

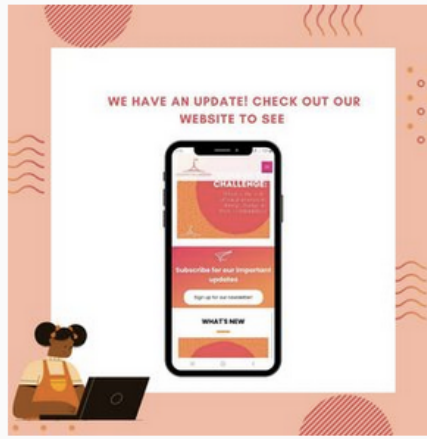


FY 2020-21

ANNUAL REPORT



ABN: 84 625 909 088



Executive Summary

Country to Canberra is empowering young rural women and non-binary teens to reach their leadership potential. Founded in 2014, our award-winning not-for-profit runs nationwide programs that provide education, leadership and mentorship opportunities to regional, rural and remote girls. We are a leading voice for gender equality, and are committed to strengthening rural communities into the future.

— Our Mission

To empower young rural women to reach their leadership potential.

— Our Motivation

Distance, time and funding barriers can isolate rural and remote students from education and career opportunities. Meanwhile, gender inequality - including the pay gap, gender-based violence, and the under-representation of women in leadership positions - is significantly impacting Australian women and girls. When these gender and geographical issues compound, we are concerned about their impact on young women, and are compelled to generate change.

Looking back: 2020-21

Country to Canberra had countless wins and positive moments in 2020-21, despite the global pandemic and challenges faced around the world. Like many other organisations, some of our key events were postponed to ensure the safety and wellbeing of our participants and volunteers. However, we have been heartened by the support of our incredible sponsors, team, Board and our community. We achieved key milestones, such as **C2C OnScreen**. We also appointed a **new CEO, Han Worsley**! Han was one of our first ever Power Trip program winners, from back in 2014. This was an important step for C2C - showing we are creating a leadership pipeline for young people to take on positions of influence. We are leading by example, by making space for young women and non-binary people to lead and thrive. Our Founder and Chair, Hannah Wandel, was also awarded the **Medal of the Order of Australia** for her service to women's rights and the community.

Thank you for the support for our charity in 2020-21 - we can't wait to do even more in 2021-22.

"Throughout C2C On Screen, it was clear that the Country to Canberra team dedicated a lot of their time and effort into providing a fun, influential, authentic, safe space for all of the participants. After experiencing C2C On Screen, I couldn't be more excited for the Power Trip, and to find out what the Country to Canberra team has in store for us."

- BAILEY FALLS,
2020 TAS WINNER



Our Values

Equality - We support and promote gender equality.

Respect - We respect one another and the strength of rural Australia.

Solidarity - We support and lift up our peers.

Inclusion - We are inclusive and respectful of all people, cultures, religions and backgrounds.

Excellence - We aspire and encourage people to be the best version of themselves.

Our Strategic Priorities

— Empower Young Leaders

To empower young rural women and non-binary people (between 13-18) living in regional, rural and remote Australia to pursue leadership opportunities at school and within their community, by providing skill-building, networking and education opportunities.

— Gender Equality

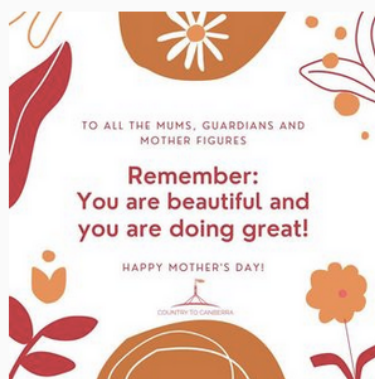
To actively work to achieve gender equality, by increasing youth discourse and awareness about gender equality issues in rural Australia, and by targeting our programs to improve gender equality outcomes.

— Mentorship

To offer and facilitate mentorship and opportunities to young rural women to build their skills, networks and capacities.

— Increasing Participation in Decision-Making

To encourage more young rural women to participate in leadership and decision-making in their chosen field, whether it be politics, primary industries, business, education or any other avenue.



Our Activities

Our programs had a powerful impact on young people across regional, rural and remote Australia. See below for an overview, and the CEO report for more insights.

