



RRR NETWORK

THE RRR NETWORK

OF WESTERN AUSTRALIA INC.

ANNUAL REPORT
FOR 2020



CONTENTS

The RRR Network Annual General Meeting was held on the
16th October 2020 at the Ingot Hotel, Belmont.
The below reports were shared at this meeting.

Chair Report
Sarah Lang

Treasurer Report
Alys McKeough

CEO Report
Kendall Galbraith

*We would like to acknowledge the
past, present and future Traditional Owners and Elders,
whose cultures and customs have and will
continue to nurture the land on which we walk and live –
Wooditchup (Margaret River), Wadandi Boodja.*



RRR NETWORK

CHAIR'S REPORT

The 2019/20 year has been a challenging year for the RRR Network as we farewelled our interim CEO Megan MacNeill, and welcomed our new CEO Kendall Galbraith. We farewelled our Chair, Lyn Farrell and Board Members Sue Middleton, Anna Dixon and Nicole Batten.

Thank you on behalf of the current Board and our Members for the contribution you made to the RRR. We very much appreciated it! We also welcomed our new Board Members, Yola Bakker, Alys McKeough, Fleur Porter, Gina Ferreira and Marilyn Rulyancich.

We then found ourselves in the middle of the global pandemic that is COVID-19 with border restrictions, closure of businesses, limited contact with other people and Zoom meetings becoming the norm. COVID-19 has brought a new set of challenges and forced us to pivot, re-evaluate our service proposition and how we can continue to assist rural and regional communities in this COVID environment.

Our major event, the 2020 AgriFutures Rural Women's Awards was cancelled due to COVID-19. But we couldn't let these amazing women go unrecognised for their fabulous work. So we went online and partnered with the ABC Country Hour with the Hon. Alannah MacTiernan announcing the winner and runner-up live on the Country Hour. As much as we would have loved an awards night, we did the best we could to recognise the Winner Cara Peek. And we are proud to say it was an extremely successful event!

We've been forced to go online to ensure we can continue to service our regional, rural and remote communities. We've launched various webinars covering a wide range of topics. Such as a RRR Network Members Meet & Greet which was a great way to network with other Members and launched a mentoring program. We also partnered with GenerationAg to deliver podcasts highlighting various regional and rural women doing amazing things in their local communities. We've also recently partnered with NBN Co to deliver Curtin University 'Personal Branding: A Roadmap for RRR Women'.

Thank you also to my fellow Board Members and our CEO Kendall Galbraith. With all the challenges that we've faced this year we've delivered some incredible programs and assisted many rural, regional & remote women to shine in a very difficult environment. Thank you also to our members, I continue to be amazed by the volume of incredible and inspiring rural, regional, and remote women doing amazing things in their local communities.

We are looking forward to rounding out this crazy year that is 2020 and continuing to service our rural, regional and remote women and their communities in 2021!



sarah
lang

CHAIRPERSON

TREASURER'S REPORT

This is my first year on the RRR Board and I must say it has been a challenging year and one we won't forget in a hurry. It has presented many challenges but as RRR women I believe we have managed under the amazing leadership of Kendall Galbraith our CEO to adapt to these challenges.

So, as per the financial statements provided to you for the Rural Remote Regional Women's Network of WA for the year ended 30th June 2020 I can report the following:

Our **operating deficit** for the year was \$98,549.

Our **opening balance** at Bendigo Bank on the 01/07/2019 was \$589,259.

Total revenue for the financial year was \$283,404.

Major revenue items:

- Grants \$103,800 – Lotterywest – COVID-19 Relief Fund.
- Other Revenue \$42,780 – Cash flow boost.
- Membership fees, fundraising and sales \$144,976.
- Other revenue \$20,076 – Jobkeeper, insurance refund & travel assistance.

Total expenses for the financial year were \$381,953.

Major expense items:

- Wages and salaries \$195,679.
- Training provision for on sell \$38,911.
- Event expenses \$38,308.

Closing Bank Balances as at 30/06/20

- Community Saver \$451,540.
- Women's Support Fund \$94.

In conclusion another successful year for the RRR Network in difficult times.

As an organisation it has been identified that the RRR Network needs to generate sufficient income to become self-supporting over the coming years to cover the Network without reliance on grants. This has been the CEO and board's goal over the past year. During the past year we have restructured our membership tiers and are continually looking for opportunities to deliver programs and run events that achieve our self-sufficiency.

I would like to thank Kendall and the whole board for being such an inspiring and supportive group of women to work alongside.



alys
mckeough

TREASURER

CEO'S REPORT

Welcome to the Rural Regional and Remote Women's Network of Western Australia AGM, those in the room here, and those online.

I wish to acknowledge the traditional custodians of the land we are meeting on, the Whadjuk (Perth region) people. I wish to acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

Today, I would like to take the opportunity to refresh what we have achieved since becoming incorporated, touch on this year and finish with our vision for 2021.

It would be fair to say that the list of achievements for the RRR Network would easily run off my page, so I will summarise and reflect on our most outstanding.

1. AgriFutures Rural Women's Awards

The RRR Network with DPIRD have hosted this highly reputable annual award, and with each year it has grown. In fact, Western Australia had the highest number of applications (25) nationally in 2019 demonstrating how impactful and influential the Network really is. The Alumni list of finalists and winners exceeds 65 women in WA dating back to 2000. Their names are listed on our website and there are photo galleries for the last 3 years available for viewing.

2. Membership and Network Growth

Our Network value across all socials is now at 11,155. Our strategic target is to have 100,000 in our network by 2040. Membership has been a key measurement in understanding connection and buy-in from regional women. The inaugural year we had more than 100 women sign up to be members, but it then fluctuated the following years with challenges experienced. Such as, the organisation clearly articulating its value proposition, then making it resonate, and the most complex hurdle has been relying on a marginalised audience (regional women) to be in financial position to support the organisation. In 2020, the RRR Network focused on how to overcome these challenges, with an aim to increase diversity, and as a result have experienced a 20% growth in membership.

