



RRR NETWORK

# ANNUAL REPORT 2021



RRR NETWORK OF WA INC.

# RRR Network

## RRR WOMEN ARE THE CHANGE WE NEED

The RRR Network is the peak women’s body in Western Australia (WA) representing and engaging with rural regional and remote (RRR) women.

Over its 25-year history, the RRR Network has established a large and diverse network following. A strong reputation and trust with local and state government, the education and private sector, and other industries.



### The RRR Network -

- Specialises in rural regional and remote gender equity and equality.
- Inspires leadership and empowerment of WA RRR women.
- Has identified the value of RRR women in their communities - RRR women are the change we need to drive a better future for our regions, and for women.
- Can leverage off key relationships that span Australia’s largest state at any given time to accelerate key learnings and advocacy initiatives among women.



3469

NEWSLETTER  
SUBSCRIBERS

1250

INSTAGRAM  
FOLLOWERS

1184

TWITTER  
FOLLOWERS

1045

LINKEDIN  
FOLLOWERS

4962

FACEBOOK  
FOLLOWERS

# Capability Statement

Our mission is to actively engage with Western Australian RRR women to support and contribute to their economic and social wellbeing, inspire leadership, and instil belief that they can deliver meaningful change in their communities.

WA RRR women are the key to accessing and unlocking regional communities. They are the voice for change. However, WA RRR women are a diverse audience, spanning the nation's largest state making for complex stakeholder engagement.

The RRR Network over its 25 year history has specialised in strategically curating a public narrative that resonates with WA RRR women whilst delivering benefit.

The sum of the RRR Network - RRR women, corporate partners, followers, and leaders makes for an invaluable asset. The RRR Network continues to drive targeted outcomes for external service delivery providers and projects across WA 's regions.

The RRR Network partners with Local and State Government and other organisations to facilitate regional community engagement guaranteeing meaningful introductions and engagements across WA, in person and online.

The RRR Network strategic plan will see the organisation have an increased physical presence across WA's regions.

Align your brand with an organisation that is committed to empowering RRR WA women.



RRR NETWORK





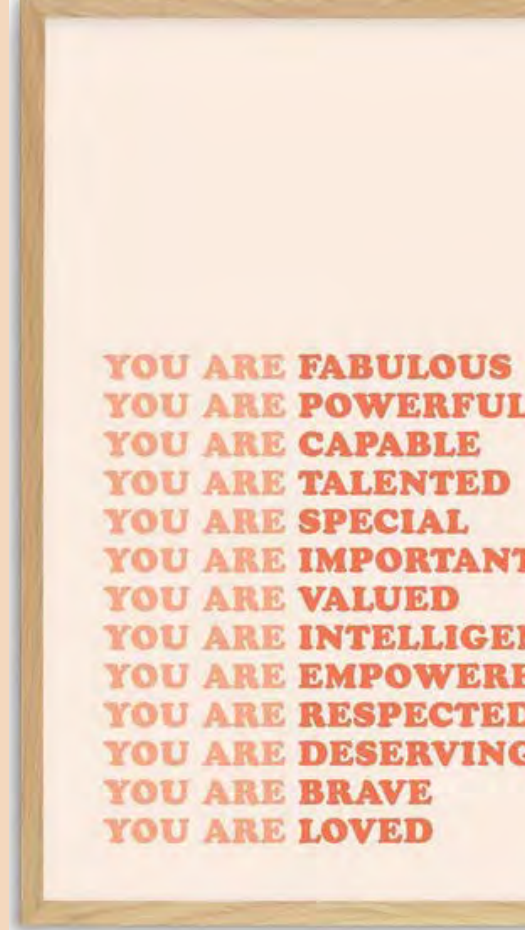
## Our Audience

The RRR Network Women are from the Great Southern, Goldfields, South West, Wheatbelt, Northern Wheatbelt, Gascoyne, Murchinson, Kimberley, Pilbara and everywhere in between.