Leadership Competition

We launched our seventh annual national Leadership Competition in June 2020, closing for entries in September 2020. We received over a hundred entries from young people right across Australia, from every eligible state and territory. We selected 16 incredible winners!

Power Trip

We planned an exciting 5-day Power Trip to Canberra for November 2020. However, due to border closures and implications from COVID-19, we made the tough decision to postpone.

C2C OnScreen

We held our first-ever C2C OnScreen event, which formed part of the prize for support our 2020 Leadership Competition winners! This 2-day event involved guest speakers and inspiring workshops to connect our 2020 winners to each other and key leadership resources.

Project Empower

We designed an enhanced Project Empower workshop curriculum to deliver in rural high schools in 2020-21. We trained volunteers as facilitators, and ran the inaugural workshop in Jindabyne Central School to much success. Due to COVID-19, we postponed the remaining 2020-21 workshops, but look forward to delivering them in 2022.

Mentorship

We continued to hold our successful online mentorship program in 2020-21. We supported mentees to seek advice from a range of incredible leaders. We supported the mentees and mentors to get the most out of their sessions, marking the fourth year of this exciting program.

Blogger Team

We have continued to support young rural women write about their passions, interests and views through our Blogger Team. Publishing their works online, we are continuing to give youth a voice - in the program's sixth year.

Social Media and Champions

We continue to champion regional women and gender equality through Facebook, Instagram, Twitter and LinkedIn. We also appointed our three inaugural Country to Canberra Champions!

Chair Report 2020-21

I am proud of the achievements of Country to Canberra in 2020-21, and am delighted to present the Chair's report.

As founder of Country to Canberra, my goal was to create an organisation that generated a leadership pipeline for young rural women and non-binary people. I wanted young people to enter our programs, and go on to doing amazing things - in whatever field they wished. Part of that goal, was for young people in our programs to take on leadership positions internal to our organisation. So this year, I was incredibly proud to handover the CEO reigns to Han Worlsey. I met Han when they were just 16, as one of the first-ever winners of our Leadership Competition and Power Trip in 2014. C2C remains an organisation for young people, lead by young people. We are delighted to be paving the way to ensure young people's voices are at the decision-making table.

2020-21 was a challenging year across the world - but I was heartened to see our volunteer team and board took it in their stride. They innovated to create new programs, like C2C OnScreen, and making sensible decisions with grace.

The Board has passed a new Strategic Overview, a range of new policies (such as our new WHS and Travel Policy). We have continued working through options for our future 'Country to Canberra Vision'. We welcomed two new Directors, and three inaugural Champions: Anika Molesworth (NSW), Nat Sommerville (SA) and Liz Brennan (WA). We are incredibly grateful for their support.

I thank our board and sponsors for their ongoing support, and look forward to another exciting year at Country to Canberra.

Hannah Wandel OAM | Founder 2014 | Chair 2018-present



CEO Report 2020-21

I am honoured to present my first CEO report for Country to Canberra.

2020-21 has been a year in which our organisation has shown our ongoing commitment to rural, regional, and remote Australia. Country to Canberra has been focused on adaptability, sustainability, and innovation throughout the COVID-19 pandemic. Our efforts have ensured that young women and non binary people can reach their leadership potential in the face of the pandemic and other pre-existing challenges.

Our annual Leadership Competition was once again a huge success, reaching new regional and remote communities and drawing out incredible entries. Our team was thrilled to announce a powerful and diverse Top 40, and from that 16 very deserving winners. Unfortunately the 2020 Power Trip was postponed on the basis of health and safety concerns due to COVID-19. Instead, our 2020 winners will join our 2021 winners on a combined Power Trip in November 2021. Knowing that our young winners needed connection, support, and opportunity more than ever, the Country to Canberra volunteer team designed, developed and implemented an exclusive new online workshop series called C2C On Screen. Over 2 days in November 2020, our 16 winners met with incredible leaders, engaged in personal growth and development workshops, and developed strong social connections with each other. Our implementation of new digital networking apps has allowed these connections to continue, and our volunteer team has facilitated zoom catch-ups between the 2020 winners in the lead up to their participation in the 2021 Power Trip. C2C On Screen received such impressive feedback that it will be included as part of our Power Trip prize going forward. We look forward to welcoming the 16 winners to Canberra alongside the 2021 cohort in November 2021.



