



NRWC General Meeting of Directors – All Directors

Minutes

**Notice was given that the National Rural Women's Coalition Ltd
Directors General Meeting
will be held 16th September 2025 Zoom
1.30pm (ACT/NSW/VIC/QLD) 1.00pm (SA/NT), 11am (WA)**

Business

- Meeting opened at 1.30pm AEST
- Open & Welcome – Jan Clifford OAM
- Acknowledgement of Country – Jan Clifford OAM
- Attendance – Jan Clifford OAM, Karen Holder, Cressida Cains, Nicole O'Reilly, Wendy Hick
- Apologies – Dr Skye Charry and Jacqueline Brotherton
- Absences – N/A
- Secretariat - Keli McDonald & Jess Davis

1. Congratulations and Welcome to the Directors

In-line with the NRWC Constitution dated 27th July 2020, section 10.6 we formally welcome the following Independent Directors to the NRWC Board.

Name – Wendy Hick

Name – Dr Skye Charry

President to welcome and introduced Independent Directors to all Directors. President advises the Directors that the Member Organisations have endorsed the full voting rights of Independent Directors as other Directors at Director General Meetings.

2. Election of Office Bearers

In-line with the NRWC Constitution dated 27th July 2020, section 7.2.4 *'Should any of the positions of Vice President, Secretary or Treasurer not be filled by Member Organisation Directors at an AGM, such position(s) may be filled by Non-Member Stakeholder directors being elected at a general meeting'*

From the Independent Directors I call for nomination for the position of:

Position	Nominee	Moved	Seconded
President			
Vice President			
Company Secretary	Wendy Hick	Jan Clifford	Karen Holder Nicole O'Reilly
Treasurer			

Voted in at AGM of Member Organisation

President – Jan Clifford OAM
 Vice President - Jacqueline Brotherton
 Company Secretary – N/A
 Treasurer – Karen Holder

Voted at General Meeting of Directors

President –
 Vice President
 Company Secretary – Wendy Hick
 Treasurer –

3. Minutes

Minutes of last General Meeting of the Board held the 15th July 2025 - **Appendix 1**

Motion *"Minutes from the General Meeting of the Board held on 15th July 2025 be accepted"*

Moved: Nicole O'Reilly

Seconded: Karen Holder

4. Correspondence

Appendix 2

- Re-funded and money in bank account Sept 2025
- Invitation to participate in the National Menopause and Perimenopause Campaign

Any questions on any of the correspondence?

5. Finance Report

Attached as separate document

Finance Report Tabled

Motion. "The Finance Report be accepted for August 2025"

Moved: Karen Holder

Seconded: Nicole O'Reilly

Carried

6. General Reports

Member Organisations Updates – verbal report from each member org on the focus areas or activities of their member org. – All Member Orgs

NRHA – Released second version report *The Forgotten Health Spend Report* reporting on the underspend in health in RRR compared to metropolitan of over 8 Billion dollars, or circa \$110/per person living in RRR. Close of physical office in Canberra in last two months due to increase in costs on a stagnant budget, rural and remote symposium to be held in Alice Springs in October 2025.

ACTION – CEO to circulate NRHA Report on *The Forgotten Health Spend Report* - <https://www.ruralhealth.org.au/the-forgotten-health-spend-report/>

AWiA – Appendix 3

WiSA – Appendix 3

ALGWA - Appendix 3

TWAL – not available

6.1 CEO Report –

- YRRRAP and RRROWAG – both have projects on the go and are close to closing out first project
- Three policy areas –
 - Women roles in front line disaster response
 - Health and RRR women access.
 - OFW has approved the NRWC can use portion of funding to look at "shelf ready policies". Take NRWC submissions and create 1-page policies.

July 2026 – NRWC to be the secretariat for the Alliances

- Nicole – look at AI to help increase productivity in right spaces. Still use case study and real data but help pull resources together and summarize items. <https://boodlebox.ai/nonprofits/>

6.2 Social Media – Appendix 4

Facebook – increase to 18,380 – 20 posts
 Instagram – small increase to 914 – 7 posts
 Linked In – increase by 91 to 576
 Have opened a TIKTOK account
 484 visitors to our website with 449 visitors being new visitors

6.3 Rural, Regional and Remote Communication Coalition (RRRCC) – Wendy Hick

Have discussed whether to have delegations, working on building relationship with new Minister and seeing what might be most effect to raise and how. Have had an nbn update session and general discussion meeting

6.4 AGEC Update – not available

Any Other Reports?

