

2022-2023 ANNUAL REPORT Impact & Outcomes

If the

butterfly has fluttered by your cards today, you're being prepared for a magical transformation, a chance to make sense of what may have been a traumatic and potentially 'painful' period of necessary change.

> The butterfly offers new life and the chance to transform on all levels, to become a stronger, prouder person who's more willing to trust. As the Butterfly moves from Caterpillar to Butterfly it shows trust in its ability to grow and adapt.

The Caterpillar is slow and cumbersome, symbolic of how we may view ourselves and how we come to terms with what the new information demands of us. By the time the Caterpillar decides to emerge as the Butterfly we are ready to present our new found wings and enhance the lives of others.

The sight of the Butterfly breaking free of its Chrysalis is a re-enactment of rebirth. As such, the Butterfly is a powerful symbol of anyone contemplating change or who is in the midst of major transformation.

Acknowledgements

The **Women's Spirit Project** acknowledges the traditional owners of the land of the Southern Metropolitan Region of Melbourne and the Mornington Peninsula including the Boon Wurrung/Bunurong people and the Wurundjeri people of the Kulin Nation. We pay our respects to elders past, present and emerging. We are committed to honouring Aboriginal and Torres Strait Islander people in our work.

We thank Kerrie Strickland, our Cultural Advisor, for her continued guidance and the extended team at Nairm Marr Djambana, Frankston for their ongoing support.

A special thank you goes to Greer Watson (Innate Design) for always making us look good, to Norman Krueger for his beautiful photography and to Kate Park and Kathy Heffernan for their meticulous proofing.

Thank you, also, to our valued long-term partner Pressroom Philanthropy for printing, and to team members and volunteers for their contributions to this report.



Words From The Chair and Managing Director How We Make An Impact A Year In Review - Time Line

HIGHLIGHTS

Catchup & Connect Wa Women's Leadership Re Transforming Lives App Frankston to Cape Scha Annual General Meeting Frankston City Council -International Women's Spirit of Transformation 'I Am Enough' Docume

Sharing Our Stories: Cor Financial and In-Kind Co Our Social Enterprise Jo Team Teal: Staff and Vol Our Vision 2023-2024

Prepared By Jodie Belyea, Melissa Flores and Birte MoliereEdited By Jodie Belyea and Birte MoliereArtwork By Greer Watson - Innate Design

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Spirit Words from the Chair and Managing Director

"Empowering women to take control of their wellbeing is at the heart of the Women's Spirit Project"



Over the past 12 months, the **Women's Spirit Project** (WSP) has continued to inspire and empower women experiencing disadvantage - to help transform their lives through fitness, health and wellbeing activities that build connection, confidence and life skills.

Our work is more important than ever.

Australia is experiencing a mental health crisis and women are disproportionately affected, with 1 in 2 women experiencing mental health barriers. Many of these women have experienced trauma.

The issues impacting the mental health of women in Australia largely relate to gender inequality and include domestic & family violence, social isolation and workforce participation.



Empowering women to take control of their wellbeing is at the heart of the Women's Spirit Project.

Our mantra for the year **I Am Enough** reflects our confidence in affirming we are a prevention initiative that supports women from continuing to experience trauma. However, we are first and foremost an organisation that offers accessible and affordable healing and recovery programs.

Our focus supports our vision to assist women on a recovery journey to reclaim their lives using strengths -based and trauma-informed practice within our wellbeing framework that includes fitness, health and wellbeing programs and activities.

The investment from the Women's Spirit **Project's 'Team Teal' over the past year has**

been incredible. We have continued to dia deep. resulting in significant impact and outcomes for women in our community. Together, staff, sessional

5 Important Facts That Inform Our Why

- A key barrier to help-seeking by women is not thinking their mental health issues are 'serious enough'. In addition, 1 in 3 women cannot afford to seek help.¹ The Liptember Foundation 22/23
- Obesity / being overweight and diet featured 2 within the top 3 and physical inactivity within the top 8 causes.
- 34% of ill-health and premature death among 3 females could have been potentially prevented by avoiding or reducing exposure to certain risk factors.