Our online network is women across the following age ranges:  
5% 18-25 | 15% 25-35 | 30% 35-44 | 25% 45-54 | 20% 55-65+

## Our Reach

- MONTHLY FACEBOOK REACH 17,430+
- WEEKLY FACEBOOK REACH 6,579+
- MONTHLY INSTAGRAM REACH 2000+
- WEEKLY LINKEDIN IMPRESSIONS 4.8K+
- FORTNIGHTLY EMAIL DISTRIBUTION 3.5K



## Our Partners & Corporates



Department of  
Primary Industries and  
Regional Development



Government of Western Australia  
Department of Communities



VALUE  
CREATORS



GENERATION **AG**



**BailiwickLegal.**



**Fempire™**



# CEO'S REPORT

## KENDALL GALBRAITH

The last financial year for the RRR Network of WA was impactful in more ways than one. For everyone, the pandemic challenged traditional ways of thinking, business operations, expectations, engagement and financial outlooks.

However, many struggled, especially in the NFP sector and from an economic perspective the RRR Network was one of them. In the last year, the invaluable social contributions of the RRR Network were acknowledged. As in December of 2020, the RRR Network won the Community Group of the Year Award at the Community Achievement Awards and personally, I was awarded the 2021 Gender Equality Award by the United Nations Association of Western Australia for my commitment to advancing gender equality among RRR women.



Even with these unexpected achievements, the burden to maintain our level of operation with limited resources had taken its toll. In the case of the RRR Network, who primarily service professional RRR women, this meant their engagement and ability to commit to the RRR Network and its activities was at times understandably, extremely difficult. Resulting effects of low attendance at some events or last-minute decisions to participate frequently complicating event management and budgeting.

For the RRR Network, the pandemic coincided with management change and the closing of its commercial space in Perth. Under new management and the on-set of pandemic restrictions, the RRR Network small team of only two worked from home. Our subsequent need to achieve effective, timely and quality communications with the RRR Network audience became paramount.

On June 24th, 2020 the RRR Network received a Lottery West Grant (LWG) of \$103,800 to improve its communications with RRR women in various ways and to deliver a Mental Health First Aid program. The grant was receipted in the 2019/20 Financial Year (FY) but to be expended in the 2020/21 FY. The inclusion of the grant in the previous year does lend itself to a skewed outlook of performance and expenditure for both years. However, Accounting Standards for the 2020/21 Audit required it to be receipted 'as is'.

The operating deficit for 2020/2021 was \$165,601, compared to \$98,549 in the previous year. As just mentioned, the deficit difference must take into consideration the \$103,800 expenditure of LWG. Furthermore, even with the LWG the RRR Network was still able to reduce its overall expenditure by \$88,809 compared to the previous year, with the biggest point of difference being the reduction on 'Wages and Salaries.'



The LWG enabled the RRR Network to hire a part-time Marketing Coordinator (Lavinia) to manage its six online communication platforms: RRR Network website, Twitter, Facebook, LinkedIn, Instagram and Newsletter Subscribers, totalling approx. 11,500 people. Lavinia was hired in October of 2020 and remains on contract today with a hope to extend her contract beyond the LWG. As a result, the RRR Network brand and marketing was and remains today an on-going success. Online content narrowed and followed a careful strategic plan which became easier to deliver on once the RRR Network Board landed on its primary audience and messaging.

During a strategic session, our Board concluded that the RRR Network's primary audience is rural, regional and remote professional women aged 35 and above. The Board also recognised that this primary audience of women are the ones who are the change makers; movers and shakers of their communities and it is these women who actively engage in RRR Network activities and communications. Therefore, our content needed to respond to the aspirations and situational contexts of these women.

Whilst agriculture plays an important role in the RRR Network and connects most of its women, it was felt that the inclusion of all RRR women regardless of their industry or place of work should be pursued. The RRR Network has a unique offering in Western Australia and one that should be available to all rural, regional and remote women for inspiration, to help combat their isolation and to learn. Part of this discussion was the intention of active inclusion of Aboriginal and Torres Strait Islander women, culturally and linguistically and diverse women and women with disabilities.

The RRR Network participated in a Diversity and Inclusion workshop facilitated by NFP, Inclusion Solutions WA to improve understanding and awareness of all people and community. The RRR Network is continuing to develop and improve its inclusion and diversity by setting standards around event management and delivery, use of language and tone and building partnerships with organisations that represent the various cohorts of RRR women across Western Australia.



