

Country to Canberra

# ANNUAL REPORT FY 2022-23



COUNTRY TO CANBERRA

## CONTENTS

About our Charity, A Snapshot of 2022-23	3
Our Values, Our Strategic Priorities	4
Our Activities	5
Chair Report	6
CEO Report	7
Company Secretary Report	10
Treasurer Report	11
Our Sponsors	12

# ABOUT OUR CHARITY

Country to Canberra Ltd 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.

## A SNAPSHOT OF 2022-23

The 2022-23 Year saw Country to Canberra back doing what we love - running events for young women! For the first time ever, we facilitated two Power Trips outside of the capital. These camps, held in Sydney and Adelaide, connected us with leaders in different fields with different perspectives, and gave our 2020 and 2021 Leadership Competition winners an incredible experience. We also held Project Empower school workshops, including in new locations such as Thursday Island.

Our mission to build leadership pathways for young rural women continued to thrive. We appointed our new CEO Pauline Siteaud and established a Board Traineeship Pilot to generate governance, finance and strategic opportunities for youth. We thank our sponsors, partners and community for your ongoing support, and look forward to achieving even more in 2023-24!



# OUR VALUES

## Equality

We support and promote gender equality.

## Rural Respect

We want to strengthen rural Australia.

## Inclusion

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

## Excellence

We aspire and encourage you to be the best version of yourself.

*\*Please note that Country to Canberra is not aligned with any political party.*

# 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

## Leadership Competition and Power Trip

Country to Canberra runs a nationwide leadership competition about gender equality for high school students in rural and remote Australia. After having their work published, the competition winners are awarded a Power Trip where they meet with politicians and influential role models, connect with mentors, undertake leadership and public speaking training, tour Parliament, connect with other young trailblazers and much more!

## Project Empower

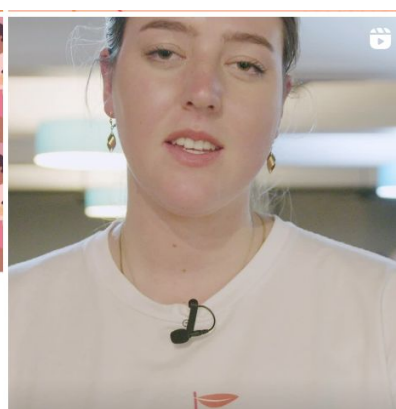
Our award-winning workshops are held in rural and remote high schools to discuss self-esteem, respectful relationships, intersectionality and girls' futures. In 2018, Phase 1 of Project Empower saw our team driving 32,000km to reach 3,500 girls. Phase 2 of Project Empower saw us transform and develop our content into a complete full-day workshop. In 2022, our team travelled to every state and territory, delivery a total of 14 workshops. We are working on developing a sustainable model to continue delivering these meaningful and important workshops across the country.

## Mentorship Program

We pair young rural women and non-binary people with amazing mentors across the country, to help them on their leadership journey. Our team works to ensure we are providing young people the opportunity to build skills including networking, mentoring, and goal-setting.

## Blogger Team

We facilitate and mentor a team of teenage bloggers living across Australia. Not only does this give young women and non-binary people a forum to discuss key issues, it also showcases their writing talents, promotes rural life and creates interconnectivity to diminish isolation.



# CHAIR REPORT

I am full of joy as I write my final report as Chair of Country to Canberra Ltd. I founded this organisation in 2014, with a goal to create a place where young rural women can feel confident and empowered. Over the past ten years, Australia's gender equality movement has undertaken significant steps forward, and although there is a long way to go, I am incredibly proud that Country to Canberra has played its part in progressing human rights, has put regional communities in the spotlight, and has helped to provide leadership opportunities for thousands of young women.

In 2022-23, I was delighted to watch us grow Project Empower and to see the positive feedback from students and teachers alike. Similarly, our Power Trips saw us break new ground in different cities, to much success.

Part of our mission is to create new leadership pathways for young rural women. The CEO position transitioned from Han Worsley to Pauline Siteaud, who has done a phenomenal job in growing our organisation and programs. We were thrilled to watch Pauline drive such an important mission, and remain thoroughly impressed with her leadership. Han has stayed-on as part of our volunteer team, and we are delighted to have them with us. We also established a Board Traineeship Pilot to provide opportunities for people under 30 years to learn about organisational governance, strategy and finance. Siena Bordignon and Navyaa Shukla took part in this inaugural program, which will continue in 2023-24.

2022-23 saw the board grow to 7 members, which helped us mature our processes, strategic artefacts and sustainability. We held 8 meetings and a strategic planning day, focusing on finances, diversity, risk, program strategy and more. This dynamic team was a pleasure to lead, and now feels like the perfect time for me to hand over this important role to another member of the incredibly capable Board. I look forward to working with our leadership team to capture all the exciting opportunities on the horizon, and remain proud to be a part of this empowering organisation.



