



# WiBRD

Women in Business and  
Regional Development

Women in Business & Regional Development Inc

## 2019 Annual Report

## 2019 Members of the WIBRD Board



Board from left to right

**Lauren Milich, Caitlin Kennedy, Cathy Lunnay, Di Ind, Jacinta Jones & Cathy Beckman (Harriet Keatley- absent)**

### **Our Vision**

*Women Empowering Women*

### **Our Mission**

*We ignite, support, advocate and celebrate through our community*





# Chairman's Report

Women in Business & Regional Development (WiBRD) was formed in 1998 with the vision to lead a series of inclusive networks for like-minded women in a supportive and professional environment. The strength of WiBRD is our valuable members, partners and our ability to empower all women and ignite their potential through training, networking and supporting each other in business.

It is important to acknowledge where we have been, our accomplishments and look forward to the potential in our future. This was evident in November 2018 as WiBRD celebrated 20 years, this was an opportunity to reflect and celebrate how far Women in Business & Regional Development have come.

On reflection the 2018-19 year has had many highlights and it is really exciting to see the numerous achievements of our network. This year has been a year of systems for the network which has seen the implementation of a number of processes and programs to improve the networks operational efficiencies including the launch of the new website. On top of this, Women in Business & Regional Development hosted over 21 events for our Members, Partners and community which support our core values as a networking organisation.

Our partnerships with Partners and Members is key to the success of our Vision, Women Empowering Women. It is with this in mind and our commitment to our mission that we continue to strive to bring you all a Network where we can ignite a passion for business and the community, support and advocate for the individual or a community where there is need and of course Celebrate.

The organisations commitment to our continuous development, strategy and improvement to our underlying processes will support the sustainability of the WiBRD's future.

At a Board level there has been a number of changes in 2019, our Executive Officer, Shylie Harrison resigned from her position and Cathy Lunnay relinquished her role of Chair of the network in March. Despite the challenges associated with transition, I am pleased to note that the activities of the organisation continued at pace, as evidenced by the achievements outlined in this Annual Report.

I would like to acknowledge and sincerely thank Cathy Lunnay, Caitlin Kennedy, Donna Foster, Di Ind and Lauren Milich for their invaluable contributions and volunteer time they have committed to our network during their tenure as Board members. Cathy Lunnay has been instrumental in the development of the new website and of various new systems for the organisation, Lauren Milich has dedicated many hours towards implementing changes to the finance systems and Caitlin Kennedy who's expertise in media is appreciated.

*"Our partnerships with Partners and Members is key to the success of our Vision  
Women Empowering Women..."*

**Jacinta Jones**  
*Chair of WiBRD*



# Chairman's Report.

## Continued

*"We thank each and every one of you for your support..."*

I would also like to note the retirement of former Chair, Di Ind. Di has been the driving force behind a number of key initiatives such as the Hall of Fame. As a Board Member for over 6 years, and a Chairman for a number of those, Di's contribution has been instrumental in our success.

Our priorities in the coming year will be to ensure the board and organisation are supported to do their best work through strong communications, streamlining processes and a renewed commitment to our core members, partners and community.

We thank each and every one of you for your support of our events, contribution of your time and resources and dedication to our vision 'women empowering women'.

Jacinta Jones



# Treasurer's Report

In my final year as Treasurer for Women in Business and Regional Development I am happy to present to you the audited statements for the year 2018/2019.

The introduction of Xero and redevelopment of our website presented some challenges for myself and the board throughout the year. The entire volunteer board worked as a united front to ensure that we maintained the integrity of our strategic plan while also being flexible with our processes to ensure the original intent of the website functionality.

Moving forward we can see that this will continue to grow as a powerful tool for the network to the benefit of our partners and members.

We continue to be heavily reliant on external funding through partners and membership. We note that our Membership and Partnership income has been reported as less than previous years although this is a direct reflection of the changes to our partnership structures and the move to an annual subscription based on your joining date rather than a January intake. We have found this so far to be very successful and with the changes to our budget strategies we will continue to ensure the network is in a good financial position.

The board continue to focus on our budget and ensuring that this aligns with our strategic plan, this has resulted with us finishing the year in profit.

Our profitability puts the organisation in a great position for the year ahead and I wish the board and the new treasurer every success moving forward.

## Auditors Report

Thanks once again to the team at Sinclair Wilson for coming on as a Platinum Level Partner including Angela Cook, Felicity Melican and Pam Cussack for completing the 2018/2019 audit.