Social isolation has been linked to mental illness, emotional distress, suicide, poor health behaviours, physical inactivity, poor sleep and biological effects, in addition to decreased feelings of wellbeing and life satisfaction.² AIHW 21

5 Attitudes and behaviours impacting women's mental health in Australia include social pressure, household responsibilities (including the mental load), work responsibilities (unfair treatment and overwork), financial responsibilities (less pay, gender inequality) and personal safety when leaving home. ³ AIHW 23

1. The Liptember Foundation - The Mental Health Gender Gap, July 2022; 1. The Liptember Foundation - Women's mental health in Australia: Identifying gaps & trends for better mental health, 2023 2. AIHW - Social Isolation & Loneliness 2021 3. AIHW - The health of Australia's females, 2023

Women In Our Region Face Significant Disadvantage

Health Atlas highlights:

- Self-harm hospital admissions for women are two to three times higher than men
- Almost 40% of our women have experienced anxiety

- Victorian average

trainers and 55 volunteers have delivered over 28 activities, programs and events.

Never lose hope. As a small not for profit the WSP lives hand to mouth, which makes our existence from year to year uncertain.

Despite the accolades and acknowledgement of our impact and value, which included receiving the Frankston City Council's Australia Day Award for the Community Group of the Year, an incredible honour, we were left wondering if we were not quite enough.

From November 2022 to June 2023 Directors, Members and staff juggled the reality that despite our efforts we may not have the funds to exist beyond June 2023. Team Teal had to bunker down and live into the words of wisdom that underpin the Spirit of Transformation program, silencing fear and uncertainty, and putting one foot in front of the other. 🔶

For the Frankston | Kingston & Mornington Peninsula community, the Women's

- A concerning number of family and intimate partner violence reports
- Higher levels of psychological distress for women than the Victorian average
- Our rates of female-headed households are more than double the Victorian average
- Significantly higher rates of social disadvantage experienced by women than the

Disadvantaged women experience a range of barriers that prevent them from participating in a variety of physical activities and sports.

Words from ... continued

The I AM ENOUGH documentary reinforced our impact and our value, all we have courageously and fearlessly created for women in the community.





The launch of the documentary I Am Enough

in June 2023 was the event that affirmed our value and importance. It was an injection of hope and possibility. Thanks to the creativity of acclaimed videographer Thomas Barnes, the documentary captured the stories of women recovering and healing from trauma across Frankston and the Mornington Peninsula.

The documentary launch was a testimony to the partnerships and relationships that are the bedrock of the WSP. Councillors from Frankston and Kingston Councils and Mornington Peninsula Shire were present along with partners the Common Goodness Foundation, Smart Business Solutions, Ray White Frankston, South East Melbourne Primary Health Network, Women's Health in the South East and many others.

The atmosphere on the night highlighted the impact of community spirit - what is possible when people and organisations come together to make a positive difference in the world. And with that, the funding we needed to continue into the next financial year manifested. The event alone raised \$42,000 and was followed by the confirmation of \$135,000 worth of grants.

The universe delivered!

The high of the documentary launch was followed by meetings with Federal MP and Ambassador Peta Murphy MP and Katy Gallagher MP, Minister for Women and Finance.

With a spring in our step and the funds to catch our breath, (for a second) we worked with Lisa Boothby, Business Mentor, funded through Frankston Social Enterprise Hub to establish a business and social impact

strategy that is guiding our focus in 2023/2024. The strategy has been adopted to ensure we obtain the support we need to empower more women into 2024/2025 and beyond.

Team Teal Volunteer Power. As an organisation, we have been impacted by the many challenges that face not-for-profit organisations. However, the commitment of our volunteers and staff has ensured our viability to deliver quality programs for women across the Frankston, Kingston and Mornington Peninsula region.

Across Australia, volunteers continue to underpin the work of the sector with 50% of charities operating with no paid staff according to the 2023 ACNC Charities Report. We are proud to report that the number of volunteers contributing to the Women's Spirit Project continues to increase. We would like to thank the 55 women and men who have given so much - 3547 hours valued at \$167,000 - to support the delivery of our programs and events over the past twelve months. A totally **AWESOME** effort.

We can continue to support women to transform their lives because of the work of Team Teal and the community of support that gathers around us and cheers us on. To all of you who have backed us and supported us – a heartfelt thank you for all you do. It gives us the motivation and inspiration to keep going.

It is an incredible honour to be able to lead the **Women's** Spirit Project alongside a talented group of women: Directors, volunteers & staff being entrusted to give women the courage to take one step at a time to transform their lives.

Kathy Heffernan CHAIR, DIRECTOR

Jodie Belyea FOUNDER & MANAGING DIRECTOR

I have had the privilege of working with the Women's **Spirit Project over many** years, and have seen first hand the terrific work they do in the local community supporting women experiencing loneliness, isolation, family & domestic violence & other trauma.

This program is run by local women for local women and has huge potential to extend its reach to women experiencing disadvantage across Australia.

I am committed to support this organisation as it seeks to expand."