In addition to a powerful online marketing presence, the LWG enabled an IT upgrade to an all-in-one Customer Relationship Management (CRM). This project is managed by Data Divas who continue to support the RRR Network with monthly IT amendments and CRM troubleshooting. The IT project was by far the biggest project challenge for the RRR Network in the past FY. The change to a new system called for a new website that was free of historical IT issues, data transfer and coordinate the new CRM to the website. This project is on-going and having just experienced its first Membership Renewal, there are still outstanding technical issues to resolve. We remain optimistic that the new CRM will deliver and are looking forward to improving our processes and delivery in time for the next membership round.

The RRR Network in October of 2020 lost its part-time administration person and shifted to a contractor model. This meant that the CEO was, and remains, the only full-time employee of the organisation.

This has been at times difficult to manage, although the inclusion of Lavinia and Data Divas relieved two of the biggest tasks from the CEO allowing for the organisation to continue to operate and deliver. In addition, the RRR Network received invaluable pro-bono support from Dee Roche, Jo Harrison-Ward and Marnie LeFevre in activities, strategic planning, and marketing.

From July to September of 2020 when in-person events were not permitted, the RRR Network held nine webinars with 147 participants. From October 2020 to June 2021, the RRR Network held 11 events with 420 participants. As a result of consistent activity, the RRR Network monthly newsletter with a 3500 following moved to fortnightly to ensure timely deliver and promotion of its activities and events.

The combination of an improved marketing strategy and consistent event schedule delivered a busy and engaging socials platform. Although, the financial cost to deliver this many events, programs and activities totalled \$98,252 with only a related revenue of \$99,649. Questioning the actual cost of events (including travel and wages) vs. sponsorship received and ticket prices.

Whilst social engagement with RRR women, corporates, and our Members of Parliament increased and as a result the RRR Network brand and reputation excelled, the current financial outcome is not sustainable. It remains that the RRR Network of WA operates at a loss under its current business model of membership, events, sponsorship, training, and grants. If it continues this trajectory, the RRR Network will face closure in the years ahead.

Financial losses are not new to the organisation and have been a priority on the Board agenda for the past year. It is agreed by the Board that the RRR Network requires a new strategic plan, business model and business case to achieve future funding to see it through on its journey to achieve financial sustainability once and for all.

The RRR Network Board are working hard to mitigate losses by engaging consultants to

work through the organisation's biggest challenges, and to reimagine what the RRR Network could be and how it can survive, whilst still delivering on its core mission of engaging and supporting the economic and social well-being of RRR women.

Again, the RRR Network Board is optimistic that its 25-year history, tireless hard work to promote female participation in the agriculture industry, encouragement of economic independence, women's leadership and provide meaningful and social engagements right across WA has not gone unnoticed and valued in Western Australia, that the RRR Network will ultimately succeed one way or the other.



# CHAIR'S REPORT

SARAH LANG

The 2020/21 year has been another challenging year for the RRR Network as we continued to operate through a global pandemic, border closures and reduced face to face interactions.

I would like to start by thanking the current RRR Network Board for all their work and dedication over the past 12 months in very challenging times. It's great to see 4 of our 5 General Board Members continuing to serve on our Board next year. Thank you on behalf of the current Board and our Members for the contribution you made to the RRR this year. We very much appreciated it!



Unfortunately, one Board Member will not continue next year as she takes on a leadership role for another organisation -

Cath Lyons, has served the RRR Network Board for the past three years and most recently on the Executive Committee as Secretary. Cath's dedication to the RRR Network is second to none and her knowledge of corporate governance and strategy, amongst her other skills has been extremely valuable to our organisation. Cath was never afraid to speak up, be bold or challenge the thinking of the Board, which in turn grew us as individuals and as an organisation. Cath delivered an undeniable social and strategic impact on the RRR Network. Thank you for your contribution, you have left a lasting legacy. We look forward to seeing you at RRR events in the future and all the best for your new role.

Despite the challenges a global pandemic has thrown at us, I'd like to thank our CEO, Kendall

Galbraith, for all the amazing work she has done for the RRR over the past 12 months with limited support. She was instrumental in the RRR Network being awarded the \$103,800 Lottery West grant which allowed us to re-brand our social media and communications platforms and deliver mental health first aid courses. Both of which were critical in supporting rural and regional Women in the middle of a pandemic.

