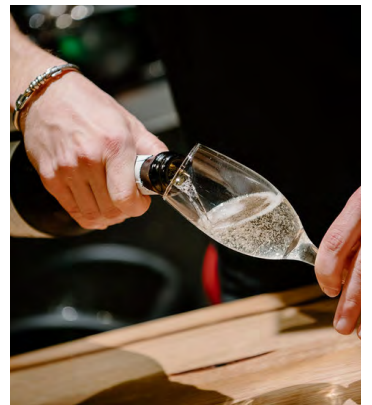
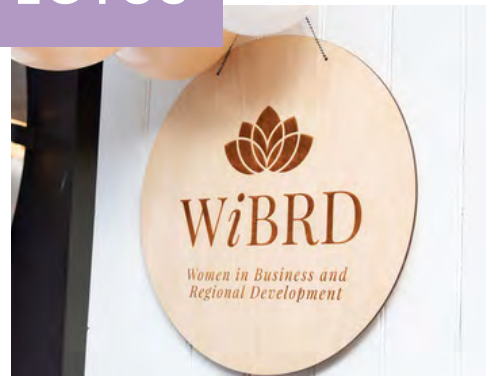




WiBRD

Women in Business and
Regional Development

2022 PARTNERSHIP PROSPECTUS



OUR VISION

To champion regional women as
leaders and changemakers

OUR MISSION

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

OUR PILLARS

1. Building Leadership
Capacity & a Strong
Regional Voice
2. Financial Stability
3. Stakeholder
satisfaction &
Wellbeing
4. Innovation & Growth
5. Regional Focus

OUR VALUES

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



FROM THE CHAIR

WiBRD invites you to be part of our unique and growing women's professional network by becoming valued partner in 2021.

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
WiBRD CHAIR

2021 YEAR IN REVIEW: 2021 CALENDAR OF EVENT

February 2021

- 2021 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

July 2021

- Relax & Connect, Announcements of scholarship recipients, at Metro Bakery & Café, Mt Gambier

August 2021

- Training – Emotional Intelligence for Workplace & Personal Success, The Commodore, Mt Gambier
- Supporting Each Other in Business Luncheon at Macs Hotel, Mt Gambier

September 2021

- Empowering Women in Business Breakfast, The Commodore on the Park, Mt Gambier

October 2021

- International Day Rural Women Luncheon, Hollick Estate, Penola
- 2021 Annual General Meeting & Partner Round Table at UniSA

November 2021

- Christmas – Relax & Connect at Metro Bakery & Café, Mt Gambier
- Christmas – Relax & Connect at Wild Game, Naracoorte



2021 YEAR IN REVIEW

On reflection, the year has had many highlights and it is really exciting to see the numerous achievements of our network.

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.

ENGAGEMENT STATISTIC

Includes total attendees, email distribution, members, sponsors and social media reach.



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



PARTNERSHIPS

MEMBERSHIP LEVEL*	MAJOR	PLATINUM		GOLD		SILVER		LOGO	
VALUE PER YEAR	Negotiated Tender Process	\$3,800 p.a.	\$2,750 p.a.	\$2,750 p.a.	\$1,850 p.a.	\$1,700 p.a.	\$1,300 p.a.	\$715 p.a.	\$550 p.a.
TENURE	TBC	1 Year	2 Years	1 Year	2 Years	1 Year	2 Years	1 Year	2 Years
Exclusive industry sponsorship	○								
Banner placement at all events	○								
Speaker address at 2021 launch	○								
Complimentary pass to all ticketed events	1 ticket								
Logo on publications	○								
Recognition of Partner attendees at all events	○	○	○						
Opportunity to host an event (subject to strategic plan)	○	○	○						
Individual Memberships	6	4	4	3	3	2	2	1	1
Complimentary tickets to 2021 launch	6 tickets	4 tickets	4 tickets	3 tickets	3 tickets	2 tickets	2 tickets	1 ticket	1 ticket
Discounted tickets to WiBRD Major Event	○	○	○	○	○	○	○	○	○
Clickable logo on website	○	○	○	○	○	○	○	○	○
Logo recognition on Powerpoint at events	○	○	○	○	○	○	○	○	○
Opportunity to place news/events in monthly newsletter to members	○	○	○	○	○	○	○	○	○
Opportunity to place news/updates in newly established member portal	○	○	○	○	○	○	○	○	○

