



The Path to Great Advocacyand Making a Real Difference



A Report on the 2015 E-Leaders Muster



Cover Photo – The E-leaders who attended the Alumnae Muster are pictured at the Australian Parliament House, Canberra.

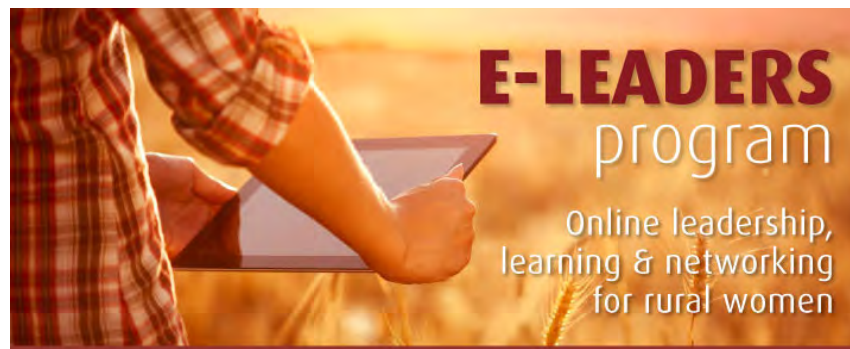
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A Report From the E- Leaders Muster

March 2015





The National Rural Women's Coalition works to support and grow vibrant rural, remote and regional communities throughout Australia.

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About The National Rural Women's Coalition

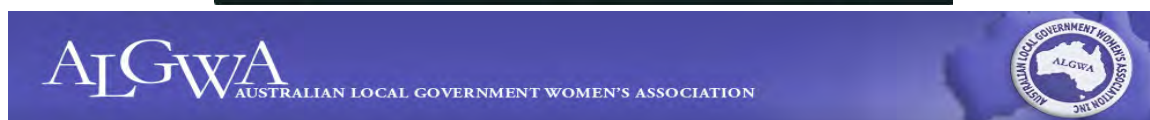
The National Rural Women's Coalition works to support and grow vibrant rural, remote and regional Communities throughout Australia. The National Rural Women's Coalition (NRWC) provides a collaborative national voice for women living in rural, regional and remote Australia by:

- Representing the diverse views of women in rural, regional and remote Australia.
- Providing advice to the Australian Government on policy issues relevant to the views and circumstances of rural women.
- Contributing to building a positive profile of rural women, their achievements and issues.

The core activities of the NRWC revolve around:

- Advocacy for women.
- Influencing policy and decision-making.
- Building capacity within women's organisations and for rural, remote and regional women.
- Reflecting the diversity of the women's sector.
- Delivering innovative leadership projects. More information at www.nrwc.com.au

Current Directors of the NRWC are the Australian Local Government Women's Association; Australian Women in Agriculture; Country Women's Association of Australia; National Rural Health Alliance; Women's Industry Network Seafood Community; one rural Aboriginal Woman and one Independent Director.



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Acknowledgements

NRWC is funded by the Office for Women located within the Australian Government Department of Prime Minister and Cabinet to represent the views of rural, regional and remote women to government, business and the broader community. The opinions, comments and/or analysis expressed in this document are those of the authors and do not necessarily represent the views of the Minister Assisting the Prime Minister for Women or the Australian Government Department of Prime Minister and Cabinet, and cannot be taken in any way as expressions of Government policy.



E-Leaders in the *'None of us are Shrinking Violets'* workshop

Message from the NRWC President



As a woman living in a small coastal rural community, I am surrounded by people who have contributed a great deal to the growth and vibrancy of rural and remote communities through their pioneering activities and commitment as agents of change, setting the directions for the future of farming industries and their supportive rural communities.

The NRWC's collaborative structure, philosophy and culture, its inclusive attitudes and practical orientation aim to provide a focus and direction sought by rural, remote and regional women. The 21 women who shared *The Pathway to Great Advocacy* were exposed to a wealth of creative, practical people through the 3-day workshop – all designed to assist their journey in making a difference. If we have no goals, no clear path, we'll never know for sure whether we're driving down the right road. We'll also feel pulled and pushed by the winds of fate, instead of experiencing a sense of control, balance and satisfaction with our life. Following the women since the workshop in Canberra through their interactions via the webinars and their closed Facebook activities, I am confident that the future is looking good in their hands.

My thanks to Karen Tully and Kerry Suttor for capturing our Alumnae's diversity, capacity, knowledge, skills and experience in this report. Enjoy the read!

Warm regards,

Dr Pat Hamilton, President NRWC

Executive Summary

The National Rural Women's Coalition has offered E-Leaders courses to rural, remote and regional women since 2011. Women from all over Australia are given the opportunity each year to strengthen their leadership skills via a series of webinars over a period of several months. The program has given women the ability to grow their own leadership skills, enhance their rural businesses (often in the food and fibre production areas) and build capacity in their communities (particularly with not-for-profit groups). Women who participate in these courses nominate a project which they work on during the course and nearly all women continue with their projects after completion of the course. Most women continue their leadership journey and embark on new projects with increased confidence, as a result of doing the course. Rural Australia, industries and communities benefit immensely as a result of this unique opportunity women have to gain skills without having to leave home.

The 2015 E-Leaders Muster gave women the opportunity to come together for three days of networking and learning in a workshop format. The workshop sessions offered a chance for women to refresh their leadership knowledge and gave women the opportunity to gain new knowledge in the areas of advocacy. Networking opportunities abounded as they connected and learnt from each other and various presenters as well as key personnel from a range of corporate and not-for-profit organisations which influence and operate in the rural and non-rural advocacy space.

Ninety-three percent of E-Leaders respondents to the post event survey rated the Muster as excellent and the same percent also rated the organisation of the event as excellent or above average. 93% of respondents rated the information and knowledge gained at the muster as definitely meeting expectations. 100% of attendee respondents rated the information gained as being useful to their advocacy and leadership roles.

This report *The Path to Great Advocacyand Making a Real Difference* outlines the key activities of the 2015 E-Leaders muster event and introduces the reader to the presenters and the attendees. This report has been compiled to provide a snapshot record of the event for the purposes of informing funding agencies (e.g. Office for Women and National Rural Women's Coalition) as well as being a memento of this truly inspirational and memorable event for the E-leaders.

About the 2015 E-Leaders Muster

The 2015 E-Leaders Alumnae Muster was a project of the National Rural Women's Coalition (NRWC). *The Path to Great Advocacyand Making a Real Difference* event was able to bring together 21 women from all Australian states and territories. The muster, which was held in Canberra commenced on Tuesday 17th March (at 12 noon) and concluded on Thursday 19th March (at 1 pm)

As Canberra is the national capital and the seat of government in Australia, it was most appropriate to bring these emerging rural women leaders together in this location. Canberra means *meeting place* in Ngunnawal language, and a muster is the usual way people gather in the bush. The women stayed at the Best Western Garden City Motel at Narrabundah in the ACT. Whilst all days saw a component of the program held at this location, on the second day the E-Leaders gathered at Parliament House for an afternoon of learning.