PETA MURPHY MP FEDERAL MEMBER FOR DUNKLEY AMBASSADOR -FOR THE 'WOMEN'S SPIRIT PROJECT'

How We Make An Impact

Our Vision

Empowered, resilient, confident and connected women – able to bring to life their dreams and aspirations through access to wellbeing activities that create confidence, resilience, connection to self, people and support services that enable self-determination resulting in improved mental health, employment and a reduction in poverty.

What We Do

The Women's Spirit Project offers integrated holistic healing, recovery and primary prevention programs, by women for women with lived experience. Our curriculum includes fitness, health and wellbeing activities that reflect our wellbeing framework. Our point of difference is in our holistic delivery working with body, mind and soul. We support women to rebuild, recover and repair in a safe community setting – enabling women to build confidence and courage to address intersectional risk factors impacting mental health, employment, economic situation, & participation in community life.

Why We Make A Difference

We empower women to bring to life their hopes, dreams and aspirations in a safe and supportive environment with other women.

We provide guidance and opportunities for women to recover from trauma by participating in strengths-based activities that build resilience, self-esteem and connections to other women and community services.

Our free and accessible programs compliment case management and counselling support delivered by community organisations.

How We Work

We are women with lived experience, on a mission to inspire, empower and support other women on a recovery journey to transform their lives.

Theory Of Change

We Support Women

who experience disadvantage and risk factors such as addiction; domestic/ family violence; homelessness; loneliness; poverty; and mental health barriers.

To Overcome Barriers

to help-seeking & accessing services to empower their recovery and wellbeing.

By Partnering with Community Stakeholders

to deliver place-based, trauma - informed, holistic fitness, health and wellbeing programs and activities for women.

Teaching strategies to ensure connectedness, wellbeing and referral to support services.

Empowering Healing and Recovery Including

- Reduction in risk factors & associated problems
- Commencement of further education or study
- Securing employment
- A sense of belonging & social connectedness

Resulting In

- Increased protective factors for thriving, including an increased support network
- Sustaining employment
- Achieving financial independence





A Year In Review – Time Line



July - November 2022



"Our Catchup & Connect Walks are all about connection. When leading these walks, I love listening to the sound of the group chatter and everyone laughing...seeing the big beaming smiles and the impact we have, simply by going for a walk together. Women supporting women". **EMMA RIGBY** - WALK LEADER



Catchup & Connect Walks are a 'free to join' fortnightly gathering of local women who motivate each other to spend time outdoors, commit to regular exercise, develop strong community connections and achieve new goals.

A variety of walks catering for all needs were designed by volunteer Emma Rigby and delivered across Frankston, Kingston and the Mornington Peninsula.

The walks provided women from the Spirit Of Transformation and the broader community with the opportunity to walk and talk.

Walks increased in distance and difficulty to support participants in building up their capacity to walk the Frank to Schanck 60km Trek in November 2022.

A highlight of the Catchup & Connect Series was the invitation by the Chasing Change Suicide Prevention network to speak at and lead the Chasing Change Suicide Prevention walk in September 2022. The opportunity to be part of this important event and acknowledge those who have passed due to suicide was an honour for Team Teal.



"I really looked forward to these walks, connecting with a wonderful group of positive, welcoming and empowering women in the outdoors and feeling supported and prepared in the lead up to the Frank to Schanck walk." **MEL REYNOLDS - RAW TRAVEL**

08 | Women's Spirit Project



women's LEADERSHIP

Every woman is a leader in her own right

August 2022

TRANSFORMING lives Appeal

CHARITY LUNCH Help women experiencing disadvantage transform their lives

October 2022



Leadership Retreat

The Women's Spirit Project has the philosophy that every woman is a leader in her own right. With the support of Leadership Consultant, Maree McKeown, 16 women were supported over 3 days at Iluka Retreat in Shoreham – the perfect space for a wholesome team building experience.

At the retreat, members of Team Teal identified their leadership impact & identity, exploring who they are and what they each bring to the world.

We explored our personal trademark/brand & self-image and considered this through the lens of what it means to be 'High Performing'. We were presented with a problem solving framework we can use as individuals and within teams to work through complex scenarios.

The weekend was a provocative experience that stretched us all to support the WSP and its members to identify and address challenges and continue to grow.

We nurtured ourselves with meditation, walks, good food, great company and a few laughs along the way.

Launch Appeal

150 changemakers attended the 'Transforming Lives Appeal' at Blairgowrie Yacht Club including partners, supporters, decision makers, influencers and Spirit of Transformation participants and mentors. At this sold-out event, participants enjoyed local food, music and inspirational keynote speakers.