Kendall has also worked tirelessly on defining our strategy and deliver consistent focused events and communicate with our Members to deliver real change. We continue to listen to our Members about the issues they face in rural and regional WA and held numerous round table events to bring the key change makers together to identify issues, discuss solutions then deliver this information to Government. This is so we can be the change rural and regional WA need.



We were again inspired by the finalists of the 2020 AgriFutures Rural Womens Awards. Our signature event of the year where we celebrate the courageous leaders in our rural, regional and remote communities. Congratulations to all our Finalists for the amazing work they do in their communities. Congratulations to our WA winner Cara Peek for her work with the Saltwater Academy providing opportunities for rural and remote people to empower the Aboriginal community. You are an inspiration to all.

Thank you also to our Members and our Network, I continue to be amazed by the volume of incredible and inspiring rural, regional, and remote women doing amazing things in their local communities.

It's no secret that the RRR Network is at a crossroads with government funding exhausted, we are currently developing a new strategic plan and business model to enable us to continue to deliver real value to rural and regional communities, while most importantly achieving financial sustainability.

We have a challenge ahead of us but we will succeed because RRR women are the change we all need to drive a better future for our regions, and for women.

We are looking forward to continuing to service our rural, regional and remote women and their communities in 2021/22.



# RRR ROUNDTABLE

The 2021 inaugural RRR Roundtable program was a huge success thanks to our major sponsors Mid West Ports Authority, CSBP Fertilisers, nbn co and Bailiwick Legal.

The RRR Roundtable program held three events in the months of March, May and September of 2021 meeting with 115 women and three men.

Through consistent and collective engagement, the program explored relevant issues with a primary focus on rural, regional and remote Western Australia to develop recommendations and affect change. A program exclusively designed for women experienced in agriculture, the environment, economics, law, and regional and community development, and how these intersect with government and policy.

Three powerful conversations that led to three final reports. Reports available via the RRR Network website.

1. WA State Election Debrief – the next four years for regional WA.
2. WA Tourism: Can the regions cope with increased demand?
3. How can the regions achieve digital equity?

We had four guest speakers at each event, including at least one elected representative, Robyn Clark MLA, Jessica Shaw MLA and the Hon Sandra Carr MLC.

The program's success has meant it will continue in 2022.



## Key outcomes of the program:

- Opportunity for executive women connected to RRR industries to influence key issues that affect them.
- Strengthen and strategically channel the expertise and knowledge of WA women through an organised professional structure.
- Provide an informative industry resource for key stakeholders.
- Create an evidence-based forum that is a collaboration between RRR Network members and the RRR Roundtable participants.





The AgriFutures Rural Women's Award is Australia's leading award empowering and celebrating the inclusive and courageous leadership of women involved in Australia's rural and emerging industries, businesses, and communities, now and into the future.

The RRR Network has had the privilege of hosting the AgriFutures' Western Australian Rural Women's Awards for the past three years, in partnership with the Department of Primary Industries and Regional Development (DPIRD).

The Award celebrates the integral role regional women play in their communities across Australia.

Each year many regional women apply for the Award. A process which includes presenting a project that will benefit regional WA communities. The winner gets named as the WA Rural Woman of the Year and receives \$10,000 to go towards her project. The winner also gets to represent WA at the National Rural Women's Awards in Canberra and have the chance to become the Australian Rural Woman of the Year.

Western Australian finalists for the prestigious 2020 AgriFutures Rural Women's Award were Lucy Anderton, Jo Ashworth, Kendall Whyte, Cara Peek & Lauren Bell.

The National Winner for 2020 was our very own West Australian - Cara Peek! It truly was an exciting moment for Cara, surrounded by family, friends, the Hon Alannah MacTiernan MLC, Divina D'Anna MLA for the Kimberley and sponsors at the University Club of WA.

Cara is a well deserving winner and without a doubt - this woman is going places! We cannot



wait to see Cara take her project nationally and impress on all of us, how vital it is to continue investing into the regions and building capacity.

For more information on the Award and how to apply, visit the AgriFutures website.