The report titled *The Path to Great Advocacyand Making a Real Difference* captures the proceedings of this three day event muster.



The Best Western Garden City at Narrabundah.

2015 E-Leaders Muster Attendees

The women who attended the E-Leader event were:

Alex Milner-Smyth (SA)

Amy Dennis (NSW)

Aryelle Sargent (TAS)

Bernadette O'Sullivan (NSW)

Bronwyn Voyce (QLD)

Carol Johnstone (ACT)

Donna Digby (NT)

Emma Stilts (NSW)

Fiona Lake (QLD)

Fiona Borello (NSW)

Hailey Cosh (QLD)

Joanne Heeps (VIC)

Karen Leslie (SA)

Karen Smith (WA)

Kylie Moss (QLD)

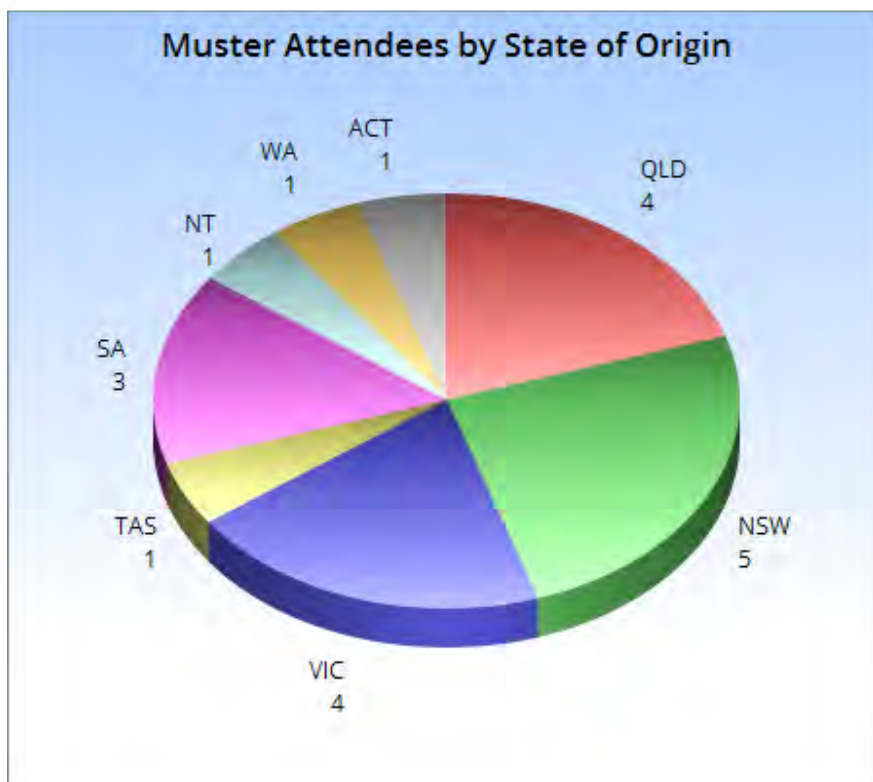
Lauren Peterson (VIC)

Lynette Kelson (VIC)

Maria Biglands (NSW)

Natalie Sommerville (SA)

Wendy Lehmann (VIC)



E-Leaders Muster Attendees by State of Origin within Australia



Presenter Karan Gabrielle shares tips on working with the media.

2015 E-Leaders Muster Program

The Alumnae thank Deputy Speaker the Hon Bruce Scott (MP for Maranoa) who organized invitations to attend the House of Representatives Special Visitor's Gallery in the afternoon's Question Time. Speaker Bronwyn Bishop acknowledged the presence of the women in the Chamber.

Tuesday 17th March

12 noon	Lunch
1.00 pm	Welcome
1.30 pm	E-Leader Presentations Facilitator Kerryn Suttor
3.00 pm	Afternoon Tea
3.15 pm	E-Leader Presentations
4.30 pm	Reflection
5.30 pm	Close
7 pm	Dinner Guest Speaker – Daniela Stehlick Chair at Rural Industries Research and Development Corporation Garden City Motel

Wednesday 18th March

	Breakfast
8.15 am	Meet and Greet
8.30 am	Speaker 1 Hannah Wandel <i>"Bringing Attention to an Issue"</i>
9.15 am	Speaker 2 Dr Pat Hamilton

	<i>"None of Us Are Shrinking Violets"</i>
10.15 am	Speaker 3 Karen Tully <i>Passion..... and The 7 P's of Political Advocacy.</i>
11.00 am	Reflection and Discussion
11.10 am	Morning Tea
11.30 am	Preparation for APH trip
11.45 noon	Depart for APH
12.15 pm	Security Check In
12.30	Meet Deputy Speaker Bruce Scott MP
1.40 pm	Observe Chair Duty Roster – Bruce Scott MP
2.00 pm	Question Time
2.40 pm	Tour of Parliament House
3.30 pm	Minister Cash; Nicole Masters (Chief of Staff) and Louisa Macphillamy. Committee Room IS5
4.00pm	Observe Senate or HR Free time – Visit Gift Shop / Photos etc.
5.15 pm	Depart
7 pm	Dinner The Forum – <i>Think Like a Queen.</i> Harmonie German Club MacKellar Room

Thursday 19th March

	Breakfast
8.15 am	Meet and Greet
8.30 am	Speaker 4 Lynne Duckham <i>"They should have said Yes!" (Where was the hook?)</i>
9.30 am	Speaker 5 Karen Tully <i>"Rural Communities, Small Groups, Great Ideas and Change"</i>
10.00 am	Speaker 5 Karan Gabrielle <i>"Harnessing the media so you both get what you want"</i>
11.00 am	Morning Tea
11.30 am	Speaker 6 David Pembroke <i>"Why Content Marketing is the Future of Communication".</i>
12.30	Reflection
1.00	Depart for Home



2015 E-Leaders Muster Official Welcome – Dr Patricia Hamilton



The President of the National Rural Women's Coalition, Dr Pat Hamilton officially opened the muster and provided a warm welcome to all women. In her opening remarks, Dr Hamilton outlined the amazing journey the remarkable women E-leaders had travelled with the NRW in the last four years. She stated that she had been fortunate to be there from the beginning: part of the team applying for grants; on the selection panel; attending the webinar workshops; mentoring a participant and now privileged to be part of this event. Dr Hamilton has watched the rural E-leaders grow their personal and professional skills and knowledge as they took on board building relationships, social media, community capacity building, climate change action, goal setting and building business skills.

Appreciation was also expressed for the time that Kerry Suttor and Karen Tully had invested in gaining the services of very skilled and talented presenters.

2015 E-Leaders Individual Presentations



NRWC Webinar Coordinator Kerry Suttor

Kerry Suttor facilitated the opening session where each E-leader was invited to introduce themselves and their community / business and leadership journey to date. A 'show and tell' component was welcomed with most women using PowerPoint presentations to visually illustrate their introduction.

The 10% Stretch Activity

Each e-leader was presented with an impromptu task upon arrival at the muster. Frequently, leaders have to officially welcome or thank guests when performing in various roles. Every woman was given an envelope which contained details of an official welcome that they had to provide to a muster speaker, or a vote of thanks.



