



FY 2021-22

# ANNUAL REPORT



ABN: 84 625 909 088



## About our Charity

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 young women\*. 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.

## A snapshot: 2021-22

It has been an inspiring and exciting year at Country to Canberra Ltd. Despite COVID-19, we were able to get on the road with our enhanced **Project Empower** series across Australia. This served as an opportunity to empower young people through place-based workshops in regional and remote high schools, which will continue into 2022-23. Our **C2C OnScreen** program was expanded, with more than 40 speakers joining us from across the political, business, agriculture and non-profit sectors. To account for the pandemic, we have spent 2021-22 innovatively designing and planning two new **Power Trips**, to be held in late 2022. We also received significant support from the community, schools and our sponsors, such as AgriFutures Australia, the University of Canberra and CWA Tasmania (our sponsors and partners are formally acknowledged on page 10). Community support includes our CEO Han Worsley being nominated for a **Community Champion** Award and being asked to stand on the 'red dot' as a speaker for TedxCanberra.

Our Board has continued to build sophisticated policy and governance structures, and has strengthened our strategic vision of building a **leadership pipeline for young women** through our programs as well as our volunteer team, Youth Advisory Council and Board. We thank all our supporters for your support for our charity in 2021-22, and we look forward to achieving even more in 2022-23.



# 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 have been working closely with our 2021 winners ahead of the the Power Trips in 2022! Due to COVID-19, we chose not to run a 2022 competition to enable our team to focus on giving the 2020 and 2021 winners the prize and inspiring experience they deserve. We look forward to running another Leadership Competition in 2023.

## Power Trip

We spent 2021-22 planning two Power Trips - to Sydney and Adelaide - for December 2022. This will be an innovative new format, and will bring together winners from the 2020 and 2021 Leadership Competition cohorts. This will be the first time C2C has ventured outside of Canberra for the program.

## C2C OnScreen

We held our second C2C OnScreen event, which formed part of the prize to support our 2021 Leadership Competition winners! This event involved more than 40 guest speakers and inspiring workshops to connect our winners to each other and key leadership resources.

## Project Empower

We started delivering our enhanced Project Empower workshop series across rural high schools, in places like Burra South Australia and Nhulunbuy Northern Territory. We trained volunteers as facilitators, who have travelled far and wide, and will continue delivering workshops through 2022.

## Mentorship

We continued to hold our successful online mentorship program. We supported mentees to seek advice from a range of leaders. We supported the mentees and mentors to get the most out of their sessions, marking the fifth year of this 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 seventh year.

## Youth Advisory Council and Champions

We continue to work with young people and seek their valuable perspectives on our programs through the Youth Advisory Council. We also have continued working with our incredible three Country to Canberra Champions, who work to showcase and enhance our programs.

# Chair Report 2021-22

Over the past year, Country to Canberra has achieved sustainable growth while staying true to its grassroots mission. For that reason and more, I am delighted to present the Chair's report for 2021-22.

Our Board has made a strategic decision to continue strengthening Country to Canberra's value proposition - to ensure it is **an organisation for young people, led by young people**. We remain committed to creating a leadership pipeline for young women 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, including by cementing our desire for the CEO position to continue to be held by a young person - ideally someone who has 'come up through the ranks' of our programs.

I am incredibly proud of Han Worsley for their advocacy and ethical leadership as CEO for the past two years. Han has shown tireless dedication, while delivering our programs with ambition. I am delighted Han will remain part of our volunteer team, as they hand the baton onto our new, talented CEO.

As founder and Chair of Country to Canberra, I am pleased to see that we manage our finances effectively, and have continued to mature our policy and governance frameworks. We are keeping an eye to Board succession and the need to expand, while managing skill, experience and geographical balance. I now look forward to strategically positioning our programs, such as Project Empower and the Power Trip, to ensure they have the most impact as possible, while ensuring we remain sustainable and effective for years to come.

I thank my fellow Board Directors, the volunteer team and our sponsors for their ongoing efforts and support, and I look forward to another exciting year at Country to Canberra.

**Hannah Wandel OAM | Founder 2014 | Chair 2018-2022**



# CEO Report 2021-22

I am pleased to present my CEO Report for Country to Canberra for the 2021-22 year.