**MENTAL  
HEALTH  
FIRST AID**  
Australia

Historically, mental health has struggled to get the attention it deserves but there is growing support and acceptance that mental health is very important to monitor. Many ignore the signs of deescalating mental health on the assumption that it is a sign of weakness or that it will pass. This has particularly been the case in the regions where strength, resilience and masculinity are the cornerstone for existence. However, this has always been a façade and the impact on men in the bush in particular has been quite devastating. Mary O'Brien behind the 'are you bogged mate' initiative said that 6 men and 2 women a day take their life in Australia in the 20-24 age bracket, and this is twice as likely the case in rural compared to metropolitan areas.

In addition, the pandemic has added a further layer of complexity for many RRR people. When the RRR Network conducted a survey mid-April (WA pandemic lock-down period) 69% of people said that mental health was their greatest concern for their community. The RRR Network responded to this and focused on mental health in 2021.

To assist women, and raise awareness around mental health, the RRR Network either hosted or collaborated on six Mental Health First Aid course in the WA regions - Bunbury, Brookton, Broome, Collie and Northam.

We had two accredited Mental Health First Aid Facilitators support the RRR Network on this project - Sandra Della and Cath Ashton, and we thank them for their contribution.

RRR Network provided a \$5,000 bursary for a young Aboriginal woman from Broome - Helen Ockerby to get her Mental Health First Aid accreditation. A 5 day course held in Perth in May of 2021. Helen can now deliver Mental Health First Aid and is keen to deliver this course to remote Aboriginal communities in the Kimberley region.



Above image is of Kendall Whyte - Young West Australian of the Year - 2021. Kendall is the CEO and Founder of the Blue Tree Project. Kendall is a member of the RRR Network of WA and advocate for mental health in Western Australia.

# REDUCING SOCIAL ISOLATION

People in the regions have a unique set of challenges but in nearly all instances, most of them stem from 'isolation'.

Isolation is fluid, its irreversible, and while it continually challenges lifestyle for regional people, it should be noted that it is also enriching and uniquely rewarding. Isolation allows people to live a life that is removed from large populations, simplified and community engagement is focal. Additionally, it offers wide open spaces, natural landscapes as far as the eye can see and connections to the land and generating an income from it.

On the flip side, isolation can be tedious but furthermore, its multifaceted. Such as, expectations that some services are not available in the regions resulting in a lack of awareness of what is available. Or accepting the conflicting reality that one's potential and skill would not be reached because of geography. And, lastly, a small employment market that inadvertently stabilises an economic dependence on a male partner who finds it much easier to secure work in the regions where masculine industries dominate.

To reduce social isolation and build greater cohesion for RRR WA women, the RRR Network in the past 12 months held more than 15 events reaching more than 500 women either online or face to face.

The RRR Network recently undertook research with RPS Group to understand the social value of their organisation and networking activities. See some interesting stats below.



RRR Network women reported regularly that RRR Network events are inclusive, friendly and they were able to make new and meaningful connections easily.

**\$357**

**THE VALUE OF  
REDUCED SOCIAL  
ISOLATION PER  
EVENT ATTENDEE**

**\$429**

**VALUE OF FEELING  
MORE CONNECTED TO  
LOCAL COMMUNITY  
PER EVENT ATTENDEE**

**\$449**

**VALUE OF  
INCREASED  
SELF CONFIDENCE**



# RRR WOMEN AND LEADERSHIP

Leadership in the RRR is a complicated achievement underpinned by gender stereotypes, access, and opportunity. When it is of a community nature, it is viewed more as a responsibility, possibly a burden, generally not paid narrowing a woman's economic independence and lastly, she fails to recognise her community contributions as valued leadership. The disconnect surrounding RRR leadership calls for attention.

How can RRR women progress towards gender equality with the rest of society if a key priority to its achievement – leadership is problematic? Obviously, gender equality in its entirety is problematic and stands to reason why gender parity is more than 100 years away, but to reduce this we must keep questioning and identifying gaps when we see them.

A core feature of the RRR Network mission is to inspire leadership. Leadership is a common theme in the RRR Network narrative and the women who connect to the organisation are all leaders in their own unique ways.

In 2021, the RRR Network released a comprehensive and inspirational report on RRR women in leadership. You can access this report via via RRR Network website.