For those who had to do a welcome, they were given a short profile of a speaker. They were required to stand before the group and enthusiastically introduce the speaker by reading their biography. Their choice of words, voice, gestures and facial expression were to convey enthusiasm.

Another e-leader was given the task of thanking this speaker with an official vote-of-thanks on behalf of the e-leaders and to give them a small gift for sharing their time and knowledge. They were to select 2-3 points of interest from the speaker's presentation and touch upon these before officially thanking the speaker.



View from the Meeting Room

2015 E-Leader – Alex Milner Smyth



“We need to blend communications with agriculture and food”.

Alex works with not-for-profit and private sector clients with Rustic Evolutions, a public relations, marketing and communication company working in the agricultural and rural sectors. Alex lives on a commercial vineyard in the Riverland region of South Australia.

2015 E-Leader– Amy Dennis



“Working with High School kids is the best – they are so funny all the time”.

Amy is a teacher at Barham, which is ‘an hour from pretty much everywhere’ in the Riverina district of New South Wales. Amy believes it is important to ‘be kind whenever possible. It is always possible’.

2015 E-Leader – Aryelle Sargent



"I would like to inspire other young women to believe in themselves, to stand up and have their say".

Aryelle hails from Burnie on the North West coast of Tasmania. She works as a journalist and is proud to have snowballed a variety of issues within her region in the course of her journalistic work, which has resulted in state government attention and improvement to services. She believes you should 'always be yourself, express yourself and believe in yourself'.

2015 E-Leader– Bernadette O'Sullivan



"The people that paddled were reminded of the beauty of the river and why it was worth saving. It took months of planning and culminated into a great event".

Residing from Bellbrook in New South Wales, Bernadette would like to use her participation in E-Leaders to see how she can empower other community groups in the Macleay area to improve. She would like to take her grassroots leadership skills to the next level and really look at the big picture. She believes you should 'never let the things you want, make you forget the things you have'.

2015 E-Leader– Bronwyn Voyce



"In 2015, I am back to starting my own business and building that again".

Bronwyn hails from North Queensland and is passionate about regional economic development. She notes that if leading change was easy, everyone would be doing it. Bronwyn specialises in designing creative solutions to complex problems specifically in the sphere of economic and regional development and is passionate about developing her region through policy, advocacy, innovation and investment attraction.

2015 E-Leader– Carole Johnstone



"Here's to strong women. May we know them, may we be them, may we raise them".

Gungahlin in the ACT is home for Carole. She is an active volunteer with Soroptimist International and enjoys providing a global voice for women, and is keen to undertake more advocacy work with her volunteer role. As a woman who has lived in many communities throughout the world, she believes that "Soroptimists gets me into a community".

2015 E-Leader – Donna Digby



"My heart is not in the suburbs – I have always sought opportunities to go out bush".

Alice Springs in the Northern Territory is home to Donna, and she is proud to be involved with organisations that support other women. "The real sense to connect with one another is what we are trying to do with Desert Poppies" – a Central Australian women's group Donna is involved with. She maintains that we should 'be the change that you want to see in the world'.

2015 E-Leader – Emma Stilts



"The future is renewable. Sunshine is free".

Manilla in New South Wales is home for Emma where she is working towards building a community solar farm which will serve as a renewable energy electricity provider for industry in her local area. She believes regional Australia has a great opportunity with renewable energy and she would like her community at Manilla to be the model of sustainable development.

2015 E-Leader – Fiona Borello



*"To laugh often and much; To win the respect of intelligent people and the affection of children;
To earn the appreciation of honest critics and endure the betrayal of false friends; To appreciate
beauty, to find the best in others"*

Fiona farms in the Theresa Creek area of Northern New South Wales and works in a beef cooperative helping members to achieve business outcomes. As a partner in a cattle grazing farm, she is passionate about improving the profitability and sustainability of the industry.

2015 E-Leader – Fiona Lake



*"I am passionate about preaching to the unconverted. We often preach to the converted and in
a way it has benefits but it is not doing what it should be".*

Openly admitting her passion for Twitter, Fiona believes people should engage with this medium. "You might hate it – but you don't know if you don't give it a red hot go". Fiona uses many mediums to tell stories and believes "if you are born an original, don't die a copy". Fiona lives in Townsville in North Queensland and uses a camera to demonstrate her artistic creativity and to showcase rural Australia.

2015 E-Leader – Hailey Cosh



“I have always been encouraged to stand up for what you believe in. I strongly believe in taking the chances given to you, acknowledge the fear and do it anyway”.

Hailey Cosh is from Warwick in Southern Queensland and wants to be a strong voice for young rural women in order to make a difference. In her work as a Youth Development Officer, she is keen to help young women build resilience and maintain positive self-esteem. She believes great leaders never accept the world as it is and that we should always work for the world as it should be. “It’s your power, use it”.

2015 E-Leader– Joanne Heeps



“I love supporting people in small business”.

Home for Joanne is Barnawartha in Victoria. Joanne believes networking is a crucial element in building long and fruitful relationships and she is a strong believer in lifelong learning. Carpe Diem. Working as a Small Business Facilitator and Mentor, she is able to enable rural women to share business ideas, thoughts and pathways. Whilst she enjoys challenging herself, she subscribes to the belief that “the journey is just part of our destiny”.

2015 E-Leader – Karen Leslie



“Whatever you do – be different. If you’re different, you will stand out”.

Living in Mt Gambier, South Australia, Karen is a website developer and is involved in many community groups. She urges small businesses to seek help to get online and grow their business. When asked what she is good at, Karen openly acknowledges she is ‘good at asking questions’. Her favourite quote is “if nothing ever changed, there would be no butterflies”.

2015 E-Leader – Karen Smith



“My preferred role is leading from behind and being the technical person with the support details”.

Home for Karen is Cunderdin in the wheatbelt area of Western Australia. Karen is very focussed on community and is a firm believer in working collaboratively to make things better. “When things go wrong, that is when you test the strength of your community and it cannot be compared”. She accepts that “if you can, meet with triumph and disaster and treat those two imposters just the same”.

2015 E-Leader – Kylie Moss



"I am hoping to gain an insight, tips and information from ladies who have lived in rural and remote economies and how to get things up and going and how to cope with resistance and change".

As a recent newcomer to her rural community at Bowen, Kylie is keen to harness local energy to improve the economy of her local area, which is suffering as a result of a downturn in mining activity and natural disasters. She is keen to ensure that mentoring and training opportunities are provided so businesses can learn skills and information.

2015 E-Leader – Lauren Peterson



"I am looking to find direction with our business and focus on us, and I aspire to be more involved in our local dairy industry which in turn will help us".

Residing in Cobden, Victoria, Lauren and her family are involved in the dairy industry and she also works as a supervisor with Police Emergency Services. She is keen to gain skills to use within her business and community.

2015 E-Leader – Lyn Kelson



"The soil is an eloquent ecosystem".

Lyn is a midwife and cattle farmer in Central Victoria, however her real passion is caring for soil and understanding its importance. She believes people need to honour, respect and care for soil as 'we can't go out and get more. It is not renewable and we have to take care of it and understand it'.