Across the past 12 months, Country to Canberra has demonstrated ingenuity, dedication, and passion to ensure our continued success through the opportunities and challenges of COVID-19. We have remained focused on our efforts to ensure gender and geography are no barrier to young women and non-binary people, enabling them to reach their leadership potential. We are proud to have strengthened and diversified our programs across the past 12 months.

Our annual Leadership Competition continues to go from strength to strength, with 7 years of powerful entries. Notably, 2021 saw a record number of entries from Tasmania, as well as a record number of winners from remote areas, and an ongoing strong number of entries from all other states and regional areas. We are proud to have announced 15 incredible winners. Although we had hoped to run a combined Power Trip for our 2020 and 2021 winners in 2021, the health and well-being of our volunteers, winners, and their communities was our priority. We made the decision to again postpone our trip, and return with C2C On Screen for the second year. Following the incredible success of this exclusive online workshop series in 2020, we extended the program from two to three days, with a record forty speakers across industries including agriculture, creative arts, professional sport, and medicine. We also brought in brand new workshops, including a Careers Fair, and a public Power Panel that saw over 120 guests tune in from across Australia. We also made a concerted effort to improve our accessibility this year, including website accessibility updates, individualised support through our Buddy Program, and live captioning of all events. Country to Canberra has maintained strong sponsorship agreements, and we are grateful to have had the ongoing support of Diamond Sponsor Agrifutures Australia, Ruby Sponsor the University of Canberra, and the CWA Tasmania as a Sapphire Sponsor.

Furthermore, we are thrilled that the Power Trip will return in 2022. We have welcomed a number of new sponsors to run an exciting, innovative program, representing major changes and growth following the 2 year program break. We have made the strategic decision to not run a Leadership Competition in 2022, to allow our team to focus on the Power Trip return, and while the Leadership Competition Volunteer Team dedicate themselves to improving inclusivity of our processes. We look forward to returning in 2023.



**Community Spirit Awards**

**FINALIST**

**Han Worsley**

Community Champion Under 40

Our Project Empower workshop program has also returned following pandemic travel restrictions. Volunteers have worked incredibly hard over two years of delayed workshops to maintain relationships with schools, and develop the workshop content. Across the completed workshops, from Nhulunbuy up in Arnhem Land, to Smithton down in Tasmania, our evaluation has shown our program to be making an incredible impact. 99.2% of participants agreed that they had a better understanding of gender equality and intersectionality following the workshop, and 95.2% felt more inspired to pursue opportunities such as further study or employment after school. 100% of teachers and principals involved said they would like to have C2C return annually, all indicating the workshops inspired and improved the self-esteem of their students. With only five remaining workshops to complete our tour of every state and territory, we look forward to turning this Pilot Program into a long-term, sustainable offering.

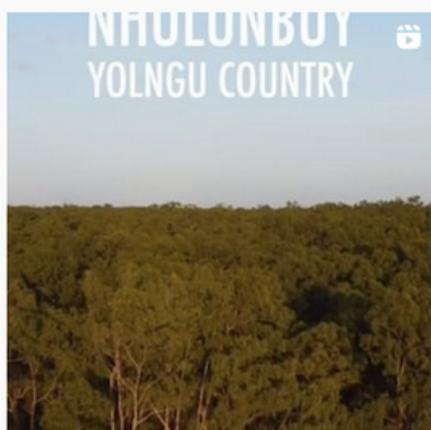
# CEO Report 2021-22

Our Mentorship Program and Blogger Team have continued to provide online, accessible programs to our cohorts, and new additions to the Country to Canberra family, our Champions and the Youth Advisory Council, have provided new opportunities for growth and development of our community. Our Champions Dr Anika Molesworth, Elizabeth Brennan, and Natalie Somerville have contributed significantly to raising the profile of C2C and have proven themselves to be proud advocates for rural women and their communities. Our YAC has been similarly successful, meeting 7 times in the past 12 months. Most notably they have been a part of the development of C2C On Screen and the review of our Project Empower workshops.