In this period we have also launched two new initiatives. With the assistance of the board, Chair Hannah Wandel sought three “Champions”; eminent community leaders who share Country to Canberra’s values and mission. Natalie Somerville, Elizabeth Brennan, and Dr Anika Molesworth have joined Country to Canberra as Champions, and have contributed significantly to the marketing of our programs and development of our networks. We also launched our Youth Advisory Council, which develops the skills of passionate young women and non binary people, and ensures that Country to Canberra receives advice from the young people we aim to reach. Our first Youth Advisory Council consists of 6 fabulous young women and non-binary people from diverse backgrounds across Australia.

CEO Report 2020-21

The Mentorship Program has seen ongoing success, with a record update of new mentors, and fantastic partnerships across two rounds in 2020-21. Our Blogger Team has also received a number of new participants, and is working to encourage publication of blogger contributions on other platforms to elevate the incredible voices of young rural women and non-binary people, and develop new networks for Country to Canberra.

Although COVID-19 has had a significant impact on our ability to deliver workshops, our Project Empower team has used this time to strengthen our curriculum, and develop relationships with key stakeholders. Our first Project Empower 2.0 workshop was run at Jindabyne Central School for 30 Year 9 students. We received fantastic feedback, and look forward to honing our workshops to meet the needs of diverse communities. Future workshops include Clare and Burra in South Australia, Thursday Island in the Torres Strait, Nhulunbuy in the Northern Territory, and Coonabarabran in Western New South Wales.

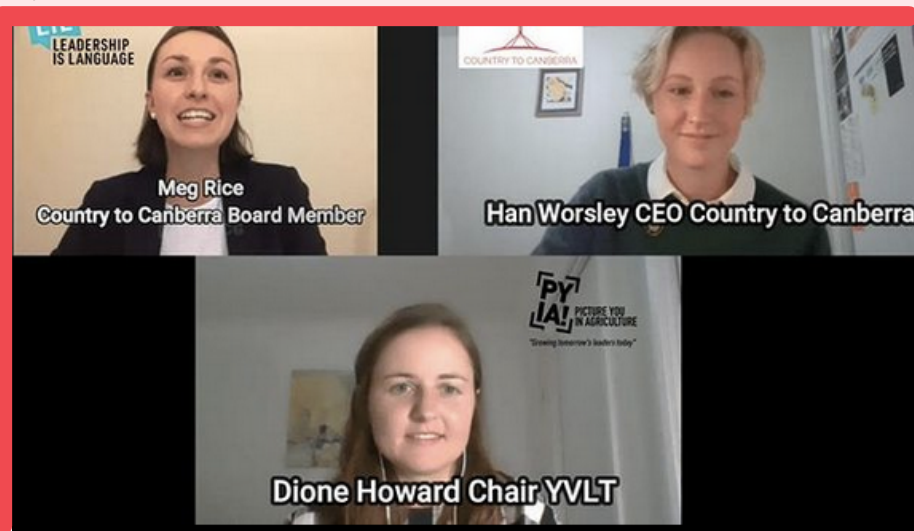
Our Social Media team has taken guidance from our Strategic Communications Director to significantly grow our following across all platforms during 2020-21. Social media continues to be an important way for Country to Canberra to connect with rural and remote communities, sponsors, and our wide-reaching network of supporters. We have utilised new engagement strategies, including Instagram Lives, sponsor spotlights, and guest takeovers to diversify our following.

It must also be mentioned that Country to Canberra is incredibly lucky to have had the ongoing support of our sponsors, as well as new supporters across the challenging times of 2020 to 21. Agrifutures Australia remain our Diamond Sponsor for the Power Trip, alongside the University of Canberra as a Ruby Sponsor. We have welcomed CWA Tasmania as a Sapphire Sponsor of the Power Trip. Thanks goes to those within our networks who continue to support our operations with financial, in-kind, and other support.

It was a genuine pleasure working with our Country to Canberra Board on key priorities. We held meetings approximately every 8 weeks to continue to establish key policies, provide strategic guidance on key COVID-19-related decisions, as well as strong oversight on governance and other financial matters. We focused on sustainability, growth, and achieving our goals for young rural women. I thank my fellow Directors for their support, leadership, and knowledge.