2015 E-Leader – Maria Biglands



"Anyway that I can make a difference, I will do it".

Maria works in training at Boorowa in New South Wales and is involved in a number of volunteer groups in her community. As an eternal optimist, she always looks on the bright side of life. Her favourite quote is 'let me lead you now'.

2015 E-Leader – Nat Sommerville



“When life hands you lemons, make lemonade”.

As a cropping and livestock primary producer at Spalding in South Australia, Nat is keen to continue her learning. She states that E-Leaders gave her a platform and the confidence to voice her concerns about increasing agricultural and environmental sustainability in her region and she is keen to continue working to enhance leadership opportunities for women in her area.

2015 E-Leader – Wendy Lehmann



“I call myself a sustainable agricultural practitioner but primarily I am a goat herder”.

Wendy lives at Capel’s Crossing in Victoria and wants to be an advocate for holistic decision making. She has been involved as a fringe participant in permaculture since its inception in the 1970’s. Wendy is convinced that “rural internships are the key to bringing young people into farming” and believes ‘life was not meant to be easy’.

2015 E-Leaders Dinner Speaker – Daniela Stehlik



ABOUT DANIELA STEHLIK

Professor Stehlik is one of Australia's leading social scientists in the areas of sustainability, human service practice and social cohesion with a focus on families and communities in regional/rural Australia.

In 2008, Professor Stehlik was a member of the Expert Social Panel that formed part of the National Drought Review Taskforce. This appointment built on her experience as Chief Investigator in the first sociological study of impact of drought on Australian farm families and rural communities – a project funded by RIRDC between 1997 and 1999. She is currently the Chair at Rural Industries Research and Development Corporation.

INTRODUCTION: Fiona Borello

THE PRESENTATION

Daniela requested that Chatham House rules apply to her presentation and as a result, no notes were taken.

VOTE OF THANKS: Donna Digby

2015 E-Leaders Speaker – Hannah Wandel



"Exploit opportunities, know your brand and lean in".

ABOUT HANNAH WANDEL

Hannah Wandel is a gender equality advocate and the founder of *Country to Canberra*. Hannah worked as a journalist at SAFM and Triple M in Adelaide from 2011 to 2013 before joining the Department of Defence in Canberra in 2014.

Hannah grew up on her family farm in South Australia along with her two older sisters. Although she loved growing up in the country, Hannah recognised that distance, time and



funds often isolated rural students from education and career opportunities. At 24, Hannah founded *Country to Canberra* to promote gender equality and to empower rural girls to reach their leadership potential.

Hannah is a 2015 Layne Beachley Foundation Aim For the Stars Scholarship recipient and won a 2014 Service Award for her International Humanitarian Law Group's volunteer work with the ACT Red Cross. In addition to *Country to Canberra* and Defence, Hannah volunteers on YWCA Canberra's Finance and HR Committees, is a 2014-15 YWCA Canberra Board Trainee, volunteers for the Red Cross ACT and is a Graduate mentor at the Department of Defence.

INTRODUCTION: Carol Johnston

THE PRESENTATION

Hannah titled her presentation "Bringing Attention To Your Issue" and used her experiences with *Country to Canberra* (www.countrytocanberra.com.au) in giving rural girls a voice and connecting them to Canberra to impart the importance of messaging and branding. She believes that no matter what you want to attract, branding is the key. You need to know your key messages and talking point and get your logo right, as it will be on everything. She urges women to identify their stakeholders, tailor the message and platforms to your approach if you want to hit home. She reminded the E-Leaders that if you are not the advocate for your own brand, no-one else is going to be an advocate. Reflections were invited on the thought of 'what would you do if you weren't afraid and knew you could not fail'?

VOTE OF THANKS: Karen Smith

2015 E-Leaders Speaker – Pat Hamilton



“You need a bifocal vision – you can see the opportunities on the far horizon and can see the small print”.

ABOUT PAT HAMILTON

Pat is a retired sheep farmer, a retired Secondary School Principal and a life-long learner who willingly shares these passions. She currently lives with her husband, Geoff, on Yorke Peninsula, South Australia and is President of the National Rural Women's Coalition and on the board of RDAYMN. Pat has a BA (Hons) in Anthropology and English and a PhD in Rural Sociology, *From Farmer's Wife to Business Partner*, in which she explored how the learning activities of the Australian Grains Industry's National Partners in Grain Project increased women's participation in family farming businesses and in leadership positions in their industry.

Pat has received invitations to speak at International Conferences in Hawaii, Florida, India, Israel, Sydney and Cairns where she has shared her research on gender analysis. She consistently highlights people's critical shared role and responsibility in sustaining and increasing the prosperity and productivity of family farming businesses in Australia. In 2009, Pat was acknowledged on the South Australian Women's Honour Roll in recognition of her dedication and continuous commitment as an advocate and mentor for rural women and youth across the country. Pat is passionate about creating opportunities for women to develop and strengthen their leadership and management skills through a culture that celebrates life-long learning.

INTRODUCTION: Nat Sommerville

THE PRESENTATION

Pat titled her presentation “None of Us Are Shrinking Violets”. She urged the E-Leaders to have a sense of where they and their community are going and how they are going to get there. Few people take time to see clearly where they want to go in life. They hear the far off music but don't take to search from the source. Pat reminded the women “to believe in themselves and their abilities, to share their knowledge and their skills and take people with you”.

VOTE OF THANKS: Lauren Peterson

2015 E-Leaders Speaker – Karen Tully



“Always remember that it is not about winners and losers, it is about the art of the outcome that delivers 50% good policy and 50% good politics. As a rural woman, you have a right to have your voice heard”.

ABOUT KAREN TULLY

Karen Tully is a proud and passionate rural woman who is energised by the big picture and future of rural Australia, and who is inspired by visions of what could be. As Program Manager for the NRWC, Karen is responsible for managing the myriad of projects which the NRWC undertakes each year. Karen believes it is important that women develop a voice and presence for not only rural women, but wider communities and industries.

Karen is involved in a number of not-for-profit organisations and is Chair of South West Qld Rural Financial Counselling Service; a Director of South West NRM, a founding Director of an arts philanthropic fund called Red Ridge; President of Charleville Arts Gallery and involved in many organisations associated with a 12 and 13 year old. For 21 years she worked in rural education, as a teacher, Deputy Principal and Principal with rural schools, PCAP and Schools of Distance Education.

Karen currently resides at Charleville in Western Qld on the banks of the Warrego River in the heart of red dirt, mulga country and believes the female rural leader needs to ‘have red dust on her boots and latte on her stilettos’.

INTRODUCTION: Alex Milner-Smyth

THE PRESENTATION

Karen spoke on the importance of advocacy and took the Muster participants through the various types of advocacy and the importance of preparing well. Her presentation was titled “Passion and the 7 P’s of Advocacy” and she urged women to own their authority, step up and let their



voice be heard as they consider the plan, prepare, phone, personal presentation, paper, personality and politeness. She reminded participants that we live in a democracy and you have the right to make a difference. With careful preparation and total ownership of your authority as a rural women who has a unique knowledge of your concern, you can bring about change. As Margaret Mead once said - *Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.* Harness that passion, go forth and make your voice heard!

