



# *Championing regional women as leaders and changemakers*

## 2021 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. Financial sustainability
2. Building leadership capacity and a strong regional voice
3. Innovation & growth – Invest in ideas generating processes
4. Stakeholder satisfaction & wellbeing
5. Regional development – Opportunity for network to be truly regional

## OUR VALUES

1. Authenticity
2. Advocacy
3. Leadership & growth
4. Relationships & collaboration
5. Fun & balance





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

Growing the potential of regional women is our key focus for 2021. In order to do this we endeavour to encourage up and coming business owners, women in leadership positions, entrepreneurs and Members of our community to join our network and attend our events.

Women in Business & Regional Development continue to provide relevant training, tools and resources to ignite the potential of Women in our community. Events range from our empowering women in business networking breakfasts to free training workshops for career enhancement and individual improvement.

WiBRD is evidence that when you get a room full of like-minded people great fun can be had, networks made, friendships built and as a result our Community strengthens. Our many community partnerships, sponsors and members of Women in Business & Regional Development is proof that an effective collaboration turns into an outstanding partnership that is a benefit to all.

As one of the regions highest profile member-based organisations, Women in Business & Regional Development

have supported and developed the capabilities of regional women for over 22 years. Awareness in the community of what our organisation is endeavouring to achieve, highlights that we are fast becoming an advocate for the Women and community of the Limestone Coast.

The growth of WiBRD signifies the direction, energy and enthusiasm of our board and members and we invite you to be involved in this growth. As part of our updated strategic direction, increasing member and partner engagement is a key focus. Ensuring that both Partners and Members receive value for their investment.

In the absence of any grants or philanthropic support, our partnerships with Partners and Members is key to the success and viability of Women in Business & Regional Development. I would like to sincerely thank all for your support and commitment to our vibrant organisation as we continue to drive growth through innovative channels and seek your support in ensuring our network can continue to serve its members and the community in 2021.

**When women work together incredible things can happen.**

—

**JACINTA JONES**  
WiBRD CHAIR

WiBRD 2019 Board from left: Nicole Reschke, Jacinta Jones, Ebony Moulden, Toni Vorenas, Harriet Keatley, Liz Rymill and Cathy Beckman. Please note as per the 2019 November Annual General Meeting, Danielle England has joined the WiBRD Board replacing Liz Rymill.



### February 2020

- WiBRD 2020 Launch & Hall of Fame at Commodore on the Park

### March 2020

- WiBRD International Women's Day Breakfast LIVE STREAM with ADELAIDE CONVENTION CENTRE
- Member 'Speakeasy' feedback event at Metro Bakery & Cafe

### April 2020

- FREE 3 Month Membership program initiated
- WiBRD Website stage 1 and membership portal launched
- 'Conversations with Women in Business' Podcast series launch
- Launch of the WiBRD Facebook Community Group
- Zoom Event - Job Keeper Explanation with Jason Seidel of Galpins
- Zoom Event - Navigating through COVID-19 to emerge on the other Side with Sinclair Wilson
- Zoom Event - Facebook Community Coffee & Chat

### May 2020

- Business Booster and Scholarship Program Launched
- WEBINAR - Scholarship Submission & Business Plan Tips with Di Ind & Toni Vorenas
- WEBINAR - WiBRD Branding during & after Covid-19 Presented by Hello Friday

- Zoom Evening Event - All things Wine with Nicole and Dru Reschke of Koonara Wines
- Zoom Event - Facebook Community Coffee & Chat

### June 2019

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

### July 2020

- Supporting Each Other in Business Luncheon at Thyme @ the Lakes
- Relax & Connect Networking Event in collaboration with the Riddoch Business & Community Association at Koonara Wines and featuring the announcement of the WiBRD 2020 Scholarship Program Recipients

### August 2020

- Empowering Women in Business Breakfast at the Commodore on the Park
- Supporting Each Other Luncheon at Metro Bakery & Cafe

### September 2020

- Supporting Each Other Luncheon at the Commodore on the Park

### October 2020

- WiBRD International Day of Rural Women Luncheon at Hollick Estate

### November 2019

- Annual General Meeting at UniSA Mount Gambier Campus



**On reflection the 2019/20 year has had many highlights and it is really exciting to see the numerous achievements of our network.**

We have emerged from the current landscape in a strong position thanks to the organisation's commitment to our continuous development, strategy and improvement to our underlying processes which will support the sustainability of the WiBRD's future.