**HANNAH WANDEL OAM**

**Chair, Country to Canberra Ltd**

# CEO REPORT

I am pleased to present my first CEO Report for Country to Canberra for the 2022-23 year.

Across the last 12 months, Country to Canberra has continued to show dedication, passion, and commitment to rural, regional, and remote Australian young women and non-binary people. Despite the challenges of the global pandemic in 2020 and 2021, we were proud of our efforts and focus throughout 2022, which saw the organisation returning to delivering in-person events and strengthening our team and our programs.

Our annual Power Trip returned in 2022, after a 2-year hiatus due to the pandemic. The strategic decision was made to focus on ensuring our 2020 and 2021 Leadership Competition winners received the life-changing trip they deserved. We focused our time, energy, and funding on organising, planning, and implementing one Power Trip in Sydney, and a separate second Power Trip in Adelaide. For the first time ever, Country to Canberra's flagship trip was delivered in two new cities, allowing a total of 26 young rural women and non-binary people from all Australian states and territories to undertake leadership, empowerment, and mentorship sessions and workshops.

The 2022 Power Trips saw Country to Canberra welcome new sponsors and supporters including Macquarie University, and the University of Adelaide, as well as connect with incredible leaders including the likes of Medical Women's Society NSW President Dr Ashna Basu, 2022 NSW/ACT AgriFutures Rural Women's Award Winner Josie Clarke, 2022 Young Australian of the Year for SA Dr Trudy Lin, and Executive Director of Aboriginal Affairs Lil Gordon. We are thrilled to have successfully delivered the in-person experience that our 2020 and 2021 Leadership Competition winners thoughtfully waited for and are proud that 100% of surveyed participants said the trip improved their leadership skills and confidence, and that they would recommend others apply for the Competition.



# CEO REPORT

Our second phase of Project Empower workshops concluded in 2022, after successfully delivering a total of 14 workshops and reaching every states and territories. We are proud that our workshops have had an incredible impact with our evaluation informing that 100% of schools are requesting Country to Canberra to come back, 97% of participants stating they are better able to identify their strengths, and 94% are more inspired to pursue leadership opportunities. The team is focusing on expanding this Pilot Program into a long-term, sustainable offering. Country to Canberra is looking at securing long-term partners and sponsors for Project Empower to enable the continuous positive impact of the workshops.

In the first months of 2023, Country to Canberra undertook its biggest round of recruitment for volunteers. Following a very busy and productive 2022, it was clear that the organisation needed extra support to continue to achieve its strategic goals and objectives. It has been a pleasure to welcome onboard 13 new volunteers, from all around Australia, who bring a broad range of skills, insights, and shared dedication of Country to Canberra's mission. Our new volunteers join our existing cohort with a strong focus on developing, strengthening, and implementing all of our programs.

After not running a Leadership Competition in 2022 to focus on the return of our Power Trip, we are excited to see our Leadership Competition return in 2023. Our team of volunteers worked hard to improve the inclusivity of our processes, and we look forward to receiving exceptional entries from young women and non-binary people across every states and territories answering the question "Strong Communities. Stronger Futures. How do diverse young leaders strengthen rural communities?".

Later this year, we look forward to returning to Canberra for our flagship Power Trip, bringing our 2023 Leadership Competition winners to a life-changing experience. Country to Canberra has maintained and solidified our strong partnerships with Diamond Sponsor, AgriFutures Australia, and Ruby Sponsor the University of Canberra, we thank them for their continuous support.

**2023  
AgriFutures  
Rural Women's  
Acceleration  
Grant**

Applications open

[agrifutures.com.au/acceleration-grant](http://agrifutures.com.au/acceleration-grant)



**Q & A with  
Pauline  
Siteaud!**

*Tune into  
our socials  
tonight!*



*Get to  
know  
Pauline,  
our new  
CEO!*



# CEO REPORT

Our Blogger Team has continued to provide an online, accessible forum for young rural women and non-binary people to build their writing skills and kick start their advocacy experience. Our Mentorship Program has been strategically on pause during 2022-23 to provide us the opportunity to evaluate its value proposition ensuring the program is accessible, inclusive, and aligned with Country to Canberra's strategic goals and objectives. Our team of volunteers is working hard to develop a new and improved program and we look forward to seeing it come to live later this year and into 2024.

Our Champions, Dr Anika Molesworth, Elizabeth Brennan, and Natalie Somerville have continued to contribute significantly to the increased reach and awareness of Country to Canberra. Our Youth Advisory Council (YAC) has also continued to provide invaluable insights into Country to Canberra's programs and we look forward continuing engaging with young advisers to improve, strengthen, and diversify our activities.