VOTE OF THANKS: Hailey Cosh

Karen also delivered a second visual presentation titled *"Rural Communities, Small Groups, Great Ideas and Change"* which examined a number of case studies of rural communities which were facing decline (as a result of government decisions, manmade and natural disasters, changing demographics etc) and how local leadership and proactive actions were able to turn gloomy circumstances into positive outlooks.

2015 E-Leaders Speaker – Bruce Scott MP



ABOUT BRUCE SCOTT

Before entering Federal Parliament, Mr. Scott was a producer of stud merino sheep, wool and lamb and was also a grain grower. He is an Australian Nuffield Farming Scholar, studying in 1983 the Common Agricultural Policy of the European Commission and the processing, marketing and promotion of Australian wool in the UK and Europe.

Mr. Scott has been President of the Queensland Merino Stud Sheep Breeders Association (1983 – 1986), President of the Maranoa Graziers' Association (1987 – 1990), President of the Australian Association of Stud Merino Breeders (1989 – 1991) and between 1990 and 1992, he was appointed a member of the Australia – U.S.S.R. Agricultural Cooperation Agreement to establish genetic comparison trials between Russian Merino Sheep and Australian Merinos. In 1990, Bruce was elected to the House of Representatives as the Federal Member for Maranoa. He was re-elected in 1993, 1996, 1998, 2001, 2004, 2007, 2010 and in 2013. He is a member of the LNP-Qld.

THE PRESENTATION

In his role as MP and Deputy Speaker of the House of Representatives, Mr Scott met with the E-Leaders and spoke informally to them over lunch. Topics covered included climate change, primary industry, sustainable rural communities, renewal energy and international trade.

2015 E-Leaders Speaker – Minister Michaela Cash and Dr Sharman Stone MP



ABOUT MINISTER MICHAELIA CASH

Senator the Hon Michaelia Cash was sworn in as the Assistant Minister for Immigration and Border Protection and the Minister Assisting the Prime Minister for Women on 18 September 2013.

Senator Cash is a Liberal Senator for Western Australia. She commenced her term as a Senator on 1 July 2008.

In September 2010, Senator Cash was appointed to the dual roles of the Shadow Parliamentary Secretary for Immigration and the Shadow Parliamentary Secretary for the Status of Women. Senator Cash was Deputy Manager of Opposition Business in the Senate from 19 September 2012 – 18 September 2013.

Senator Cash has also been actively involved in several Senate committees including as the Deputy Chairman of the Joint Statutory: Australian Commission for Law Enforcement Integrity.



ABOUT DR SHARMAN STONE

Dr Sharman Stone has been the Federal Member for Murray since 1996. Her first ministerial appointment was as Parliamentary Secretary to the Minister for the Environment and Heritage from 1998. Before entering Federal Parliament, Sharman was the Manager of International Development at the University of Melbourne.

Sharman holds a Bachelor of Arts (Honours) in anthropology from Monash University, a Master of Arts in sociology from La Trobe University, a Graduate Diploma in Tertiary Education. She also holds a Doctor of Philosophy (Ph.D.) degree in economics and business from Monash University. Since entering Federal Parliament, Dr Stone has pursued a wide range of environmental, social, regional and indigenous issues.

INTRODUCTION: Pat Hamilton

THE PRESENTATION

Minister Cash and Dr Stone spoke on a variety of contemporary political challenges and the role of women leaders in championing change.

VOTE OF THANKS: Kylie Moss

2015 E-Leaders Speaker – Lynne Duckham



"The most important person in a business when you are trying to see the General Manager is the receptionist".

ABOUT LYNNE DUCKHAM

Lynne's professional life began in educational psychology. Addressing sustainability and change management issues has underpinned all of her work. She has worked in Australia and internationally across multiple sectors in many cultures and countries.

Her professional background includes corporate, government and not-for-profit sectors, and working with urban, rural and remote communities, and persons of all abilities.

Lynne has designed nationwide marketing and educational programs and developed local and international partnership and collaboration strategies. She currently works for the ACT Government.

INTRODUCTION: Joanne Heeps

THE PRESENTATION

Lynne's presentation was titled *"They should have said Yes!" (Where was the hook?)* and she believes that when we want to advocate, we need to dig deep, we need to work backwards and tell the story. The story should be short and sharp and needs to be planned for careful timing. She reminded the E-Leaders that advocacy is all about being human, respectful and trusting when dealing with people.

VOTE OF THANKS: Fiona Lake

2015 E-Leaders Speaker – Karan Gabrielle



"In general, it is good to be friendly and helpful but schmoozing does not go down well".

ABOUT KARAN GABRIELLE

Karan Gabrielle is the Communications and Advocacy Officer at the YWCA in Canberra. Before coming to the YWCA, Karan was Managing Editor of the Yass Tribune for about five years. In that time, the Yass Tribune won the Country Press Association's EC Sommerlad Memorial Award for Editorial Leadership and Community Involvement and a Yass Valley Australia Day Award for Excellence in Communication (bushfire coverage), and she was shortlisted as 2013 Fairfax Woman of Influence. Karan will share insights with us today into the topic of rural media.

INTRODUCTION: Maria Biglands

THE PRESENTATION

"Harnessing the Media so you both get What You Want" was the title of Karan's presentation. She believes in the importance of a well written media release and urges aspiring leaders to learn this skill. You then need to build the relationship as you make professional and helpful contact. Once your story has been run in the media, ensure that you ring and thank them.

VOTE OF THANKS: Bronwyn Voyce

2015 E-Leaders Speaker – David Pembroke



"You have to be in the game – and the game is content".

ABOUT DAVID PEMBROKE

David is founder and CEO of contentgroup and titled his presentation *"Why Content Marketing is the Future of Communication"*. His business is to help our clients to tell their stories. As we enter a "Four screen world" - (Phone, tablet, computer, TV), how are brands, Government programs, Not for profits and sporting organisations going to communicate effectively.

David has spent 10 years working for ABC Radio Current Affairs and ABC Radio Sport. He started contentgroup in 1997 with the plan of combining my skills in marketing and journalism. The plan took a detour into professional Rugby when I took on the challenge of managing the media and communication for the Brumbies and the Wallabies. From there, it was back into content and here we are many years later.

David's interest and passion is working with clients to understand their story and then tell it effectively to the people they are seeking to influence.

INTRODUCTION: Wendy Lehmann

THE PRESENTATION

David spoke about *"Why Content Marketing is the Future of Communication"* and took the E-Leaders through an experiential content planning exercise. He urged the women to create useful, valuable and relevant content that meets the needs of your audience. We all need to wake up tomorrow morning and say "I am now in the media business. Now that I have access – what am I going to do"? His solution is to use the methodology of content marketing.