7 2025 – 2026 Appointments

7.4 Forming of Committees:

Please nominate your interest in participating in one of these committees. Report back to the Board each meeting

Governance Committee – Updates the NRWC Policy & Procedures that are then endorsed by the Board – Chaired by the Company Secretary plus 1-2 additional Directors

Company Secretary – Wendy Hick
 Dr Skye Charry
 Jan Clifford OAM
 Currently meeting monthly

Finance & Risk Committee – Has budget oversight – Meets Monthly – Chaired by the Treasurer plus 1-2 additional Directors.

Treasurer – Karen Holder
 CEO – Keli McDonald
 Jan Clifford OAM
 Wendy Hick
 Meet second Monday of every month

ACTION – *include volunteer hours in future financial reports as per auditors' suggestion.*

Rural Regional and Remote Communication Coalition –

Wendy Hick – current chair
 CEO – Keli McDonald

Meet quarterly

Motion: The NRWC Board endorses the above nominations as signatories on the NRWC accounts

Moved: Jan Clifford OAM

Second: Nicole O'Reilly

7.3 Endorsement of Debit Card Holders (Bendigo):

Current Signatories	20/21	21/22	22/23	23/24	24/25	25/26
President	Leonie Noble	Leonie Noble	Leonie Noble		Jan Clifford	Jan Clifford
Treasurer (Signature Only)	Jo Stewart Rattray	Jo Stewart Rattray	Jo Stewart Rattray		Karen Holder	Karen Holder
CEO	Keli McDonald	Keli McDonald	Keli McDonald	Keli McDonald	Keli McDonald	Keli McDonald

Motion: The NRWC Board endorses the above nominations as holders of a debit card"

Moved: Karen Holder

Second: Cressida Cains

7.4 Access to MYOB to be given to: (currently Treasurer & CEO)

Treasurer – Karen Holder

CEO – Keli McDonald

Secretariat – Jess Davis

7.5 NRWC Phone: (currently held by CEO/Administration Office)

Motion: Items 7.4 and 7.5 are agreed by the Board"

Moved: Jan Clifford OAM

Second: Cressida Cains

8 Set General Meetings of the Board – next Twelve months

e.g. Third Tuesday at noon, every second month for 2 hours

Day – Monday

Time – 4pm NSW

Frequency – Quarterly

Next Board has been previously scheduled for 12 noon 18th November 2025.

President has requested Delegation to Canberra – in early 2026.

Formal meeting quarterly – governance and finance, discussion meetings more frequently – strategic planning conversations

Member Orgs – have a plus one at meetings

ACTION – Secretariat to put together some calendar suggestions and send out.

9 Any other Business

10 Meeting Closed

Time: 2.45pm

APPENDIX 1



NRWC General Meeting of Directors – All Directors

Minutes

Notice was given that the National Rural Women's Coalition Ltd
 Directors' General Meeting
 will be held Tuesday 15th July 2025
 Zoom
 Time: 12pm (NSW, VIC, QLD) 11.30am (SA + NT)

Invited: Jan Clifford OAM, Karen Holder, Jacqueline Brotherton, Wendy Hick, Nicole O'Reilly, Dr Skye Charry, Cressida Cains

Business

- Open & Welcome – Jan Clifford OAM 12.05pm (NSW)
- Acknowledgement of Country - Jan Clifford OAM
- Attendance – Jan Clifford OAM, Nicole O'Reilly, Karen Holder, Syke Charry
- Apologies – Cressida Cains, Wendy Hick, Jacqueline Brotherton (text msg to CEO)
- Absences – N/A
- Secretariat - Keli McDonald and Jess Davis

1. Minutes

Minutes of last General Meeting of the Board held the 1st April 2025 – **Appendix 1**

Motion “Minutes from the General Meeting of the Board held on 1st April 2025 be accepted”

Moved: Skye Charry

Seconded: Karen Holder

2. Actions from the Minutes

Action Report from the Minutes – **Appendix 2**

Wendy – CSW report in progress

3. Correspondence

Appendix 3

Any questions on any of the correspondence?