Attendees learned how the WSP has supported women experiencing disadvantage to date and listened to stories from past participants, who have transformed their lives by joining our fitness, health and wellbeing programs.

The launch kicked off our vision to raise \$1 million to make our programs widely accessible to more women in our community – starting with the goal to raise \$150,000 to deliver the **'Spirit of Transformation'** programs in 2023.











FRANK TO SCHANCK 3 Day, 60km Trek

A WALK 4 WELL-BEING

November 2022

Frankston To Cape Schanck Walk

"The WSP supports women to achieve something they didn't think they could. With leadership on the track & guidance from the sidelines, the 3-day walk allows participants to triumph over various levels of adversity, having an immense impact on their confidence & outlook." The Frankston to Cape Schanck walk is a highly anticipated flagship event for Spirit of Transformation participants and mentors. It is also accessible to the public, inviting a wider community of women to join this 3-day adventure.

Walkers choose their distance depending on their availability, physical and mental capacity and walk approximately 20kms each day, experiencing the varied terrain of the Frankston Mornington Peninsula region: hills, single trails, uneven ground, boardwalks and footpaths.

Raw Travel and Peninsula Bike Skills supported the smooth running of the event with their extensive knowledge and expertise.

An inspiring Women's Circle was held to complement the walk, combining local food by Nairm Marr Djambana; sound healing; singing; Wayapa mindfulness by Melissa King and a silent auction.

FRANK TO SCHANCK EVENT MANAGER



95 Women Attended Frank To Schanck



KATE PARK

28 Volunteers Supported The 3 Day Event



105 Women Attended The Women's Circle Event



74 | 24 Attended 2 | Attended 1 Briefings | Briefing

















Environmental Sustainability

We operate in deep respect for Mother Nature and embrace a 'leave no trace' philosophy.

In exciting news we have been certified as a Plastic Free Champion under the national Plastic Free Places program with Boomerang Alliance. As part of this certification, we have officially committed to running all our activities and events without single use plastic takeaway packaging, instead opting for reusables wherever possible.

We encourage our participants to extend this commitment into their own lives, reducing our impact on the planet as much as possible.

Thank you to Boomerang Alliance and funding partners, the Commonwealth Government and Mornington Peninsula Shire Council.

Homen's Spirit Project

ANNUAL GENERAL MEETING

Dec 2022





INTERNATIONAL WOMEN'S DAY MARCH 8 WALK + MEDITATE + SWIM

March 2023

WSP – AGM

The **Women's Spirit Project Annual General Meeting** was attended by volunteers, members & key supporters – an exceptional affirmation of the impact and value of the way we support women in our community to transform their lives.

It was an inspiring celebration, reflecting on the vision and achievements of the **Women's Spirit Project** – supporting women from all walks of life to see what they are capable of and begin to realise their hopes, dreams and aspirations.

FCC Award

Team Teal was beyond excited and honoured to receive the Frankston City Council **'Community Group Of The Year'** Award. This award is the result of the incredible work of over 177 volunteers over 5 years.

This achievement would not have been possible without the vision and commitment of founders Jodie Belyea alongside Kate Park, Greer Watson Biggar, Emma Rigby & Kerry Strickland who have been volunteering with the **Women's Spirit Project** since inception in 2018.

Inaugural Walk

The Women's Spirit Project's inaugural, annual 'Walk for Women' was held to inspire and empower women and girls in celebration of International Women's Day.

On 8 March, WSP supporters came together to celebrate steps taken toward gender equity and raise awareness about the work still to be done.

Participants joined for a powerful sunrise meditation with Jo Pascoe – celebrating each other and honouring all the amazing women in our community, followed by a 3km walk designed to make the most of Frankston's beach setting in stormy weather.







FCC Australia Day Award









TRANSFORMATION 2 March - June 2023

FRANKSTON I KINGSTON

Flagship Program

The **SOT Program** is a FREE 10-13 week evidence based, fitness, health and wellbeing program delivered to women experiencing risk factors such as addiction, disability, homelessness, domestic, family and sexual violence, mental health barriers, loneliness & isolation, poverty & unemployment. The program is aimed at supporting women to recover and heal from trauma.

The Frankston | Kingston program was delivered every Friday from March to June at Roy Dore Reserve in Carrum, with complimentary access to the facilities generously provided by Carrum Patterson Lakes Sporting Club.

Following a three-month recruitment process, that included three days of interviews, the program successfully engaged 22 participants and 12 mentors. Mentors participated in two days of mentor training to provide one-on-one support to the program participants.