VOTE OF THANKS: Maria Biglands

Think Like A Queen Forum



INTRODUCTION – Karen Tully

Once upon a time, there were three Queen's – Queen Pat, Queen Donna and Queen Fiona who were wise, confident leaders. One day, eighteen Princesses who lived in faraway places and who dreamed of becoming Queens were seen travelling across the length and breadth of the country to meet with the three Queens in Canberra. As they carefully placed their tiaras on their heads, they longed to have the 'Queen factor'. They arrived tired and exhausted after their long trek to Jerrabomberra Avenue, Canberra, where at last they found the German Club. There, in the Mackellar Room was a sight to behold – the 3 Queens that they had journeyed to meet. As the Princesses were rather shy, they found some magic wands which gave them the confidence to talk openly and freely to the Queens. As they sat listening to the sage words of wisdom from the Queens, the Princesses realised that they too could be Queens one day soon. The next day, they set off back home to their faraway castles with a clear understanding that they would use their voice to make a difference.

VOTE OF THANKS – Lyn Kelson (Queen Pat); Bernadette O'Sullivan (Queen Fiona) and Karen Leslie (Queen Donna).

The Soils of Australia

Each e-leader attending the muster was invited to bring a small cup of soil from their home in 2015 – The International Year of Soils. These were deposited onto a tray and assisted in illustrating the diversity of the ruralness of each e-leader.



E-leaders Muster Evaluation

All E-leaders were invited to complete a formal evaluation of the Muster at the conclusion of the event. The following are the key findings from the survey style tool which asked women to rate and comment on various areas of the Muster.

- 93% of the E-leaders rated the event as excellent, which was the highest ranking.
- 93% of the E-leaders thought that the information and knowledge gained at the muster met their expectations.
- 100% of the E-leaders said the information gained definitely was useful and applicable to their leadership role.
- 80% of the E-Leaders said the organisation of the event was excellent and the remainder thought it was average or above average.

E-Leaders were invited to **nominate three speakers/presentations** that they found most interesting or useful and the following comments were received:

Hannah Wandel was great as the story of how she developed her program was insightful. Lynne Duckham was very very clear with how to present your project, Karen Tully 7 P's of political advocacy was very useful to me when influencing policy makers.

Daniela Stehlik - drought experience Karen Tully - How to effectively advocate, I still have so much to learn. MP Bruce Scott & MP Cash (short) & MP Stone - loved all the politicians.

Daniela Stehlik - interesting, intelligent, accomplished speaker. Hannah Wandel - great to see someone 'doing something' for rural girls - and a great, innovative project. Pat Hamilton - inspirational, genuinely interested in the development of everyone participating.

1. Hannah Wandel's brilliant initiative - Country to Canberra - gave me ideas for my own mentoring objectives. I look forward to reading the submitted essays, especially the winning. 2. Lynne Duckham: "We see what we want but others don't have the same point of reference". They said Yes but Why? Learning how to get what we want especially from within the Political Arena was a very valuable and relevant Presentation. 3. Both Pat Hamilton's 'None of Us are Shrinking Violets' and Karen Tully's '7 P's of Political Advocacy' presentations were equally impressive being in-theme and insightful about working with Politicians and their teams.

Professor Daniela Stehlik, Dr Sharman Stone MP, David Pembroke.

Dr Pat Hamilton - because she spoke from the heart and re-invigorated my confidence Hannah Wandell - because she gave a real life example and showed me it wasn't crazy to have a huge dream and try and achieve it! Karen Tully - the small communities presentation was great to see how individuals could do big things when they work together.



Dr Pat Hamilton - it resounded with everyone in the room. The respect for title has stuck in my mind and changed my behaviour pattern. Daniela Stehlik - the political game play, and how the system works The Hon Bruce Scott - his quick synopsis of the processes currently in play for rural Australia has been invaluable for my network

David Pembroke took me to new places in a logical manner.

1) David Pembroke - closest topic of interest to where I am heading 2) Hannah Wandel - fabulous example of taking an idea and putting it into practice 3) Karen Tully - the practical examples of small towns doing something 'more'.

Karen Tully - Advocacy David Pembroke - Content Marketing Great practical learning, and skills to take away.

Lynne Duckham - she asked us questions David Pembroke - for taking us through that exercise. I had heard some of it before from other speakers but had never been taken through that exercise before Dr Pat Hamilton - again for making us think.

Karen Tully - Political Advocacy - very informative, knowledgeable and insightful - will definitely use Pat Hamilton - openness, honesty and supportive Karan Gabrielle - insightful and realistic.

Karen Tully speaking on the advocacy process as it relates to budget and economic strategy. This is information that can make best use of time and energy to achieve an outcome. Often timing is everything. Hannah Wandel, speaking about Country to Canberra. This was a real life example of a dream come to fruition, and I found it very inspirational in that an idea can make a difference. I also liked very much listening to Pat Hamilton speak. She brings a genuineness to why we all strive to make a difference, and her ability to nurture the dreamer in all of us is highly valued. Sometimes a reminder that we all have a place to start from despite our pre-conceived inadequacies can be the source of momentum we need to face the challenges and take the risks we need to, to be leaders.

David Pembroke, Content Group because his energy was contagious & the way he broke down the process was so useful plus I spent the majority of the trip home thinking about Barb! Karen Tully, Passion and The 7 P's of Political Advocacy because the presentation was full of practical information & I couldn't write it all down fast enough! Daniela Stehlick, Chair at Rural Industries Research and Development Corporation because her knowledge of the political system was evident & because of her generosity in sharing her experiences.

Karen Gabrielle - YWCA based on her media experience; Hannah Wandel - such enthusiasm and motivation; Karen Tully on the local projects for the innovative ideas within each community giving me ideas for my own.

E-Leaders were invited to **outline which Muster activities** (e.g. Dinner with Daniela Stehlik / 10% stretch activity / Think Like A Queen Forum, APH tour, Question Time,) **did they find most interesting, and why**. Comments received included:

1. APH tour - As I mention below I experienced my ah ha moment during the tour but it was also interesting to learn more about the building and its history. I have since also been inspired to read about the planning and start of building which is all very fascinating as my first (and last) time to Canberra was 10 January 1968 to visit the (as I now know was the Provisional) Old Parliament House. 2. Question Time - Wonderful opportunity to experience this 'circus theatre' although I still don't understand why it has to be this way. 3. 10% Stretch - I liked this personal opportunity which for me was to introduce a Presenter - something new for me - which has helped make me comfortable to do again.

10% stretch was great to revisit. Question time and dinner with Daniela was interesting as she told it from her point of view.

Loved them all. I found the getting to know one another speeches the most interesting. There are so many amazing and inspirational women among the network.

Dinner with Daniela (see above), APH Tour - something new and provided a bigger picture approach to many of the issues we discussed through the session (advocacy, women's rights etc).

APH Tour was a great insight, especially having the opportunity to meet and talk one on one with MPs and Senators. I never quite understood how long and involved the process of legislation could be - until Dr Stone's story of the process of getting RU486 into her electorate. It really was a great example as it tied all the advice we had received all week into one issue. It was an issue she firmly believed in, and tested her convictions. It took guts to stand her ground (against her own party), and after years of persevering, the drug is now available to women in her electorate. Even if you don't agree with the outcome (although I do) you have to admire the tenacity and constant pressure that was required to achieve change. It is both a reality check and a shining example of how change can be achieved.