It has been a pleasure to work with the C2C Board to help guide these decisions and initiatives. I am grateful for their support over our meetings held approximately every 8 weeks, ensuring that our decisions have always centred the needs of rural, regional, and remote young women and non-binary people. Through their guidance, leadership, and expertise, they have sought to grow Country to Canberra's influence and profile, and successfully directed our programs throughout the pandemic to be equally as impactful for the communities we support.

Ultimately, I am incredibly proud to have led the Country to Canberra volunteer team through the opportunities and challenges of the past 12 months. It has been a joy to support the team to grow and develop, and to once again deliver in-person programs across the country. Country to Canberra has cemented itself as a strong voice for and supporter of rural and remote communities, and a leadership pipeline for young rural women and non-binary people.

## Han Worsley | CEO 2020-2022



# Company Secretary Report 2021-22

It is my pleasure to present the Country to Canberra Ltd Company Secretary Report for 2021-2022.

Over the past year, the Board has overseen the governance and management of Country to Canberra. Each Director has generously shared their skills and experiences to guide the strategic direction of Country to Canberra. The Board remains committed to Country to Canberra's mission of empowering young rural women and non-binary people to reach their leadership potential. Throughout the year, the Board has undertaken an extensive review of Country to Canberra policies and procedures to ensure that they are fit for purpose and consider the ongoing implications of COVID-19.

The Board looks forward to continuing to support our volunteers deliver education, leadership and mentorship opportunities for regional, rural and remote girls and non-binary people.

Below outlines Board meeting attendance for 2021-22.

<b>2021-2022 Record of Board Meeting Attendance</b>	<b>Hannah Wandel</b>	<b>Betty Ferguson</b>	<b>Pat Hamilton</b>	<b>Han Worsley</b>	<b>Meg Rice</b>	<b>Total</b>
<i>Annual General Meeting</i> 6 September 2021	✓	✓	✓	✓	✓	5
28 September 2021	✓	✓	✓	✓	✓	5
8 November 2021	✓	✓	✓	✓	✓	5
<i>Strategic Planning Day</i> 11 December 2021	✓	✓	✓	✓	✓	5
7 February 2022	✓	✓	✓	✓	✓	5
<i>Additional Meeting</i> 28 February 2022	✓	✓	✓	✓	✓	5
21 March 2022	✓	✓	✓	Apology	✓	4
8 May 2022	✓	✓	✓	✓	✓	5
20 June 2022	✓	✓	✓	✓	✓	5
1 August 2022	✓	✓	✓	✓	✓	5
<b>Total</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>10</b>	

## Meg Rice | Company Secretary | 2021-2022



# Treasurer's Report 2021-22

I can report that the company is in an excellent financial position with considerable cash holdings and no liabilities. We hold more than \$117,000 in Commonwealth Bank accounts and more than \$33,000 in an auspiced account with YWCA Canberra. In addition, we hold several in-kind support agreements to be applied to such things as travel and accommodation as required.

For a third year running there was less than expected expenditure during the year due to the impact of COVID-19 restrictions. There was no safe or feasible travel within and between the States from March 2020 to the end of 2021, so the Power Trips for 2020 and 2021 program could not occur. It is now happily the case that a Power Trip program has been arranged for the combined cohorts of 2020 and 2021 Leadership Competition winners which will be delivered in late 2022. For this reason, a new Leadership Competition for 2022 was not conducted.