Program activities included group fitness training; walking and yoga; goal setting; art; mindfulness activities including meditation and journaling; communication skills; boundary setting and the introduction and referral to community support services.

The combination of activities supported women to develop skills, motivation and strategies to recover and prevent challenges from reoccurring or escalating. Women also established connections and friendships that create a sense of belonging. This led, for example, to the establishment of their own walking group and online channel to stay connected beyond the completion of the program.

Thank you to Frankston and Kingston City Councils for funding this program and Vic Health for funding the evaluation by Dr lisa hunter from Monash University.

"Exercise has never been so much fun. The Fitness and Wellbeing Lead Juanita delivers fun group activities with a smile and you don't even realise vou are exercising."

ANKE TROTT - MENTOR

Snapshot Of Program Statistics



• 2 Women withdrew due to mental health and levels of physical fitness

Top Risk Factors Affecting



The Program Helped Me



Spirit Of Transformation 2

ACTIVITIES



PARTICIPANTS

40%

Health & Fitness

MENTORS



50% Mental Health Barriers



84.8% YES





Spirit Of Transformation 2

Monash University - Evaluation Quotes

Mentor | MARCH - JUNE 2023

"I came into the WSP seeing a Facebook post and participated in a few of the Catchup and Connect walks that led me to join the **Frank to Schanck** walk and the women's circle.

It was at this time, I stood back and thought "I want to be a part of this amazing journey" and I applied to be a mentor this year.

It has taken a lot for me to get the Fridays off due to work commitments. I will be forever grateful that I could do the whole program. This program should be available to all young women in year 12 as a school program over a semester to help develop strong, resilient women that believe in themselves.

It has made me want to reassess the work I do and whether I could go into a new career path helping women in some way! Hopefully the WSP gets the funds it needs to continue to grow as an organisation so that women get a chance to experience the amazing work Jodie and her team provide. It's not the end of the WSP journey for me, it is just the beginning of a new-found passion to help women and make life-long friends."

Participant | MARCH - JUNE 2023

"When I first met you all, I didn't feel like I deserved to be in the group. A year ago, I didn't feel like I deserved anything and wasn't worthy of anything. Now I have exciting news. I decided that I can keep doing scary things. I have signed up to do a certificate 5 in Allied Health.

Thank you all and the amazing **Spirit of Transformation** for helping me pull the pieces of my healing journey together. I never thought I could get to this point. Continual work on me and the support of you all has been invaluable. Jodie, I hope you know the value and change all your hard work brings. Thank you with all my heart. I am choosing life. I am choosing to continue healing. I am choosing to love me. I am choosing to keep growing and learning."

Participant | MARCH - JUNE 2023

"This program has been incredibly valuable to me. It has taught me what I can achieve if I put my mind to it. It has exposed me to new and exciting ways to enjoy exercise again. Most importantly I have learnt ways to help manage my anxiety, through mindfulness, yoga and using journaling to help sort my thoughts. I will be forever grateful for this experience as I gained so much. Thank you from the bottom of my heart." **Evaluation Quotes**

Participant | MARCH - JUNE 2023

"I can't say how much I loved participating in this program. The women who run the program are superheroes, most with their own issues in the past and even currently. I was totally blown away and inspired by the documentary. I hope in the future the program becomes more well known and achieves the funding it truly needs and deserves. My experience as an emergency nurse and a palliative care nurse has given me many useful tools to help others. I would love to help in this program and believe I have skills that would be beneficial."

Participant | MARCH - JUNE 2023

"I have accessed a lot of government and community services during the years I have lived in Australia, but I must say that this program was the best. It is holistic in nature, looking at all aspects of health and wellbeing. Unlike other stand-alone services like counselling, neighbourhood houses, family services, it provides you with a sense of support and community. Often part of the solution, is just to feel like you belong and are not alone with life's challenges."

"Providing women with a supportive, safe, positive environment within the SOT program has proven to be extremely powerful when it comes to improving mental health. Through participating in fitness activities & adopting healthier habits, we have seen a huge improvement in resilience and the confidence to work on goals in all areas of life. This has been such satisfying work!"

JUANITA SANGER – FITNESS, HEALTH AND WELLBEING LEAD



Participant Outcomes

Employment & Training

- Linked with employment support services
- Applied for and secured employment

Access & Connectedness

- Reduced isolation and improved social connectedness
- Accessed community services family violence, integrated family services and addiction support services to seek support
- Accessed financial support

Fitness, Health & Wellbeing

- Increased participation in fitness activities including forming own Friday catchup group that continued post the program and attending monthly Catchup and Connect Walks
- Building of skills to support emotional regulation that means women are better able to deal with stress
- Increased self-esteem and confidence





"I am enough is such an inspiring documentary. It really highlights the importance of WSP's role in breaking the cycle of trauma and unlocking the potential of women in our community.