For Special Note:

March 2025 - Submission publication acknowledgement | Inquiry into the Early Childhood Education and Care (Three Day Guarantee) Bill 2025 [Provisions]

21/05/2025 Thank you note from CEO Wendy Anders of NATSIWA for supporting members to attend 24th Session of the United Nations Permanent Forum on Indigenous Issues (UNPFII) in New York.

28/05/2025 NRWC agreed to be a signature on Women's Climate Congress letter presented by WELA. Final Letter provided 20/06/2025.

May 2025 NRWC endorsed Document 2025 National Alliance for Regionalisation's Regional Australia priorities v2

24/06/2025 Invitation from Helen Dalley-Fisher to Join Collaborative Feminist Project on Religious Discrimination Law Reform

26/06/2025 NRWC provided letter of Support – Translating Digital Healthy Ageing into Rural, Regional & Remote Queensland led by Dr Gordana Dermody – Sarah Casey

4. Endorsement of Policies & Procedures

Company Secretary – Wendy Hick (**Appendix 4**)

A selection of policies & procedures has been reviewed by the Governance Committee and the following are ready to be presented to the board for endorsement.

Motion: The following policy and procedures are endorsed by the National Rural Women's Coalition Board

1. NRWC Conflict of Interest Policy V1 June25
2. NRWC Accident and Incident Reporting Policy V1 July25 and related form.

Moved: Nicole O'Reilly

Seconded: Skye Charry

Carried: All

5. Finance Report

Circulated with Papers as separate document

Finance Report tabled by Treasurer Karen Holder.

Motion. "The Finance Report be accepted for June 2025"

Moved: Karen Holder

Seconded: Nicole O'Reilly

Rollover of approx. \$34,000 into next period and have three policies to use these funds on to finalise by August/September 2025.

Auditor engaged and working through process, which is going smoothly on a tight turnaround timeframe.

Karen Holder left meeting 12.23pm (NSW)

6. General Reports

6.1 Member Organisation Reports – 3-minute verbal or written report – update from each Member Organisation on current advocacy focus areas

AWiA – Conference in Adelaide in August

NRHA – (Appendix 4)

The National Rural Health Alliance has closed its office in Canberra with staff now working from home while longer term options being explored. This is linked to the lack of CPI being applied to the grant for an extended period of time.

Upcoming Event

The 10th Rural and Remote Health Scientific Symposium is brought to you by the [National Rural Health Alliance](#) (NRHA) in association with the [Australian Rural Health Education Network](#) (ARHEN) and the [Federation of Rural Australian Medical Educators](#) (FRAME).

It will bring together the rural and remote health research sector with policymakers and others in the government and non-government sectors to shape the future of rural and remote health research.

The theme of the symposium is '*Research from the heart – shaping rural & remote health futures*'.

The Symposium will be held at the Alice Springs Convention Centre on the 8–9 October 2025 and will offer the opportunity for general presentations; high quality keynote speakers; concurrent and poster session

TWAL – not available

WiSA –

2025 Turn the Tide Industry Dinner and Presentations in Canberra

The events will take place on 27 and 28 November 2025 and are the culmination of the 2025 Turn the Tide Entrepreneurship and Leadership Program.

Over six months, 26 exceptional women from across the seafood sector have worked in small, collaborative teams to develop practical, measurable initiatives that address real challenges in their workplaces and communities. Guided by the WISA team, Affectus, and the FRDC, and supported by input from industry leaders, the program builds the capability and confidence of women to actively contribute to a thriving and inclusive seafood industry.

Women in Seafood Australasia (WISA) invites you to attend one or both of the following:

The Industry Dinner (27 Nov) is an opportunity to connect with participants and stakeholders who are passionate about building a strong, diverse seafood sector.

The Industry Presentations (28 Nov) will showcase the participants' final projects – innovative solutions developed in response to key industry issues.

Please contact eo@womeninseafood.org.au if you would like further details.

Staff Update:

WISA has employed a full time Membership and Engagement Coordinator Roberta Marcoli.