**Lauren Milich**  
*Treasurer of WIBRD*

*"The entire volunteer board worked as a united front to ensure that we maintained the integrity of our strategic plan ..."*



# Statement of Receipts & Payments

## WOMEN IN BUSINESS AND REGIONAL DEVELOPMENT INC.

### STATEMENT OF RECEIPTS AND PAYMENTS

FOR THE YEAR ENDED 30TH JUNE, 2019

		2019
		\$
<b>RECEIPTS</b>		
Event Sales		20,458
Fundraising		774
Fundraising - Stand Like Stone		2,711
Income from Website WiBRD		2
Interest Received		1,176
Membership Fees - Corporate		399
Membership Fees - Individual		2,658
Sponsorship		
Chairperson	(1,658)	
Sponsorship - Logo     Jacinta Jones	1,258	
Sponsorship - Major	(250)	
Sponsorship - Platinum	7,306	
Sponsorship - Silver	1,006	
Sponsorship Event	4,545	
Sponsorship Received old	2,773	14,980
Square Processing Income		144
Sticky Tickets Processing Income		450
Discounts Received		1,585
		<b>45,337</b>
<b>Other Carried Forward Income</b>		
Corporate Membership Clearing Account	287	
Gold Partnership Clearing Account	3,340	
Individual Membership Clearing Account	2,691	
Logo Partnership Clearing Account	6,492	
Platinum Partnership Clearing Account	4,740	
Silver Partnership Clearing Account	8,130	
Partnership in Advance - Logo	1,000	
Partnership in Advance - Platinum	3,364	
Stand Like Stone Fundraiser	45	
		<b>30,089</b>
<b>TOTAL RECEIPTS</b>		<b>75,426</b>

Report based on the Profit and Loss(Cash) from MYOB. Comparative data for 2018 year not provided due to amendment to chart of accounts.



# Statement of Receipts & Payments (cont.)

## WOMEN IN BUSINESS AND REGIONAL DEVELOPMENT INC.

### STATEMENT OF RECEIPTS AND PAYMENTS

FOR THE YEAR ENDED 30TH JUNE, 2019

2019

\$

#### PAYMENTS

##### Costs Relating to Events

Advertising	5	
Catering	17,766	
Decorations	3,358	
Donations - SARWG Scholarship	1,500	
Entertainment/Presenter Costs	5,205	
Graphic Design	765	
Miscellaneous Expenses	73	
Photography Costs	1,906	
Postage	127	
Printing & Photocopying	1,520	
Processing Fees - Square	155	
Processing Fees - Sticky Ticket	450	
Stationery	182	
Trophies and Gifts	1,766	
Venue & Equip Hire	70	
<b>Total Events Costs</b>		<b>34,848</b>

##### Operating Expenses

Accounting and Audit Fees	2,935	
Bank Fees	116	
Computer Expenses	452	
Donations - Other	250	
Executive Assistant	3,082	
Executive Officer	22,150	
Insurance	1,458	
Mobile phone and internet	509	
Stripe Processing Fee	296	
Subscriptions	3,231	
<b>Total Operating Expenses</b>		<b>34,479</b>

#### TOTAL PAYMENTS

**69,327**

#### OPERATING SURPLUS (DEFICIT)

**6,099**

Report based on the Profit and Loss(Cash) from MYOB. Comparative data for 2018 year not provided due to amendment to chart of accounts.

Page 2



# Statement of Balances

## WOMEN IN BUSINESS AND REGIONAL DEVELOPMENT INC.

### STATEMENT OF BALANCES

AS AT 30TH JUNE, 2019

	2019 \$	2018 \$
ANZ Cheque Account	34,212	33,866
ANZ Online Saver	9,497	9,460
ANZ Term Deposit	45,931	44,793
Deb Chairperson	217	148
Jacinta Jones		
Sticky Tickets	-	99
Stripe Clearing Account	2,221	-
<b>Total Bank Balances as at 30th June, 2019</b>	<b>92,078</b>	<b>88,366</b>
<b>Plant and Equipment</b>		
Furniture and Plant at Cost	454	454
Intangible Asset - Web site	6,200	4,050
Plant & Equipment	690	690
<b>Total Plant and Equipment</b>	<b>7,344</b>	<b>5,194</b>
<b>Total Assets</b>	<b>99,422</b>	<b>93,560</b>
 GST Payable as per Zero Cash Basis	 1,208	 303.00
Stand like Stone Fundraiser		1,142.00
	<b>98,214</b>	<b>92,115</b>

# Statement by Members of the Committee

## 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 on a cash basis.

In the opinion of the Committee the financial report as set out on pages 1 to 3

1. Presents a true and fair view of the financial position of Women in Business and Regional Development Inc. as at 30 June, 2019 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that 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 the resolution of the Committee and is signed for and on behalf of the Committee by:

Chairperson   
Jacinta Jones

Dated: 4/10/2019

# Executive Officer's Report

"Women Empowering Women" was the new vision that the board set for the organisation this year and it was with this vision that the operational priorities were set: strengthen sustainability and empower and celebrate women in the community. Running a not for profit organisation presents many challenges, not only due to limited financial resources but also ensuring you are staying up to date with the regulatory framework without losing focus of the vision and purpose of WiBRD.