CR SARAH RACE - MORNINGTON PENINSULA SHIRE COUNCIL

I Am Enough Documentary Launch

"This powerful & inspiring short film is a testament to the courage of participants, mentors & other volunteers in working together to catalyse transformational change. I believe everyone in the room was profoundly moved by these impactful stories, so beautifully & sensitively told by local film -maker Thomas Barnes."

CR CLAIRE HARVEY

- FRANKSTON CITY COUNCIL

The 'I AM ENOUGH' documentary launch sold out in record time, with attendees eager to join the much-anticipated screening — an evening of inspiration and positive impact at McClelland Art Gallery.

The documentary shares the voices and stories of women reclaiming their lives by participating in WSP's programs, beautifully filmed by acclaimed videographer Thomas Barnes. A big thank you to Jan Baker, Adele Paterson, Kim Taylor and Mel Flores for allowing us to feature their inspiring stories.

The documentary and fundraiser was proudly hosted by Smart Business Solutions with major sponsor Common Goodness Foundation. Significant contributors included Press Room Philanthropy, Peta Murphy MP for Dunkley, Frankston City Council, Mayor Cr Nathan Conroy, Angela Limanis | Ray White, Innate Design, Mornington Peninsula Magazine and Women's Health in the South East (WHISE).





'I Am Enough' captures the heart, soul & purpose of the WSP program. The positive impact of practical activities reconnecting women to themselves is evidenced in the powerful testimonies of participants. The WSP does make a difference for women, who in turn make a difference to their community.'

CR SUE BAKER - FRANKSTON CITY COUNCIL



Community Engagement

Community Engagement

Sharing Our Stories

Social Media

Social Media – in particular Facebook – continues to be the key platform for engaging participants in WSP programs.

All social media channels saw an increase in membership across both Public and Closed pages:

- The WSP Public Page grew to 1.6k followers, an increase of 22%, with Facebook reach increasing by 56%.
- Membership of the WSP 'Walk4Wellbeing' Closed Facebook Group grew to 681 highly engaged women actively participating in walking and other fitness, health and wellbeing activities.
- The WSP launched a new closed page for the 40, '**Spirit of Transformation 2'** members, a highly interactive page with group members posting several times a day, focussed on staying connected and supporting each other.
- WSP also recently launched its Instagram channel reaching 190 followers.
- The WSP's LinkedIn targets a professional audience. It has grown to 332 followers.
- Our social media has been generously supported by WHISE who have allocated social media superstar Mairin Angel to manage our weekly social media.

Documentary

In May 2021 WSP commenced filming a powerful documentary **'The Voices and Stories of Local Women'**. Filming continued through 2022, capturing the journey of women participating in the **'Spirit of Transformation Program 2 '**. The documentary launched in June 2023.

Print Media

The **Women's Spirit Project** has been featured regularly in local media, including the following publications:

• Mornington Peninsula Magazine: a significant supporter of the WSP they regularly featured our organisation, programs and stories reaching an audience of 121,000 per month.

Thank you to Lisa Walton, Nicki Fisher and Sarah Halfpenny for featuring our work.

• The MP News Group have included news articles across several of their publications, including the Frankston Times, Mornington News and Southern Peninsula News.

Thanks to Peninsula Essence, in particular Joe Novella, the WSP has featured prominently in this publication, sharing the value of community recovery programs that are financially accessible and sustainably funded to support women who have experienced trauma.

• In addition, print posters and postcards formed an important aspect of program promotion with distribution focussed around the Frankston / Kingston and Mornington Peninsula regions.

Thank you to Pressroom Philanthropy for again supporting all our printing requirements.

"If we are serious about supporting women and gender equity, we cannot ignore the needs of the growing numbers of women who are doing it tough, to recover from trauma in its various forms. We must advocate for a systems approach, that includes funding for recovery programs, that enable women to reset and reclaim their lives. Without them thousands more women will be left behind and the chasm of inequity will continue to grow."

JODIE BELYEA – PENINSULA ESSENCE FEATURE ARTICLE 2023

Communication Engagement Outcomes

Over the past 12 months, the Women's Spirit Project expanded our audience reach and engagement via traditional and digital media. Powerful storytelling content across the pillars **'Inspire, Empower, Transform'** focussed on branded content, engaging visuals and participating women sharing their journeys of transformation.