APH tour and Question Time because it was interesting to get a new insight into how parliament worked. It was great to talk to people and observe our democratic system in action.

APH Tour. I have never had the opportunity to this type of exposure due to my generation and the fact that I was educated in Tasmania. This was invaluable to see the workings in action and gave me a deeper understanding of the political process and how it works. To hear from The Hon Michaela Cash and Dr Sharman Stone on the workings of the UN was something that I would never have had the opportunity to experience in my normal life and has been beneficial for my self-knowledge but also my current academic studies.

Think like a queen - challenging question and answers from a wealth of experiences - willingness to share ideas and backgrounds.



APH tour was great, very illustrating as to why we need to connect with politicians and policy makers. The 10% stretch activity was a really good practical activity to be undertaken in a safe environment.

APH Tour and Question Time - wish we had had more time. It was really beneficial listening to Bruce Scott, Senator Cash and Dr Stone.

APH Tour when we listened to Senator Cash and Dr Stone. Compromises and how things are what you think they are! Although I enjoyed the Think Like a Queen Forum it was a little late for me.

10% - involving everyone in the sessions APH tour - the reality of life in politics.

I liked the 10% stretch activity. It challenges each of us to face the fear of public speaking and do it anyway. Each of us would have had a challenge about the activity delegated to us, and each of us in our own way overcame it, in a very safe environment.

APH Tour & Question Time was the highlight for me. Also the dinner with Daniela was a great event for the first night.

David Pembroke - he put everything into its place that we do for marketing but made it simple to follow whilst being logical.

E-Leaders were asked to **share an idea or person who challenged their thinking**, and state why and how this challenged them. Comments received included:

David Pembroke challenged my thinking as the manner in which he conveyed his message I thought was more suited to the sports coaching arena and his presentation seemed 'thrown together'. Added to this the subject he was teaching I've already learnt, in a way I found comfortable, during at least two webinars I attended in 2013. Lesson for me: keep your presentation style and content relevant to the audience and up to date.

APH tour challenged my thinking. The process of politics and how it doesn't cater for women with families.

Daniela Stehlik, loved how she shared with us the challenges a person such as herself had with the drought work at ensuring the correct message was communicated despite obvious hurdles.

Everyone - from speakers to fellow participants. It made me realise that I am capable of doing what I choose, and failure of a project doesn't make me a failure.

Senator Michaela Cash and her chief of staff Louise Nicole (?). The example they gave of the UN Status of Women meeting in NY was very challenging. The knowledge that group of countries that in other areas cannot reach any type of common ground, can form an alliance that reduces the freedoms and opportunities and health of women was deeply troubling. The only silver lining

being that if these countries can form alliances on any matter, even if it is so terrible for the status of their women, it shows that alliances may be possible in other areas. It was a real eye-opener that in the 20 years since the Beijing declaration, the ability to maintain the status quo can be seen as a win. I was unaware that women in so many developing countries were deliberately, systemically and politically being held back. I thought it more an issue of education and culture (which it is) but I had not countered that it was also a deliberate goal of the governments. (In some cases being used as a pawn for economic leverage.) Horrific.

Dr Pat Hamilton - not so much changed my idea, but certainly confirmed I was on the right track and the enthusiasm I have for what I do, makes a difference. She also helped me to realise I could achieve great things where I am, I just need to push and not be afraid to speak up.

There were so many, but I think the Country to Canberra program was inspirational and shows that one person can make a difference with a simple idea. We often pour our hearts into a program for our community in the hope that it will have an outcome such as this. The stepped approach taken and the commitment to not fail.

Asking Coles for \$300,000 to support projects.

That idea of being ready to have a position on where to compromise before going into whatever you are ready to advocate. The advocacy know-how was really interesting and has provided me with a better perspective on how to negotiate a position/idea.

Karen Tully and David Pembroke.

The idea that I'm actually a leader! :-)

Daniela Stehlik - and the work passionate. Certainly agree with her thinking however we all discussed the word and we then listened to how many others used it to express their connections to what they do in life. Interesting.

I found Daniela Stehlick an interesting and thought provoking speaker. I guess I had to answer for myself how a "statement" as an outcome for such a huge issue as drought may have been viewed as a valuable outcome, when so much more was needed in my eyes. I guess academia and process have their place, but I was challenged by the limit of the outcomes for such an initiative.

Hannah Wandel, Bringing Attention to an Issue as I was just so impressed by her story. It really made me think one person can make a difference.

Pat Hamilton - you are never too old to learn, challenge yourself and do things; we are not shrinking violets at all but creative, zealous and ardent women who want so much more for our local communities and those in them.

E-Leaders were asked to **share their defining ah ha' or 'wow' learning moment.** The following comments were received.

Listening to Deputy Speaker The Honourable Bruce Scott speak of his reason for believing in Climate Change I felt he believed and understood what he was saying. Following on from his conversation listening to Senator Sharman Stone exude an energy for her work. Between the two I have completely changed my opinion of Politicians who I previously thought mainly spoke verbatim and rarely knew about what they were speaking.

Hannah Wandel's presentation when she was focusing on essay writing as an assessment tool for her winners was. 'Ah ha' moment for me. I felt we need to focus on individuals that can bring other skill sets to leadership other than the norm.

How far women really have to go to reach equality. I had no idea we were still paid 17% less and not reaching to those key positions within management across most sectors not just Agriculture.

David Pembroke. It was inspiring and motivational presentation. His message that 'we are the media business' was a real eye opener. It highlighted the opportunities we have with social media, and also made it clear that all messaging needs to be useful, relevant, and strategically written for your audience to make it meaningful and therefore worthwhile. A real opportunity, but also something that needs research and consideration to return real benefits.

Interacting with so many interested, and focused people. Knowing I was OK, and I had the skills to enact change. That was really important for me, and the more people I talked to, the more my confidence grew.

Again so many, but if one were to stand out it was the Daniela Stehlik how the system works synopsis. Also David Pembroke's creating a marketing persona has made me think in a completely different way with day to day interactions and marketing.

Wow, there are so many other mums like me, who have felt a little undervalued after kids in a rural area and having to spend a lot of time on your own. The learning I took away was that I do have the skills I had before, it is just remembering how to use them.

The Advocacy session from Karen and then linking it to what David said about content marketing. I got a lot out of both session, most informative and lots of ah ha moments.

The power of likeminded individuals getting together and sharing ideas. I knew it was powerful but hadn't experienced anything like that since moving to Australia. It's rare to have such open conversations without ego and all looking to help others.

When I changed my thinking from I'm powerless to using empowered in how I can embrace tasks I need achieve. Learning about advocacy and defining true leadership - Leaders empower and



share empowerment, leaders have researched and have made plans, will take risks and offer support.

That what I am passionate about actually mattered to anyone else, and that other people saw me as an agent for change. The notion that I am perceived as a leader on my topic was a little mind blowing for me.