In line with our systems upgrade the network have upgraded to a new accounting system and online file sharing system which will significantly improve the networks operations and communications.

In early 2019 Shylie Harrison, our Executive Officer of seven months resigned, during her short tenure Shylie implemented a number of positive changes to the network and set in place a number of processes that will see us to continue to develop and grow in our strategy and mission. To support the many initiatives in place former Executive Officer Lydia Mules returned in June to assist with the operations of the network.

All Board members stood up at this period of transition when the organisation faced a significant agenda of Influential Women in Business Award planning and systems change and supported the organisation volunteering many hours of their time to the operations of the network.

We sincerely thank each and every Board member as you continue to play a pivotal role behind the scenes of the network ensuring this entire community are supported on a daily basis. This group of Women are evidence of the talent, enthusiasm and achievement of women empowering women.

In the coming months the operations of the network will look to reinvigorate the core operational areas of the organisation in the WiBRD sub-committee's as defined in the coming pages.

*"Running a not for profit organisation presents many challenges, not only due to limited financial resources but also ensuring you are staying up to date with the regulatory framework without losing focus of the vision and purpose of WiBRD".*



**Shylie Harrison**  
*Outgoing EO of WiBRD*



**Lydia Mules**  
*Incoming EO of WiBRD*



## Membership and Partnership

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

*“The strength of Women in Business is our valuable members and partners...”*

For the 2019 calendar year we have had 142 Members and 40 Partners with varying sponsorship types. These Partnerships and memberships which we rely so heavily on, enable us to operate at a sustainable level.

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 network to bring in new industries to 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 FY19/20.

Along with the new rolling subscription-based membership model the network have also updated their Partner model which now includes partnership contracts for two years. These two-year Partnerships will significantly improve our efficiencies as we can focus on bringing new Partners into the organisation. It is pleasing to note that many Partners have upgraded their Partnership Category in 2019 and we thank them for their continued support.

The rolling subscription based model of membership now means members can sign up for a year long membership at any time through our new website, although in its infancy this new system once fully embraced will be a great benefit to the organisation.

Whilst our membership has reduced slightly in 2019, this has been a direct effect from the many changes in our network such as the new website, rolling membership model and staffing changes. Key communications to our members and prospective members are planned in the coming months which we believe will significantly increase both the membership and partnership numbers.

In the absence of grant or philanthropic support, membership and sponsorship are critical to the financial viability of the network. The Board have 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 sponsor interactivity with the network and thus increasing future memberships and sponsorships.



## Events

This year was another massive year for our events committee. WiBRD hosted an incredible 21 events including 4 professional development/training events, 7 luncheons, 4 breakfasts, our 2019 Launch event, 2018 Hall of Fame Masquerade Gala Dinner, and our first ever member and partner exclusive event. This Exclusive event brought the renowned SheKan to the region which was a great achievement for the network.

*"Our events such as the IWA, Hall of Fame and breakfasts continue to develop and provide a platform for great conversation and celebration..."*

We have continued with monthly luncheons on the last Friday of most months. 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. The reduction in the number of events offered throughout the year has enabled us to not only collaborate with other organisations within the community to provide outstanding events but has allowed us to streamline our focus and creativity to provide events that have had our members talking for long after they have left.

Amid the implementation of the strategic concept we are continuing to create events that are fresh and innovative whilst attracting key speakers and entertainers from our metro locations. Our events such as the IWA, Hall of Fame and breakfasts continue to develop and provide a platform for great conversation and celebration whilst training and workshops provide relevant upskilling and purpose for our careers and businesses.

We continually strive to focus on building our members' skills base, develop friendships through networking and supporting each other, facilitating members to enhance business connections and build strategic alliances as part of our Business and Strategic Plan. Facilitated by member survey feedback, face book and anecdotal responses from members we aim to provide requested types of training and events whilst also recognising the achievements of our members. Our training events aim to build skills and knowledge, awareness, develop friendships and have fun in a collaborative environment.



## Awards, Hall of Fame & Scholarships

The 2019 Entrepreneurial & Business Scholarships were presented at the WiBRD 2019 launch in February. Lyn McLachlan of the Limestone Coast Pantry and Lucy Dodd of Lowan Park Produce were announced as the recipients. We would like to take the opportunity to thank Duncan Redman of Dare of Dream Mentoring and Business Coaching for supporting this great initiative.