I am grateful for the Country to Canberra's Board, and to have had the opportunity to work closely with 6 diverse and incredible Board Directors, and 2 passionate and driven Board Trainees. Their support and guidance throughout my first year as CEO have been invaluable to my confidence in making these decisions and driving these initiatives. After a disturbing 2 years due to the global pandemic, the Board's leadership and expertise have led Country to Canberra to successfully deliver its programs and continue its positive impact for the communities we support.

It has been a pleasure to have led Country to Canberra's volunteer team throughout the growth and opportunities of the past 12 months. I have loved watching the team grow – both in numbers, and in confidence. I'm extremely proud of the hard work that each volunteer has dedicated over the past 12 months, particularly to bring back our Project Empower Workshops, and deliver our Power Trips in person. Country to Canberra is recognised as a strong voice for young leaders from regional, rural and remote Australia, and I look forward to continuing expanding the reach of our programs.



**PAULINE SITEAUD**

**CEO, Country to Canberra Ltd**

# COMPANY SECRETARY REPORT

It is my pleasure to present the Country to Canberra Ltd Company Secretary Report for 2022-23. Over the past year, the Board has overseen the governance and management of Country to Canberra. The Board has grown, welcoming Andrea Hogg and Laura Cala and has supported the transition of Pauline Siteaud to the role of CEO and Board Director.

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.

In 2022-23, the Board piloted a Board Trainee program, providing the opportunity for young rural women and non-binary people to learn more about corporate governance and how a board operates.

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

<b>Board Meeting Attendance</b>	Hannah Wandel	Betty Ferguson	Pat Hamilton	Pauline Siteaud	Laura Cala	Andrea Hogg	Meg Rice	<b>Total</b>
<i>Annual General Meeting</i> 5 September 2022	✓	✓	✓	✓	✓	✓	✓	7
7 November 2022	✓	✓	✓	✓	Apology	✓	✓	6
19 December 2022	✓	✓	✓	✓	✓	✓	✓	7
<i>Strategic Planning Day</i> 4 February 2023	✓	✓	✓	✓	✓	✓	✓	7
20 February 2023	✓	✓	✓	✓	✓	✓	✓	7
4 April 2023	✓	✓	✓	✓	✓	✓	✓	7
15 May 2023	✓	✓	✓	✓	✓	✓	✓	7
26 June 2023	✓	✓	✓	✓	✓	Apology	✓	6
7 August 2023	✓	✓	✓	✓	✓	✓	Apology	6
<b>Total</b>	9	9	9	9	8	8	8	



**MEG RICE**

**Company Secretary, Country to Canberra Ltd**



# TREASURER REPORT

I can report that the company is in a good financial position with reasonable cash holdings and no liabilities. At 30 June we held more than \$33,000 in Commonwealth Bank accounts and more than \$14,000 in an auspiced account with YWCA Canberra. In addition, during the year, we were able to utilize several in-kind support agreements which were applied to such things as travel and accommodation as required.

After the previous three years of limited capacity to deliver programs and spend money due to COVID restrictions, the 2022-23 year saw a return to direct service delivery and significant expenditures.

The Power Trips for 2020 and 2021 programs could not be held, so the combined cohorts of 2020 and 2021 Leadership Competition winners were brought together in two Country to City Power Trips in late 2022 held in Adelaide and Sydney. This innovative catch-up process precluded a Leadership Competition and Power Trip to Canberra occurring in 2023.

The program of Project Empower workshops continued throughout 2022 and by November 2022 fourteen workshops had been delivered, including one or more in every State and Territory.

Fund-raising resumed in early 2023, after the pause in approaching donors in 2022. By the end of June 2023, sufficient commitments had been secured to ensure that a Leadership Competition and Power Trip would be conducted in the second half of 2023. We greatly appreciate the renewed support and encouragement from our supporters after the difficult times which occurred over such an extended period. Unfortunately, more funding for Project Empower workshops has not yet been forthcoming so efforts here will continue. In addition, the team is examining alternative solutions, including fee-for service pricing models and demand assessment.

In conclusion, the company is in good financial condition. I congratulate the Founder Hannah Wandel, the CEO Pauline Siteaud, and the dedicated volunteer team for their commitment, enthusiasm, and achievements in ever-challenging times.



**BETTY FERGUSON**

**Treasurer, Country to Canberra Ltd**

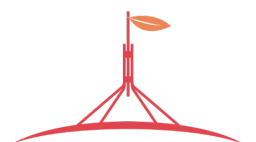
# OUR SPONSORS

Thank you to our 2022-23 partners, supporters, and sponsors for their enormous contributions to the overall success and positive impact of Country to Canberra's activities.



Country to Canberra

**THANK  
YOU**



COUNTRY TO CANBERRA