As the COVID-19 pandemic evolved, the situation has certainly seen our plans for 2020 needing to pivot with many event being adapted, postponed or cancelled. Whilst there has certainly been challenges, there has been many successful programs and events undertaken by WiBRD in such as numerous online events, the 2020 Business Booster and Entrepreneurial Scholarship program, UN International Women's Day Breakfast, International Rural Women's Day Luncheon and the WiBRD Hall of Fame.

### **2020 Business Booster and Entrepreneurial Scholarship Program**

Women in Business & Regional Development (WiBRD) announced the 2020 Business Booster and Entrepreneurial Scholarships recipients at a sell-out event in Penola on Friday the 31st of July.

Ilana Adam and Marika Gazzard of Lanamara and Danielle England of Black Island Produce were the joint recipients of the Entrepreneurial Scholarship. Cindy Cross of Post and Rail Potager and Pantry was announced as the recipient of the Business Booster Scholarship by Southern Cross Austereo Representative Jazz Gritton.

The WiBRD Scholarship Program has been developed in partnership with Dare to Dream Business Coaching and Mentoring, Southern Cross Austereo and Flinders University. 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.

### **2020 Hall of Fame**

More than 100 people from across the region celebrated the announcement of the inductees to the Women in Business & Regional Development Hall of Fame at the WiBRD 2020 Launch.

Past Hall of Fame inductee Wendy Richardson presented the trophy to the inductees that were part of the founding committee of Women in Business & Regional Development Liz Ballinger, Nancy Withers, Jan Kentish, Kay Hocking, Maureen Andrews, Janice Nitschke and Helen Stock. Di Ind was announced as the final inductee on the evening. Di was on the Women in Business & Regional Development Board for 6 years, with three acting as the Chair of the network.





## ENGAGEMENT STATISTICS

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



**967**

Instagram Followers  
as of June 2020 with a  
full year reach of 21.5k-  
up 46% on June 2019



**9.7K**

Emails opened  
in the last 12 months-  
email database of over  
600 subscribers



**238.2K**

Total Facebook reach  
in the last 12 months  
and 2.5k total likes.



**750**

Attendees at events  
in the last 12 months-  
up 10% on FY19.

## YEAR IN REVIEW

<b>MEMBERS</b>	115 individual members 14 corporate members 40 Free 3-Month Trial members
<b>PARTNERS</b>	40 business partners
<b>INDUSTRIES</b>	Over 16 Industries represented

## KEY EVENTS & COLLABORATIONS

- HerSELF Scholarship Initiative
- Launch & Hall of Fame Gala Event
- Business Booster & Entrepreneurial Scholarship Program
- UN International Women's Day Breakfast
- Collaboration Event with the Riddoch Business & Community Association
- 'Big, small - Support us all' collaborative community campaign
- Member & Partner Speakeasy Events
- International Rural Women's Day Luncheon



## 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	○	○	○	○	○	○	○	○	○



**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 a spread of roles across the board, structured training and events that focus on professional and personal development and a clear and united vision of where we are heading.

Women in Business & Regional Development are making a concerted effort to ensure the sustainability of the network 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 and personal growth.

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.

2021 will see WiBRD further improving our website and member portal, strengthening our community partnerships and offering a number of programs and initiatives to support our network as it adjusts to the COVID-19 pandemic. Our Members area on our website offers a fantastic platform to connect with others throughout our region providing access to the WiBRD Member Directory, exclusive member information, webinar recordings, our newly released Conversations With Women in Business podcast series, member discounts for our events as well as allowing our members and partners to connect with relevant business and or people to enhance our community.





## 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](mailto: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"/> <b>Bank Transfer</b>	Invoice for:	1 Year	2 Years
<b>Account Name:</b> Women in Business and Regional Development Inc.		<input type="checkbox"/>	<input type="checkbox"/>
<b>BSB:</b> 015-660			
<b>Account Number:</b> 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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Partnership enquiries to Executive Officer:  
**Mobile:** 0400 293 676 **Email:** [executive@wibrd.org.au](mailto:executive@wibrd.org.au)  
Women in Business and Regional Development Inc.  
PO Box 9432 Mount Gambier SA 5291  
**wibrd.org.au** ABN: 45 404 926 425



Thanks to our 2020 partners for helping us achieve our vision to empower the women of our community.

## MAJOR PARTNER



## PLATINUM PARTNERS



## GOLD PARTNERS



## SILVER PARTNERS



## LOGO PARTNERS



Women in Business and Regional Development Inc.  
PO Box 9432 Mount Gambier SA 5291  
Partnership enquiries to Executive Officer:  
Mobile: 0400 293 676 Email: [executive@wibrd.org.au](mailto:executive@wibrd.org.au)  
[wibrd.org.au](http://wibrd.org.au)