I am immensely proud of Country to Canberra's continued presence in the rural gender equality space, and of our continuing growth and development in the areas of sustainability, diversity, and equity. I am honoured to have led Country to Canberra through the challenging times of the COVID-19 pandemic, and look forward to our continued meaningful contributions to the lives of rural, regional, and remote young women and non-binary people in the future.

Han Worsley | CEO 2020-2021



Company Secretary Report 2020-21

Under the professional leadership of the Chair, Hannah Wandel OAM, I am pleased to present the C2C Ltd's Company Secretary Report for the year 2020-2021. The changes to the Board for this year included increasing the number of Directors from three to five. We welcomed Han Worsley and Meg Rice who have brought a new dimension with their energy and relevant experiences in expressing the needs of young women. Our Chair chose to make way for the new CEO, and we are fortunate that Han Worsley has taken over this demanding role. Han has tackled the role with strong commitment and enthusiasm and is supporting the volunteer team to reach new heights. The Directors deeply appreciate the time, energy, and the wealth of implementing great ideas to reach and engage young girls and women across Australia as each of us adapts to the challenges not only posed by Covid-19 but also the bushfires, floods cyclones and drought.

Board Meetings have continued to be delivered via the Zoom tool. We have enjoyed inviting Volunteer Leaders and our three Champions to several meetings throughout the year. These occasions have helped the Board support and enrich our strategic decision-making.

Attendances at Board Meeting 2020-2021

Meeting Dates	Hannah Wandel	Betty Ferguson	Pat Hamilton	Han Worsley	Meg Rice	Present
AGM 2020 12 th September	✓	✓	✓	✓	✓	5
7 th November 2020	✓	✓	✓	✓	✓	5
22 nd February 2021	✓	✓	✓	✓	✓	5
22 nd March 2021	AP	✓	✓	AP	✓	3
21 April 2021	✓	AP	✓	✓	✓	4
3 rd May 2021	✓	✓	✓	✓	✓	5
28 th June 2021	✓	AP	✓	✓	✓	4
9 th August 2021	✓	✓	✓	✓	✓	5
	7	6	8	7	8	
AP- apology						✓ - Present

This is my last report as Company Secretary. It has been a privilege to serve Country to Canberra in this capacity. I am fortunate to stay on the Board as a Director. C2C is such a professional, unique organisation as we are led by such a young team of committed young women. The future is in great hands and hearts.

Dr Patricia Hamilton | Company Secretary | 2017-2021

Treasurer's Report 2020-21

I can report that the company is in an excellent financial position with large cash holdings and no liabilities. We hold more than \$130,000 in Commonwealth Bank accounts and more than \$50,000 in an auspiced account with YWCA Canberra. In addition, we have considerable in-kind support agreements to be applied to such things as travel and accommodation as required.

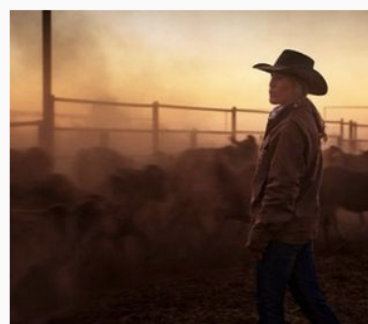
For the second year there was much reduced expenditure during the year due to the impact of COVID restrictions. There could be no assuredly safe travelling within and between the states for significant parts of the year, so key programs of Power Trip and Project Empower could not be fully implemented. The company had the resources but has been prevented from doing the work. Happily, our regular contributors continued to provide support.

There is a challenge to manage the accumulated funds and resources in line with sponsorship agreements. We do not have financial liabilities, but we do have obligations to many of our sponsors. While this year all contributors have been generous in extending timeframes of agreements, there is a future risk that if funds cannot be spent then they may have to be returned or in-kind resources may lapse.

During the year the board introduced stipend payments of leadership team members with greatest responsibilities or workloads, and ensured budget coverage for appropriate support for other program deliverers. Such payments can only be given if covered within contributor payments. If we have unencumbered funds, and if the indicated administration 'fee' is harvested from grants and other income. This is an important task for the leadership position.

In conclusion, the charity is in excellent financial condition. I congratulate the Founder, Hannah Wandel, the CEO, Han Worsley and the dedicated volunteer team for their commitment, enthusiasm and achievements in such difficult times.

Betty Ferguson | Public Officer and Treasurer | 2017-2021



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