Events:

Member Drop-In Session 16 July 2025 On-line

Webinar: From Catch to Compliance 22 July 2025

WISA & SIT Women in Seafood Luncheon – 24 July 2025

2025 Priorities:

To continue to empower connect and respond to women in the seafood industry.

ALGWA –

1. Peer Mentoring for candidates. It would be appreciated if you could advise your members about the Peer Mentoring Program for Candidates and get the word out there about this great program. This is being offered across Australia for local, state and federal levels of government (both regional and metropolitan areas) at no charge and is developed with support from the Department of Prime Minister and Cabinet's Office for Women. There are some requirements to sign up. Further information is available on ALGWA's webpage - <https://algwa.net.au/mentoring>
2. ALGWA Masterclasses – ALGWA National is running monthly online Masterclasses that run for 1 hour. All NRWC Members are invited to register to attend. If interested and they are not receiving the ALGWA National Newsletter, ask them to email secretary@algwa.com.au and I will ensure they are included on our newsletters.
3. ALGWA 75th Celebrations next year
4. ALGWA National sends out a newsletter every 2 months. If NRWC would like to add anything to the newsletter – article/events etc – please reach out to Debbie Leis on 0419 535 722 or email: info@algwa.com.au.

Jan attending a conference in Brisbane in August 2025 on behalf of ALGWA -

<https://www.themandarin.com.au/292292-women-unlimited-leadership-summit-2025/>

6.2 President's Report**6.3 Company Secretary Report & Governance Committee Report – Wendy Hick**

Annual report draft sent to Jess and Keli

ASIC- have had confirmation of directors' details and all seems to be in order after changes of representation last year. We have renewed with ASIC and our next renewal is due 24 June 2026

Policy review continues

Not For Profit return for 24-25 lodged with ATO by Keli on 7-7-2025

6.4 CEO Report – Keli McDonald (**Appendix 4**)

6.5 Social Media - Please see attached report

6.6 Rural Regional and Remote Communication Coalition (RRRCC) – Wendy Hick (**Appendix 4**)

6.7 AGEC Update – Dr Skye Charry

Remain no engagement since federal election time. Upcoming meeting in early August.

6.8 FUNraiser update – No report required

6.9 Any Other Reports?

7. Date for next Director's Board Meeting

The Directors Board Meeting is set for third week of the month. Finance Committee meets second week of the month.

- AGM - Tuesday 16th September 2025 at 12 noon – assign 1hr to this. Make it clear that observers only.
 - Open AGM to members of our member orgs, representatives from the NRWC NETWORK and members of NRWC volunteer groups.
 - Opening the AGM helps inform stakeholders of NRWC Activities
 - Opening the AGM provides Member Orgs and opportunity to plan NRWC Board succession representatives.
 - Guests can not speak or vote at the AGM and are observers only
 - The NRWC Auditor will also be present at the AGM for 10-15 minutes to present the Audited Report
- Next meeting of the Board after the AGM is scheduled for Tuesday 18th November 2025 at 12 noon

ACTION - Open AGM to members of our member orgs, representatives from the NRWC NETWORK and members of NRWC volunteer groups. Keli and Jess to send invites and make it clear observers only.

ACTION – Two separate zoom invites – AGM Meeting Invite and then second zoom invite for second two meetings

8. Any other Business

Any other business? (CEO)

- #KeeptheSheep Reports Discussion –

ACTION – Keli share this piece of work with OFW and place document on website

- Pre-Budget Asks – open discussion with Board

ACTION – Keli to share questions with directors

- UPR
- Women20 (W20) <https://ncwa.org.au/w20/>

Nicole had to leave at 1.30pm (NSW)

9. Meeting Closed

Time: 1.32pm (NSW)