## Some of the report's key findings:

- There is evidence of rural regional and remote (RRR) women in senior levels of leadership exceeding metropolitan women in influential industries such as local government and politics. Further research into other industries is suggested.
- Working at a grassroots level in RRR communities builds a woman's skill and experience to obtain remunerated work in community development and possibly leadership roles at local government or politics.
- Women volunteer on an average of 5.9 hours per week across the RRR not only for personal interest but to ensure their communities continue to be active, sustainable and meaningful places to live. Volunteering is more of a responsibility rather than an act of enjoyment.
- Based on 5.9 hours /week, this equals \$247 /week. For 100 women this equals \$1.2m /year that women are providing of service, for free, to benefit WA's regional communities.



## Key recommendation to the Department of Communities:

Investigate and deliver programs for women in RRR communities that aim to build skills in effective volunteer practice where resources are limited, learn how to manage small community relationships in the context of volunteering, find balance between personal and community and create remunerated pathways for women through community and volunteering.



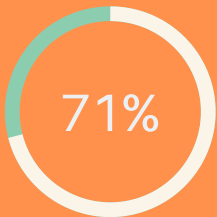
# REPORT'S KEY FINDINGS



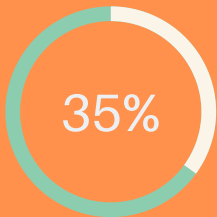
RRR women are excelling in leadership.

*Women's Pathway to Leadership*  
is rarely a straight line.

28 out of 59 members of the lower house are women (2021).



71% of regional electoral seats in the lower house are occupied by RRR women



35% seats in the lower house held by RRR WA women.

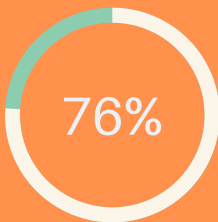
RRR women volunteer on average 5.9 hours per week.



Volunteering is valued at \$42 / hour.



RRR vs. Metro Women LG CEO's



76% WA women LG CEO's are in RRR WA

100 RRR women provide \$1.2m in free service each year across WA.



community leaders

remunerated leaders

## Women Leaders



DIPLOMATIC  
negotiate PASSION  
SELFLESS CONFIDENCE  
cautious SACRIFICE  
resilient empathy  
positive TEAMWORK  
GOOD LISTENER  
PASSION TRANSPARENT  
compassion HONEST  
PERSEVERANCE  
optimistic CONFLICT  
FORESIGHT RESOLUTION

TRUST YOUR SELF  
authentic COURAGE  
HUMILITY HARDWORK  
enabling CLASSY agile  
resilient flexible  
GOOD COMMUNICATOR  
CREATIVE SINK OR SWIM  
VALUE OTHERS INTEGRITY  
humility ADAPTIVE  
PUT EGO ASIDE  
persistence OWN YOUR MISTAKES  
PERSEVERANCE

# RRR WOMEN AND STORIES

Storytelling remains one of the most important elements to the RRR Network of WA. The RRR Network was once known for its magazine. A printed publication that was posted to RRR women right across Western Australia.

Stories are the RRR Network's way to empower women, keep them connected to emerging ideas, encourage innovation and education, inspire personal reflection and to motivate.

Unfortunately, the magazine became no longer viable and with more women accessing the internet for their news and information, the RRR Network transitioned their story telling online.

In the past year the RRR Network delivered a story about a RRR women fortnightly. All stories are sourced, interviewed, written and edited by Lavinia Wehr, the RRR Network's marketing coordinator. The RRR Network produced more stories online than it would had if the magazine was still in operation.

Stories showcased women in various roles and industries, from shop owners, artists, professionals, working in agriculture, students and more.

In addition to the written stories, the RRR Network partnered with Generation Ag to deliver podcasts. Knowing that many of our women are taking long drives, we thought it was time to diversify our storytelling and offer another way to connect and learn from the RRR Network of WA.

In 2021 we delivered a podcast series, called 'Road to Recovery' that explored natural disasters across WA's regions through the lens of a woman. Incredible stories that capture community and resilience. Offering insightful information and lessons learnt not only for RRR women and communities but those who inform policy.



To read RRR Network stories, or watch YouTube videos and listen to podcasts, these all can be located on the RRR Network website under the Media tab or across RRR Network socials.



# RRR WOMEN & ADVOCACY

The RRR Network supports the notion that through education and providing opportunities for conversation on important issues impacting women and their community that more women will be empowered to affect change.