** Major Partner inclusions open for negotiation through tender process



WiBRD
Women in Business and
Regional Development

LOOKING FORWARD TO 2022

The WiBRD Board are continually endeavouring to gain feedback from our community and with this feedback and analysis we have developed a comprehensive updated strategic direction to take us through to 2023.

This continuous effort at improvement ensures the board, structured training and events that focus on professional and personal development and a clear and united vision of where we are heading.

WiBRD are making a collective effort to ensure the sustainability of the organisation by endeavouring to be truly regional and to advocate and connect on behalf of the organisation.

The themes and styles of our events and programs are planned with the members and partners needs in mind and with the overarching focus on building the leadership capacity of regional women. Our events are all designed to offer opportunities for professional networking.

As a networking organisation, we encourage all Partners to attend as many events as possible, if you cannot attend, we encourage you to empower your staff and send them along to represent your business to take full advantage of your sponsorship investment.

Our priorities in the coming year are to ensure the board and organisation are supported to do their best work. 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, driving membership across the Limestone Coast, supporting growth and leadership within our community, and seeking support to deliver strategies that will continue to support our members.

The Board is excited to refresh our website and develop our membership portal as a connection point for our members. A key part of this development will include our mentoring program, we were lucky enough to receive a grant from the Building Better Regions Fund, Community Investment stream for our WiBRD Mentor Connect program.



PARTNERSHIP ACCEPTANCE FORM

BUSINESS DETAILS

Organisation		
Contact person		
Mailing address		
Email		
Telephone	Office:	Mobile:

PARTNERSHIP CATEGORIES

PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	LOGO PARTNER
<input type="checkbox"/> 1 year (\$3,800 p.a)	<input type="checkbox"/> 1 year (\$2,750 p.a)	<input type="checkbox"/> 1 year (\$1,700 p.a)	<input type="checkbox"/> 1 year (\$715 p.a)
<input type="checkbox"/> 2 year (\$2,750 p.a)	<input type="checkbox"/> 2 year (\$1,850 p.a)	<input type="checkbox"/> 2 year (\$1,300 p.a)	<input type="checkbox"/> 2 years (\$550 p.a)

All partnership levels include GST.

* Please note that Major Partner and Commercial Partnerships are negotiated separately from the above partnership categories. For further information please contact our Executive Officer on 0400 293 676 or by emailing executive@wibrd.org.au

The partnership period commences on the date of the first payment.

INDIVIDUAL MEMBERSHIPS

Upon receipt of this form, Women in Business and Regional Development will be in touch with a request for the names of the staff that will make up the individual memberships that are included in your partnership as outlined in the Partnership Prospectus.

PAYMENT

<input type="checkbox"/> Bank Transfer	Invoice for:	1 Year	2 Years
Account Name: Women in Business and Regional Development Inc.		<input type="checkbox"/>	<input type="checkbox"/>
BSB: 015-660			
Account Number: 388 575 037			
Please include business name as a reference when making payment.			

Upon receipt of this form, a tax invoice/receipt will be emailed for your records.

PARTNERSHIP PROFILE

Women in Business and Regional Development will be in touch upon receipt of this acceptance to build a partner profile of your business to further support our partnership. Along with questions about your business, we will also request your most recent and highest resolution logo.

DECLARATION

On behalf of the above named organisation, who I am authorised to represent, I agree to partner with Women in Business and Regional Development Inc. for the period and level specified above.

I verify the statements made in my application are true and correct at the time of completing this form.

Signature:	Date:
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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



SINCLAIR Wilson
ACCOUNTANTS & BUSINESS ADVISORS



Silver Partners



Dare to Dream

Logo Partners



AEL ESTE