WSP ON FACEBOOK REACH OVER 365 DAYS



.600



46.1k 56% 个 Reach **↑ 1.6K** 22% ↑ in Membership

INSTAGRAM PAGE LAUNCHED

LINKEDIN



Followers

>150%

Increase in Members

DOCUMENTARY



'I AM ENOUGH' – The Voices and Stories of Local Women Launched in 2023



Financial & In-Kind Contributions

Financial Support

Over the 2022-2023 financial year, the WSP was successful with x grant applications. Our fundraising target for 2022-2023 was \$250,000 we exceeded it reaching \$289,500.

Donations		\$29,550
Rotary Peninsula 2.0	5,000	
Rotary Frankston Sunrise	2,500	
Women In Business Mornington Peninsula	2,250	
Snow Angel Cleaning	2,000	
Community / General Public Donations	10,800	
Pengana Emerging Companies Fund	5,000	
Peta Murphy Federal MP for Dunkley	2,000	
Government		\$143,000
Frankston City Council	20,000	
Kingston City Council	25,000	
Department of Social Services	4,000	
South East Melbourne Primary Health Network	74,000	
VicHealth Promotion Foundation	20,000	
Philanthropic contributions		\$46,000
Press Room Philanthropy	25,000	
CCI Giving Fund	6,000	
Common Goodness Foundation	15,000	
Sponsorship		\$15,600
Smart Business Solutions (Count Charitable Foundation)	13,350	
Cambium	1,250	
Bendigo Bank Mt Eliza	1,000	
Events, Fundraising & Shop		\$55,350
WSP Events	29,000	
WSP Raffle & Silent Auctions	21,400	
WSP Online store	4,950	
TOTAL		\$289,500

In-Kind Support

Over the past 12 months the following community members & leaders have supported our work. The in-kind support has been central to the work of evolving the vision of the **Women's Spirit Project**. We thank you.

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g advice
keting

"RAW Travel has been proud

to the effectiveness of the joy they bring to women of the organisation.

DAVID REYNOLDS

In addition, over 40 local businesses have donated goods and services between \$25 to \$3,000 in value to support our fundraising efforts through silent auctions and a raffle.

Over the course of the year, several local organisations have raised funds for WSP as part of their events. This includes Rotary Peninsula 2.0, The Cambium, Women in Business Mornington Peninsula and Mindset Matters Conference.

Our Social Enterprise Journey









"The Frankston Soicial **Enterprise Hub mentoring** support has enabled WSP to identify services & programs they can offer for a fee to help offset their highly valued free programs for disadvantaged women.

These services will be piloted over the next 12 months & are a step towards sustainability for WSP, ensuring their unique approach to trauma recovery can continue into the future".

LISA BOOTHBY SOCIAL ENTERPRISE MENTOR

Frankston Social Enterprise Hub

We extend our heartfelt appreciation to the team at Frankston Social Enterprise Hub.

The WSP have benefited from their generosity and ongoing support. Providing us with meeting spaces and valuable mentorship, their contributions have been pivotal in our journey to empower and foster positive change for women in our community.

We especially recognise our incredible social enterprise mentor, Lisa Boothby. She has provided us with strategic advice and insights that have helped grow our reach and impact.

Staff

Team Teal

A small, dedicated team of staff were employed this year to fulfill strategic, operational, program delivery and participant support requirements. It is important to note that all staff contributed significant volunteer hours on top of their paid hours to support the delivery of WSP activities and achieve the goals set for 2022.



* Sessional Contractors Christina Sawaya - 54hrs; Karen Scott - 14hrs; Jo Pascoe - 6hrs

Volunteers

The Backbone of WSP

Volunteers are the backbone of the WSP. Across 2022-2023, 55 volunteers contributed 3547 hours (473 workdays) valued at \$167,000 (\$47 per hour rate).

The work of the WSP could not be achieved without the substantial contributions by dedicated, professional women and men from all walks of life with diverse skills across a range of professions including accounting, administration, book-keeping, community services, graphic design, employment services, learning and development, logistics, nursing, project management, outdoor education, psychology, social work, teaching and the travel industry.

'The impact of volunteering with the Women's Spirit Project, for me, is not an act of 'giving', it is a true gift of 'receiving'. I get to be a part of an amazing strong, very supportive, resourceful, united local community.'