APPENDIX 2

NRWC Incoming Correspondence Register				
File no	Date	From	Regarding	Actions or follow up
1	4/07/2025	WELA	Gender, Climate and Environmental Justice Roundtable - Brisbane 21st July 2025	
2	4/07/2025	Allison Hoyer - OFW	National Women's Alliances Forum August 2025 - Travel and Accommodation	Jess replied confirming accomodation requirements and logistical reasons why
3	2/07/2025	Catherine Barbour - Country to Canberra	Country to Canberra - 2025 Leadership Competition	Keli shared leadership competition across NRWC social media platforms
4	3/07/2025	Alysia Brown - Heath TAS	Calling all experts in women's and girls health - 20-Yr Preventive Health Strategy	
5	9/07/2025	Kylie Spears - ALGWA	NRWC - Members Organisation Nomination	
6	1/07/2025	Aili Sinclair	Enquiry - Book Promotion - A Womens Voice	Keli replied seeking further information but suggested a webinar with members
7	16/07/2025	Jane Cowan - WISA	WISA NRWC Member Org Nomination	
8	16/07/2025	Community Grants Hub	2025-5178 - 4-K685W9M - PMC - National Rural Women's Coalition Limited - Notice of Change - 16 July 2025	
9	18/07/2025	Angela Fane - OFW	Introduction: NWAs and August 2025 NWA Forum facilitator	Keli replied to start the process to arrange suitable time for briefing before forum in August
10	19/07/2025	Indigo Atkinson - Global Voices	Global Voices x CSW Partnership Opportunity	Keli replied that NRWC would be interested in meeting to discuss opportunities
11	20/07/2025	Isabella Carbone - ABC SA	ABC News Enquiry: Womens Access to contraception in rural areas	Keli to give Isabella a ring to discuss options
12	17/07/2025	Phoebe Britten - YRRRAP	Resignation from the YRRRAP Advisory Panel	Keli responded
13	10/07/2025	Romy Mondschein - Uni of Melbourne	Womens Health Study	Shared the project opportunities via our social media platform
14	8/07/2025	Wendy Mason - CEO of CEF	Tim Fischer Fellowship - Applications Open	Shared the project opportunities via our social media platform
15	24/07/2025	ASIC	Annual obligation due by 25th Sept 2025	
16	6/08/2025	Romy Mondschein - Uni of Melbourne	NRWC - Womens Health Study - Thank you note	
17	11/08/2025	Eily Hanrahan - Global Voices	Acceptance of NRWC NETWORK Invite	
18	12/08/2025	TWAL	Press Release - TWAL Board Changes	
19	12/08/2025	Womens Health Comms - Gov	Invitation to participate in the National Menopause and Perimenopause Campaign Reference Grou	Keli has reached out to see if any directors wish to represent NRWC
20	23/08/2025	TWAL - Jacqueline Brotherton	TWAL Member Org Nomination	
21	22/08/2025	WISA - Jane Cowan	Invite to NRWC AGM - Acceptance	Jess shared zoom link
22	22/08/2025	RRR Women - Emma Clarke	Invite to NRWC AGM - Acceptance	Jess shared zoom link
23	22/08/2025	SSI - Julianna Nkrumah	Invite to NRWC AGM - Acceptance	Jess shared zoom link
24	22/08/2025	Wesnet - Karen Bentley	Invite to NRWC AGM - Decline	
25	26/08/2025	Dep Health Disability and Ageing - Lauren Nichol	Invitation to participate in the National Menopause and Perimenopause Campaign Reference Grou	Keli accepted invitation
26	29/08/2025	Gov. of SA - Cassie Bouyer-Sanderson	Introducing Building Women	Jess sent them an invite to join the NETWORK
27	26/08/2025	Aust Senate - Gerry McInally	Invitation to make a submission - Inquiry into quality and safety of Aust. early childhood education and care	
28	1/09/2025	Sharon James - Monash University	Women's informational needs between pregnancies - support requested for survey distribution	Keli advised NRWC shall share on social platforms and aslo suggested share with NRHA