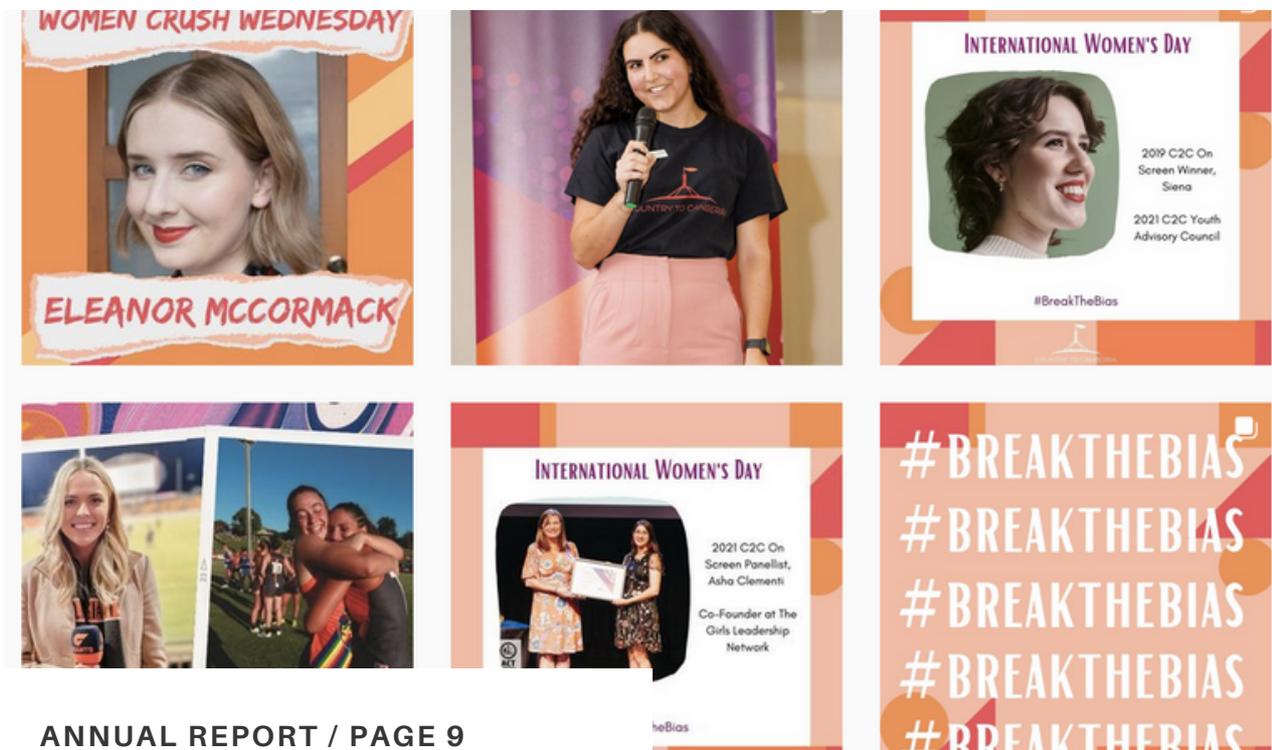
Our attention for the first half of 2022 was focused on Project Empower and several presentations were delivered in several States.

Since the company has had the resources but has been prevented from doing all the planned work for more than two years, it was decided not to seek additional funds from supporters this year. We will resume fundraising as usual in early 2023.

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 some sponsors. We have engaged with sponsors throughout the year as funding and program options have developed and we greatly appreciate the continuing support and encouragement of our supporters during difficult times over such an extended period.

In conclusion the company 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 challenging times.

**Betty Ferguson | Public Officer and Treasurer | 2017-2022**



# Thank you to our 2021-22 partners

Diamond Sponsor



**AgriFutures**<sup>®</sup>  
Australia

Ruby Sponsor



UNIVERSITY OF  
**CANBERRA**

Sapphire Sponsor



The Country Women's  
Association in Tasmania (Inc.)

Grantors, corporate supporters and friends



THE MYER  
FOUNDATION



Thyne Reid  
FOUNDATION

**future2**  
the Foundation of the Australian  
Financial Planning Association



YWCA  
CANBERRA



QANTAS



**pwc**

# PROJECT EMPOWER

GOAL SETTING & LIFE AFTER SCHOOL:  
GOALS LIST

GOAL  
Come to school more

HOW CAN YOU GET THERE?

1. try not to stress myself the night before
2. don't avoid assignments
3. \_\_\_\_\_

Tips for setting goals:  
SMART (specific, measurable, attainable, relevant & time-bound)  
Goals that motivate you, and write them down. This way they are really  
clear and tangible, and feel achievable.

The world?

Change the idea of men being weak or some  
people saying guys when they cry or are down  
Change sexism

Change the way we talk about gender equality  
try change the way some people are about  
people of colour and the idea of them eg using  
aboriginal and indigenous people as an example of  
people stealing and most of the time. Just try to move  
race equality.

The world?

No war  
No world hunger  
Free healthcare