The RRR Network socialised three important taglines across its public narrative last year with a central theme that RRR women affect change:

**1) RRR women are the change we need.**

**2) RRR women are the Voice for Change.**

**3) Join a Network that makes RRR women be seen and heard.**

The above taglines were socialised frequently and supported with like-minded events, activities and advocacy learnings to inspire RRR women. Mental wellbeing was also an important topic in 2021 with regular content reminding women to pause, reflect and be kind to others and themselves

Key advocacy learnings in 2021 included sexual harassment, digital equity, impact of the pandemic on women and business and climate change.

Other activities included:

- The RRR Network in 2021 represented RRR women at a Ministerial Roundtable on Women to discuss the impacts of the pandemic.
- Participated in a Family Domestic Violence Forum at Parliament House.



- Attended the 2 day online Conference - End Violence Against Women and supported the 16 Days in WA campaign to raise awareness around ending violence against women.

## GENDER-RESPONSIVE PARTICIPATORY PLANNING

Gender-responsive participatory planning allows governments to involve a wider range of citizens in local planning and decision-making processes, which increases transparency and accountability. Designing and implementing policies and plans without women's meaningful participation risks exacerbating existing inequalities and reducing

Many women feel an obligation, an unconscious bias, or are forced to accept inappropriate sexual language as a facet of daily work-life and therefore the formal complaint rate is statistically very low.



**HEAL COUNTRY!**  
4-11 JULY 2021

- Supported the Wiyi Yani U Thangani 2020 Report and attended the Australian Human Rights Commission's Women's Voices, Action for Change online event.
- Participated in a Workshop to inform the National Plan to Reduce Violence against women and children.



# INSPIRE + COLLABORATE

Inspire and Collaborate was a 2021 women's networking project partnered with the Busselton and Dunsborough, Bendigo Bank in the South West region of WA.

There were three outstanding drivers for the creation of this networking series.

- Give regional women a program that typically only metro women have access to.
- Recognise the power in networking so that women are enabled to explore their talents, be inspired, and learn from others.
- Provide safe spaces for women to strengthen their voices and their endeavour.

When we break down these reasons we came up with much more. The regions have a layer of disadvantage of which regional people are mostly accustomed too. Such as, settling for less which can lead to very little diversity. As a result, our regional centres can lack vibrancy, innovation and young people are more likely to leave the country to head to the city in search of such things.

It is important that regional people continue to think big and expect lifestyle and opportunity equal to their city counterparts. This networking program designed and created by Bendigo Bank and the RRR Network in the South West region of WA did just that!

It was inspired by and similar to the missions of Future Women, Business Chicks or Create & Cultivate – all organisation's that are from the city, committed to enhancing a woman's potential and are the envy of many regional women. Our networking series was a like-mined event that achieved a similar style, quality, and expectation but in the South West.



The networking series heard from ten local south west women and more than 150 women attended the three events. The program was a huge success and is expected to continue in 2022 but with additional partners and local business supporting it.

# MEMBERSHIP - CONNECT & LEARN

The RRR Network is committed to fostering a culture of diversity, equity, and inclusion. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities, and talent that our employees, board directors and membership bring to our organisation represents a significant part of not only our culture, but our reputation and achievement as well.

We embrace and encourage the sum of our Network. We celebrate the diversity of our members. We embrace their difference in age, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, and other characteristics that make our Network unique.

The RRR Network has an online following of over 12,000 people across regional Australia. With over 4,962 Facebook Followers, 1250 Instagram Followers, 1043 LinkedIn Followers, 1184 Twitter Followers and 3474 fortnightly newsletter subscribers. The RRR Membership comprises of a loyal change-maker group of 95 financial members. Financial members receive curated articles and various resources, including exclusive access to Fempire Online Training.

RRR Network Corporate members and our Members of Parliament play an important role to improving the reach of the organisation. With their financial support and reputational backing, the RRR Network is able to strengthen network connections and create new and diverse opportunities for its members.

The RRR Network is currently working on succession as we believe that RRR women are the change we need to drive a better future for our regions. In 2022, we are offering a special program called 'Cultivate' for under 35's.



This program focus on empowering young women on their leadership journey, provide opportunity to network, gather together to develop skills and further reach their goals.

Membership is available at any time of the year and all are welcome.



**[WWW.RRRNETWORK.COM.AU](http://WWW.RRRNETWORK.COM.AU)**

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