NRWC Outgoing Correspondence Register				
File no	Date	From	Regarding	Actions or follow up
1	8/07/2025	Jess - WFE	Invoice for Ceo attending July Foprum and reimbursement	
2	7/07/2025	Keli - Auditeo	NRWC - ready for audit	
3	2/07/2025	Keli - NRWC Directors	Liptember Foundation	
4	8/07/2025	Jess - Member Organisations	Nominations for 2025 - 2026 NRWC Board	
5	16/07/2025	Keli - Vulnerability Consultatio	NRWC - Feedback on the ATO Vulnerability Framework	
6	22/07/2025	Keli - Phoebe Britten	Thank you card and gift - YRRRAP	
7	31/07/2025	Keli - NRWC Directors	Confidential - NRWC - Reducing Financial Vulnerability of RRROWAG	
8	15/08/2025	Keli - NRWC Directors	NRWC attending the OFW/NWA Forum	
9	22/08/2025	Jess - Member Orgs	Invite to NRWC AGM	
10	22/08/2025	Jess - NETWORKS	Invite to NRWC AGM	
11	27/08/2025	Keli - YRRRAP	Update and futrue project thoughts	
12	29/08/2025	Jess - Directors	NRWC Nomination Form 2025 -2026	
13	29/08/2025	Jess - Building Women	Invite to Join NRWC Network	

APPENDIX 3

AWLGA - REPORT TO NRWC – SEPTEMBER 2025

Online Masterclasses

ALGWA National continues to deliver a variety of online Masterclasses every month. The Masterclasses are held on a Thursday evening and are currently free for all to attend. Previous topics covered include:

- Imposter Syndrome
- Authentic Leadership
- Social Media
- Communicating in the Chamber.

Peer Mentoring – Mentoring for Candidates

ALGWA is currently running peer mentoring for candidates for all levels of government. This program is run in conjunction with our partners in the Women in Public Office (WIPO) Program through funding supplied by the Office for Women. This program is non-partisan and welcomes women from all political backgrounds and allegiances. As part of the program, ALGWA is also running peer mentoring circles for culturally and linguistically diverse and First Nations people.

Mentoring circles are run online over 2 sessions of 2 hours each and covers the following topics:

- You as a candidate
- Your campaign
- Communication
- Next steps in your campaign.

Circles are guided by master mentors and provides opportunity for you and your peers to discuss ideas and experiences.

Australia Institute of Company Directors (AICD) Courses

ALGWA National has partnered with AICD to provide discounted courses to interested parties. ALGWA members will receive an additional discount. The courses being offered are:

- 2 day Governance Essentials for Local Government
- 5 day Company Directors Course.

All courses will be run online one day per week.

75th Year Celebrations

ALGWA will be celebrating 75 years next year. As part of the celebrations, ALGWA is working towards a special function in Canberra as part of the National General Assembly. Keep an eye out for updates.

The ALGWA National Conference will also be held next year in August. Dates and location are currently being confirmed and further information will be available in the coming months.

National General Assembly (NGA) – Canberra

ALGWA National held another successful breakfast at the NGA on Wednesday, 25 June. Guest speaker, Kate Driver, CEO of the Institute of Public Administration Australia spoke about collective leadership and embedding diverse and respectful voices in everyday public life.

The ALGWA stand was again popular with delegates and also included a special visit by the Governor-General of Australia, Her Excellency the Honourable Ms Sam Mostyn AC. Many delegates sought further information about ALGWA's Peer Mentoring Program.

Research

ALGWA is currently undertaking research about reasons women leave local government. Surveys are being emailed to all female councillors that have chosen not to stand for the next election to seek an understanding of why women are making the decision to leave local government.

Further information

Further information in relation to the above programs is available on ALGWA's website at www.algwa.net.au or be emailing info@algwa.com.au.

Women in Seafood Australasia Update

Key accomplishments included launching updated branding, website improvements, hosting multiple networking events in Australia and New Zealand, and introducing a new membership app called "WISA Connect."

Member Communications

WISA has been focusing on improving our communications with Members and the broader public. Initiatives have included:

- Website updates
- Launching WISA Connect our new membership app The new WISA Connect app provides several benefits to members:
 - One central location for all members
 - Networking - Connect with members across geographical locations
 - Member Directory - Find others with similar interests or professions
 - Information Sharing | Share content with the WISA community
 - Resource Hub Access personal and professional development resources
 - Webinar Access – access recordings of all WISA webinars

Events and Networking

- Brisbane – Members networking event
- Two events in New Zealand – held alongside the New Zealand Seafood Conference:
 1. Tour of the Cawthorn Research Facility in Nelson
 2. Pre-conference networking event with over 80 attendees

Strategic Engagements

- Meeting with Minister Shane Jones, New Zealand Minister for Primary Industries
- Discussion focused on the importance of recognizing women's contributions in the seafood industry

Turn The Tide

- WISA is continuing the delivery of our successful Turn The Tide Program

Australian Women in Agriculture (AWiA) – AGM Report - Prepared by Cressida Cains

Highlights 2024–25

- **National Conference (Adelaide, SA – August 2025)**
 - *Growing Futures, Breaking Barriers* was a **sell-out event**.