"What would you do if you weren't afraid".....I have thought long & hard about this since returning & I can already see it becoming a key question in any future decisions. I feel like I have been holding myself back because of fear of failure but now I can think about what success would look like & work my way back from there.....one (carefully planned) step at a time.

I can and have done many wonderful things like everyone else who attended.

E-Leaders were offered the opportunity to provide comments or suggestion in relation to the E-Leaders Muster with the NRWC team/funders etc and the following comments were received.

Canberra Musters of this calibre (especially meeting the Politicians) should be made available to every Australian.

Thank you for organising such a great trip. I have got so much out of it which I can apply to my projects and community.

A brilliant program that would be fantastic to share with each and every rural woman. Organisation was perfect yet again and the fellow participants were very inspirational. Thank you

My observation is that because the E-Leaders muster was delivered by an NFP organisation, there seemed to be significantly less 'commercial interest' than development sessions run by private companies. There was a genuine interest, from NRWC project staff and the President, in developing the participants, rather than 'just' delivering a fee-for-service approach.

For me personally - it was a true opportunity to learn more about leadership and advocacy. The examples and stories shared by the amazing speakers will help me in my project and career. It was great to meet amazing people and really have a chance to connect with the other e-leaders face to face. I have not participated in anything like this before and it has changed my attitude and perception towards the role of government and politicians. The trip to APH and meeting MP's and senators was a real privilege. It is clear to me now, that despite the general cynicism in society, the overwhelming number of people involved government are there because they wish to make the world/ Australia a better place. The process in achieving these ends requires so much more that I previously understood. So many stakeholders, huge processes, many negotiations and adjustments. It is more time consuming that I had ever believed. It is clear to succeed you need to have conviction, great communication skills and also be flexible in your negotiation. I have come away with greater respect for all politicians. Even if I don't agree with their policies, at least they turn up each day - for a long day and are engaged in a process which is trying to make a difference.



Thank you for opening my eyes. Thank you so much for the wonderful opportunity and for the support and generosity. I hope it's something I get to participate again in the future and the follow up and networks have been amazing. Maybe some more information on networking and some strategies around that would be useful in the future.

This would be, and continues to be one of the most personally challenging and also best learning processes I have been exposed to. Whether it was having to talk about me to a room full of strangers to learning about programs happening in Childers. There was just so much information flowing that it was literally mind blowing! Each day I walked away inspired, educated and exhausted. Thank you again for this powerful opportunity. Karen, Kerryn & Pat you are all inspirational women in your own rights and your preparedness to transcend your knowledge and personal journeys was AMAZING! Thank you for making such a safe place for us to share and experience this brilliant program.

A great event- lots of interactive learning.

Alumni events at a state level might be a nice annual or bi-annual activity to continue networking with women in a similar fashion as the Canberra muster. I am so pleased I have had the opportunity to participate and I can't wait until I can share my skills and knowledge with my community women.

I can't thank the NRWC enough for this great opportunity. Not only was it a terrific learning experience, but was a significant personal growth adventure for me as well. So sincerely thank you.

Liked that hotel - just wished they had clearly labelled the gluten free and dairy free items.

Suggestions - wearable name tags or lanyards, maybe a book or publication of topics / themes / further reading idea of soil is brilliant.

There is many great things to be said about the energy created when a group of people collaborate in a face to face environment that can't be achieved with other interactions. The strength that the participants take away from this kind of event with such a focus on sharing information and aspirations makes for sustained action when applied in your own community.

Fantastic group of women and net weaving from being f2f, I felt insignificant amongst them but realised I have strengths and done many things too that are worthwhile. I gained a new found confidence in myself to get out of that comfort zone and be not afraid to do more.



Post Muster Reflections from the E-Leaders

"It was a wonderful experience and opportunity. An opportunity I never expected when I started the program and am so very grateful to have. It was certainly a very impressive collection of ladies with enormous potential to lead in many areas of rural and regional Australia over the coming years and I look forward to the support from and opportunities to give back, that will present new networks I have been able to create. Thank you for all your work and effort that goes into bringing an event like that to fruition".

"Thank you so much for all the time and effort you put into this wonderful event. I have had an amazing journey to date thanks to the help of the NRWC and people like yourself. The event ran so very well and I am very impressed that you were able to organise so many incredible experiences packed into such a short time and have it all flow so smoothly".

"I would like to acknowledge and thank NRWC for providing women with a way to connect, learn and be empowered through the E-leaders program. Karen and Pat is a pleasure to work with you both and I would like to pass on my congratulations to the Board".

"Gorgeous Amazing Ladies – well what can I say... I feel like every time I am in your company (whether it was via webinar or recently at our amazing face-to-face event), I plug into an energy socket (!!) and it is a great source inspiration. Thank you for sharing your journey and your stories with such honesty, compassion and empathy. The project session is something that will stay with me forever".

"I am inspired as much by each of you as I was by the parliamentarians who took the time to speak to us".

"It was a most rewarding experience for me meeting such dynamic and talented women – the future of rural, remote and regional Australia is great leadership hands!"

"I am still on a high from all of that positive energy and it was very powerful to culminate the webinars with a face-to-face event"

"Overall it was an overwhelmingly positive experience. Life changing in fact!"



Lyn Kelson being presented with a Certificate of Completion by Dr Pat Hamilton.

Thank You

The National Rural Women's Coalition wishes to extend its deepest gratitude to those who contributed to the success of the 2015 E-Leaders Muster. They include:

- A warm thank you is extended to **Senator the Hon Michaelia Cash** (Minister Assisting the Prime Minister for Women); and to **Bruce Scott MP** and **Dr Sharman Stone MP** for her enthusiastic support for the rural emerging women leaders.
- Gratitude is expressed to the **Office for Women** located within the Department of the Prime Minister and Cabinet for financially supporting the 2015 E-Leaders Muster.
- The **Dinner Speaker, Forum Queens and Guest Speakers** - thank you for being part of this unique muster which is nurturing the emerging women leaders of rural, remote and regional Australia. Your willingness to share your journey and pearls of wisdom in an open and supportive manner was greatly appreciated.
- The **German Club** and **Australian Parliament House** for hosting muster events and providing the National Rural Women's Coalition E-leaders with outstanding facilities and catering.
- Appreciation is expressed to the management and staff of the **Best Western Garden City Canberra** for their warm welcome and hospitality.
- The **NRWC Directors** who were responsible for strategically guiding the E-leaders program over the last few years, and for having the vision to support the face-to-face muster of our E-leaders. Your support is greatly appreciated.
- **Pat Hamilton** (President – NRWC); **Karen Tully** (Program Manager – NRWC) and **Kerryn Suttor** (Project Coordinator – NRWC) for their behind-the-scenes and not so behind-the-scenes planning and facilitation support throughout the entire Muster.
- Each and every **E-Leader** who travelled from all corners of Australia to be part of the muster. These emerging leaders and the inspirational work they have done and continue to do will ensure that the rural space is the best place for our families, communities and nation.
- The NRWC Directors deeply appreciate the quality of this report which has been compiled by the NRWC Program Manager, Karen Tully and her expertise in capturing the activities in the photographs.



Amy (NSW) and Aryelle (TAS) sharing ideas.