nalou Kitchen, Mt Gambier
- Take a Break..., Professional Development, The Barn, OB Flat

Thanks to our 2021 partners for helping us achieve our vision to empower the Women of our community.

Major Partner



Flinders
UNIVERSITY



NEW VENTURE
INSTITUTE

Platinum Partners



Gold Partners



Silver Partners



Logo Partners