- Brought together women from across rural, regional & remote Australia.
- Strong industry and government engagement.
- **Women on Ag Boards (WOAB) Program**
 - 2025 program now **two-thirds complete**.
 - **100% of participants** in recent survey would recommend to others.
 - Applications for **2026 intake now open**.
- **Advocacy & Representation**
 - Active contribution to national conversations on women's leadership, climate readiness, and agricultural resilience.
 - Strengthened partnerships with RDCs, government, and industry.
- **Membership & Engagement**
 - Membership steady, with growth in younger and early-career women.
 - Increased visibility through digital communications and media.

Forward Priorities

1. Expand **2026 WOAB program** reach and partnerships.
2. Build on **conference legacy** to drive regional engagement and advocacy.
3. Amplify visibility of women in ag through media, policy forums, and coalitions.
4. Strengthen funding and partnerships for sustainable growth.

Summary

AWiA continues to grow visibility, impact, and leadership opportunities for women in agriculture. The success of the Adelaide conference and the WOAB program demonstrates strong demand for initiatives that empower women and influence the future of agriculture.

APPENDIX 4

Social Media Report		2025 - 2026		updated 04/09/2025							
Facebook											
Information coming from BUFFER - under Analyze - Posts - Change to last months dates											
	Followers	Comments	Posts	Post Reach	Shares	Reactions	New Followers	Eng Rate			
July	18370	68	51	44108	220	336		5.88%	Photo comp July 18th - largest reach amd engage rate		
August	18380	14	20	12315	46	548	10	9.20%	Photo comp promotion August 9th - largest reach amd engage rate		
September											
October											
November											
December											
January											
February											
March											
April											
May											
June											

Instagram											
Information coming from BUFFER - Analyze TAB - all from overview TAB											
	Followers	Total Posts	Likes	Impressions	Reach	New Followers	Comments	Eng Rate			
July	907	16	55	5902	3646	22	1		Photo comp opening - 10th July		
August	914	7	30	1931	811	7	0		WFE promotion - 23rd August		
September											
October											
November											
December											
January											
February											
March											
April											
May											
June											

LinkedIn											
Information coming from BUFFER - Overview TAB											
	Followers	Post Impressions	Page Views/Clicks on Post	Posts	Comments	New Followers	Eng. Rate	Eng. Rate			
July	485	3001	152	11	6	125	8.06%		WFE - Keli attendance with pictures highest ranking		
August	576	594	9	0	0	83	1.93%				
September											
October											
November											

Twitter											
Information coming from BUFFER - overview TAB											
	Followers	Tweets	Impressions	Engagements	Likes	New Followers	Eng. Rate	Eng. Rate			
July	2629	8	3559	47	13	-6					
August	2623	0	0	0	0	-6					
September											
October											
November											
December											
January											
February											
March											
April											
May											
June											

Mailchimp Subscribers List Results											
Information coming from Mailchimp data (login) Analytics TAB - marketing dashboard and audience											
	Total Contacts	Total Email Subscribers	Unsubscribed Contact	Total Sends	Open Rate	Click Rate	Unsubscribe Rate from a delivered				
July	2916	2257	4	0	0	0	0				
August	2916	2257	0	0	0	0	0				
Sept											
October											
November											
December											
January											
February											
March											
April											
May											
June											

Website Reports - Key Metrics											
Information comes from Google Analytics Page - on the home page you can chose below options and change the date to reflect correct period.											
	Total Users - per month	Month users No. NEW use	Sessions (visit to website)	Page Views (no. of times page loaded or reloaded)	Bounce Rate (% of sessions with no engagement)						
July	586	563	709	1200	53.50%	Home page and In Her Boots link gain most traction					
August	484	449	599	926	56.10%	Home page and In Her Boots link gain most traction					
September											
October											