Last financial year we had under 70 members, as of today we have 100 members and I expect these numbers to grow with pro-rata membership offerings.



2019 Rural Women's Awards Finalists at Optus Stadium

3. Curtin Partnership and other training

Establishing this partnership with Curtin University, has been invaluable for the RRR Network in a variety of ways. Such as the delivery of leadership masterclass at Muresk, there has been in-kind support for research projects and aligning a reputable Curtin brand with the RRR Network elevating our network and professionalism. This partnership has allowed more than 60 women to be educated via Curtin and the opportunities continue, such as the Earn While you Learn initiative – This is where Curtin University will pay their students to write for our blog. We have also conducted other training workshops such as Agrifood Entrepreneurs and Champions for Change.

4. 2019 Stronger Conference Perth

This was an outstanding event for the RRR Network that has been spoken of highly among members ever since. More than 150 women attended a 3-day event, including the AgriFutures Rural Women’s Award announcement and a sundowner. Guests included Ministers, the private sector, and



2019 Stronger Conference at the Hyatt



2018 Leadership Masterclass at Muresk

This event highlighted the Network’s influence and the need for our organisation to continue. The conference showed how we are a place to belong, and how together we support each other to improve opportunities, learning and empowerment.

5. Research Projects – Women’s Voices Regional Report and Sexual Harassment National Enquiry

It was these two projects that again elevated the RRR Network to a new operational capacity. The exploration and connection with women on key issues impacting them improved our understanding of the lived experience of our women and therefore our policy positions moving forward. Here, we demonstrated to the public, state government and RRR women that we have the skills, courage, and capabilities to deliver on our organisation’s main objective to engage, influence, and develop RRR women.

In more recent years, the RRR Network's most significant aim and change has been the networking of RRR professional and small businesswomen. Those who aspire to be more and connecting metropolitan women back to the regions.

The latter being an unexpected and rewarding outcome. We have achieved this not by conventional face to face networking events but through projects and conversations. For instance, women come to us to pitch ideas or seek advice or to promote via our socials.

Alternatively, we introduce a new project and attract women to the cause. We learn who they are they, and their aspirations, and we connect them with other RRR women who we think can support them.

As a result, relationships strengthen, and the collective influence and leverage of the Network continues to bubble with potential and connection.



2020 International Day of Rural Women Sundowner at the Windsor Hotel

Now for 2020. What a year. The board and myself have been agile, demanding, driving effective change and being accountable in every way we can to guarantee a future for this organisation. And the look and feel of the Network is fresh and revitalised with new voices and methods.



2020 RRR Network Board and Team

But it remains a marathon to achieve the ultimate goal of financial sustainability, but I believe we have a diverse board, who all in their own ways are inching us closer to the winning formula of longevity and sustainability for the RRR Network, and extension of that, for the RRR women in Western Australia.

This year has been about shaking things up. Looking at new and innovative ways to connect with women. To add value to becoming a member. Demonstrate that we are the go-to place for RRR women, that we're in fact a very cool organisation to be part of...only need to look at the women in this room to see how cool we really are. RRR women are indeed a special breed!

In all seriousness, our organisation is in many circles - corporate and private sector, agriculture sector, state government, and more, and that has all come about from the efforts of our past CEO's, board members and network members who are all incredibly passionate women who continue to publicly support us, share information, collaborate, partner and connect. So thank you everyone.

This year has been about webinars and leaning on our Network for support and having loads of conversations of which I have thoroughly enjoyed. It has also been future focused - discovering the way forward without funding reliance. 2021 will continue with a people, membership focus and offer additional activities that keep our members engaged, learning, and empowered and grow membership.

We will also look to increase networking events, but move out to a bigger regional

centres, and again as we did at our International Day of Rural Women Sundowner on 15th October, engage the professional/community/small business and agriculture sectors of those regions.

We also are looking to re establish the RRR Reference Group but this time to support the efforts and operations of the Network, not state government as we did from 1996 to 2016. This will be a select group of women who are willing to contribute their time and offer their expertise to discuss high level issues of state related to the regions.

There will also be a focus on Mental Health. Due to COVID-19, we hit some road bumps in getting this off the ground this year, but in the first 6 months of 2021, I am planning on delivering Mental Health First Aid workshops across the regions with a target of meeting 120 women.



2020 Ministerial Round Table on Women to support WA's State Recovery Plan



2019 Breaking the Mould Luncheon at Perth Convention Centre

We also hope to have an event in the second quarter co-hosted with DPIRD to celebrate the Rural Women's Awards. As you may be aware they cancelled this year's award, however DPIRD has indicated interest to still hold a celebration of some type next year – so watch this space.

We also are about to transition over to a new software program which should improve our quality, performance and reduce administration burden on the organisation.

This will include offering a members' business directory, so that we can actively promote women led regional businesses. We wish to showcase the efforts of our regional women from the local artisan, horticulturalist, caterer, consultant, small business and more.

And last of all, refine one of our most impressive organisational qualities – our Network of talented women by creating an opt-in resource for the public and private sectors to head-hunt women for board positions, policy committees, speakers and so forth.

We're a stepping stone. A platform to learn and to build capacity. It only makes sense that we then develop and improve the pathway for women beyond us.



kendall
galbraith

CHIEF EXECUTIVE OFFICER



2019 Sue Middleton at Rural Women's Award Announcement, Optus Stadium



2019 Rural Women's Awards' Finalists Sundowner at the Hyatt



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