LESLEY ST CLAIR PAUL VOLUNTEER



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Volunteer Contribution

Our Incredible Volunteers

Governance and Operations	General Volunteers	Frank To Schanck/ Catchup & Connect Walks	Spirit Of Transformation SOT
Kathy Heffernan Chair	Dr lisa hunter Monash University	Kate Park F2S Event Manager	Juanita Sanger
	Evaluator		SOT Lead
Kit McMahon Chair, Director		Anke Trott	Lou Dunne
	Jackie Mitchell Strategic Advice	F2S/CUC Walk Leader	SOT Facilitator
Jodie Belyea Managing Director	BRANDSTORM	Emma Rigby	Christina Sawaya
	Jo Cavanagh	F2S/CUC Walk Leader	SOT Facilitator
Catherine Baird Director	Strategic Advice	Lesley St Claire Paul	
	JO CAVANAGH	F2S / CUC Walk Leader	Anne-Marije Bussink
Geraldine Bilston	CONSULTING	Rosie Wotherspoon	SOT Mentor
	Jasmine Charles	F2S/CUC Walk Leader	Brooke Renee
Rachel Rice	Documentary Presenter		Wegener
Director / Treasurer		Andrea Thompson	SOT Mentor
Birte Moliere	Jo French Communications	F2S Walk Leader	Cynthia Tanner
Brand & Impact Lead		Meaghan Birks	SOT Mentor
	Jo Pascoe Sessional Presenter	F2S Walk Leader	Deborah Jackson
Diana O'Malley Admin & Recruitment	B.E.S.T. THERAPY	Renay Stephens	SOT Mentor
	Joylene Henderson	F2S Walk Leader	Helen Yole
Kate Park Bookkeeper	Fundraising	Sarah Sharman	SOT Mentor
·	Maree McKeown	F2S Walk Leader	Melanie Peterssen
Kerry Strickland Cultural Lead	Leadership Retreat		SOT Mentor
	Facilitation	Dave Reynolds,	Minnie Humphrevs

Melissa Flores Project Administration

Greer Watson Brand Creative

Charlotte Carey Fundraising Support

Kim Taylor Fundraising Support

Margaret Kennedy Fundraising Support

Peter Dannock

IT Support

Dave Reynolds, Mel Reynolds F2S Walk Support RAW TRAVEL

Neil Prosser F2S Walk Support PENINSULA BIKE SKILLS

Charlotte Carey F2S Walk Support

Louise Allwright F2S Walk Support

Pip Coulthurst F2S Walk Support Minnie Humphreys SOT Mentor

Sarah Bruce SOT Mentor

Theresa Credlin SOT Mentor

Vanessa Heredia SOT Mentor

Adele Patterson SOT Support

Jill McWhinney SOT Support























Our Vision 2023-2024

Women's Spirit Project - The Year Ahead & Beyond

To manifest our vision to Inspire, Empower and Support Women to Transform their lives, in particular women recovering from trauma, the Women's Spirit Project has five pillars that guide our short, medium and long term goals and workplan.

Understand/ Activate Strengthen Collaborate Promote Research **Organisational Program Build Relations** & Advocate **Delivery** Excellence & Partnerships Build evidence to **Profile** inform planning and Establish new and Deliver free and fee for Strengthen organisational **Building** advocacy of the value service activities/ capacity and capability. strengthen existing ones Continue to and need for WSP programs that respond to support and extend strengthen the programs & activities. to community need. program delivery. WSP profile and brand awareness. Sustaining and scaling Sustaining and scaling what we offer though though though though though though Undertaking a community Focusing on developing consultation process to Pocusing on developing strong partnerships with community, government at though and fundraising and grant writing opportunities, gaps and areas for growth and development businesses and Promoting our activities Philanthropy through various mediums including distribution of the I Am Enough documentary to create awareness and engagement across the state Strengthening our governance, risks management, ovpostico and guality, expertise and quality of our programs and activities by investing in ongoing professional development & training



The Patchwork of Life

A slightly faded patchwork quilt Of many coloured squares Sits proved and worn and comfortably Amongst the gleaming wares.

It's made from all the good and bad The sadness, fears, the smiles and all the laughter. Joy fills the quilt with love and hope and not so many tears.

At times the patches fray and rip The stitching needs repair. It's purely plain and simple Just lots of lovely memories are just All mine to share

Restored and tightly stitched with wisdom, And fit for future wear The one thing I can be grateful for This guilt is mine to love and care

> Trish Ray Spirit of Transformation participant, June 2023



What Can You Do?

Support us to continue to inspire and empower disadvantaged women and grow our programs across the region.

Sponsorship Enquiries jodie@womensspiritproject.org

Visit Our Website www.womensspiritproject.org **General Enquiries** hello@womensspiritproject.org



Together, we can inspire, empower and support women in our community to transform their lives.

Somer's Spirit Project

Inspire, Empower, Transform