In August 2018, the network celebrated the induction of Tammy Whitehead, Wendy Richardson and Elizabeth Hodges to the WiBRD Hall of Fame, initiated in 2016, the 'Hall of Fame' has been developed to recognise and thank individual[s] for their contribution and continuous influence towards Women in Business & Regional Development. The Hall of Fame is an opportunity for our members to come together and celebrate the dedication and contribution of some incredible individuals. These women have played a vital role in the sustainability of our network and it is our honour to recognise their time and use of resources that continue to empower the women of this region for over 20 years.

The WiBRD Hall of Fame is conducted biannually at the August Gala Dinner in the alternate years to the Influential Women in Business Awards.

## Media & Communications

A focus on systems in the past 12 months has delivered the implementation of the first stage of our new website which has enabled us to update our system to a subscription based rolling membership model. Whilst challenging in its infancy this new website and membership system will enable our network to provide a more streamlined process to our members and improve our efficiencies.

*“Through the support of Bill DeGaris and Fiona Pulford a strategic plan was created...”*

WiBRD's social media reach continued to climb this financial year with our communications strategy including facebook, website and electronic direct mail. Facebook page likes increased by 15% this financial year to 2,450 likes with nearly 2,600 page followers and an outstanding amount of people engaged with our 354 facebook posts throughout the year. Of our 60 electronic direct mail campaigns, 8,500 people uniquely opened these emails to find out more about our fantastic organisation.



## Governance

The Board continues to up skill, 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. The Board also completed a Strategic Planning Session with Fiona Pulford enabling us to use that information to help set the direction for a sustainable and vibrant network.

Through the support of Bill Degaris and Fiona Pulford a strategic plan was created to carry the network onto 2020 allowing the Board to balance significant growth within the network whilst developing our partnerships and engagement throughout the community.

A strong focus of the network for the coming year will be the overall governance of the organisation. This will be reflected through the development and implementation of the strategic plan, the update of the organisations constitution, the drafting and ratification of many internal policies and procedures, the development of stronger financial reports and budgets, strong induction process for board members and the continuation of sub-committees to support the operations of the organisation, allowing board members to focus on the strategic vision of WiBRD.





# Calendar of Events 2018/2019

## July 2018

Professional Development collaboration with eNVision on Women in Innovation at the Flinders Venture Dorm.

Exclusive Member & Sponsor Workshop with 'SheKan' at Thyme at the Lakes

Supporting Each Other in Business Luncheon at the Commodore on the Park

## August 2018

WiBRD 2018 Hall of Fame Masquerade Gala Dinner at the Commodore on the Park

Empowering Women in Business Breakfast with Guest Speaker Donna Foster at the Commodore on the Park

Supporting Each Other in Business Luncheon at Thyme at the Lakes

## September 2018

FREE Member 'Relax and Network' event at the Apple Farm

Professional Development 'Get Social Savvy' Digital Picnic Social Media Workshop at the Commodore on the Park

Supporting Each Other in Business Luncheon at the Commodore on the Park

## October 2018

Empowering Women in Business Breakfast featuring a panel of local identities on business & community involvement

AGM

Supporting Each Other in Business Luncheon at Metro Bakery & Cafe

## November 2018

2018 Member & Sponsor Christmas & 20 Years of WiBRD Celebration at the Apple Farm

## February 2019

WiBRD 2019 Launch & Dinner at the Commodore on the Park

WiBRD Supporting Each Other in Business Luncheon at Caffè Belgiorios

## March 2019

'Book Chicks Road Trip' collaboration with Busy Bird Publishing at the Commodore on the Park

International Women's Day Breakfast at the Riddoch and Main Corner Complex

WiBRD Supporting Each Other in Business Luncheon at Metro Bakery & Cafe

## April 2019

FREE member Training and Professional Development Event with Fiona Pulford Coaching Leaders at UniSA

## May 2019

Supporting Each Other in Business Luncheon at Thyme at the Lakes

## June 2019

Empowering Women in Business Breakfast at the Commodore on the Park with speaker Mayor Lynnette Martin

Thanks to our 2019 partners for helping us achieve our vision to empower the Women of our community.

## Platinum Partners



## Gold Partners



## Silver Partners



## Logo Partners



Women in Business & Regional Development Inc

A: PO BOX 9432, MOUNT GAMBIER WEST SA 5291 • ABN: 45 404 926 425 • W: [www.wibrd.org.au](http://www.wibrd.org.au) • E: [executive@wibrd.org.au](mailto:executive@wibrd.org.au)