



IWF Australia Annual Report 2017



INTERNATIONAL WOMEN'S FORUM

Australia

INTERNATIONAL WOMEN'S FORUM



IWF Australia 2017 Snapshot



564 IWF experiences at events across the year

52 events to connect as women and grow as leaders



102 mentees tapping in to the IWFA knowledge bank

19 members opening their homes for dine arounds

100's hours worked by hosts, board and committee members to create an IWFA that is open, nurturing and real

7 songs sung after an intense Strategy Planning session



Countless stories shared around dinner tables to add to our collective leadership experience



129 IWFA inspiring women leaders



Our IWFA Values:

We are diverse, open and real

We build trust and nurture a safe and caring environment

We are determined to make a difference for each other and the next generation of women leaders

**Connect as Women
Grow as Leaders**

We at IWFA thrive on:

Sharing leadership stories, life experience and ideas to nurture our community, while reaching out to the membership to draw inspiration for our own leadership journeys

Creating opportunities for women leaders of the future to tap into the knowledge and support of the IWFA community

Leveraging and contributing to the global network of IWF to promote better leadership for a changing world



Kate addresses the Global IWF delegation in Stockholm this year.

President's Report

Kate Mason

Women inspiring women never gets old. I reflect with pride on how we have built upon our foundation of leaders 'connecting as women', to women 'growing as leaders' together. The generosity with which we support each other by sharing our own lived experiences and the compassion with which we lift each other up, is heart warming. We are so enthusiastic to see each other succeed. I look forward to a future in which we are growing our influence as leaders collectively, across generations, backgrounds, professions and countries. It is a humbling honour to be the President of this fabulous organisation.

At our Board Strategy Retreat we considered deeply the compelling and enduring benefit that keeps our Forum relevant. We articulated the IWF mark of membership as acceptance of 'the whole woman' as opposed to the corporate executive. We challenged the notion of 'preeminence', recognising that the shape of the leadership journey is often undulating, requiring a different quality of support at different times. The wisdom of our founding board members Helen Rule and Michaela Healey captured the truth that what each member is prepared to put in, she will receive in abundance. With the vision of Cathy Doyle and the Nominations Committee we have restructured our nominations process to further target membership engagement and diversity. It is this diversity of cultures, careers, ages and geography that provides us with a sustainable and relevant Forum. Every time we connect, we strengthen the emotional bond that supports our leadership in a changing professional world.

The year 2017 has seen IWF Australia stand in the global arena as a leading Forum in its own right. We have created waves across the global IWF community through our vibrancy, engagement and innovation of what it means to be part of a 'women's organisation'. I have been proud to lead an incredible group of IWFA sistas to the conferences this year, receiving many a promise from our international women that they will be seeing us in Melbourne and also very much enjoying getting to know the Australian cohort on an intimate level. Our attendance and participation in IWF Global Conferences has increased nearly three-fold this year and our own 2018 Conference Steering Committee has delighted IWF Washington; now referred to as a super star team 'so easy to work with' and 'so far ahead on planning'.

Representing IWFA at the Global President's Council, I felt the Australian forum influence a positive, connected future for all IWF sistas across the globe. We continue to set the pace and tone of growing the next generation of women leaders through a world first – the inclusion of our WABN girls in the IWFA 'young leaders' category. In the months since we created this new category, the impact of these talented, driven and highly energised young women on our broader membership base is notably positive.

In 2017, a new Board has continued to evolve the unique purpose and point of difference of IWFA to focus and deliver on what matters most to our 129-strong membership base. Renewal rates are at 95% (above our 90% target), engagement levels across events sits at 90% and communications engagement is also at 95%. The new role of the State Chairs has driven this success, building connectivity locally and contributing to the warmth that we all receive when we attend events in different states. With 52 events running throughout the year, we have averaged an event each week! And with 564 overall engagements at events and 116 unique engagements, I am pleased that so many of you are benefiting from the 'professional friendships' IWFA offers. As we move forward, building the ownership of IWFA as well as protecting the emotional core of our organisation is a focus. For me, attending an IWFA event anywhere in Australia feels like walking into the home of a sista.

Finally, it is the board committee members who work tirelessly to bring you all a network that is far more about the 'net' than the 'work' to whom I give my heartfelt thanks. My VP, Michelle Loader, has put in an incredible effort alongside co-chair Karen Hayes to lead the 2018 Conference planning. Our new company secretary, Rachel Scanlon, has tightened and clarified our company governance and structure. Our wonderful membership director, Cathy Doyle, has continued to uphold the high bar by being deliberate and strategic. Notably, Cathy has put diligent effort into the establishment of our Queensland chapter this year. Communications Director Nikki May has worked to develop a warmer, non-corporate language for us all and streamlined communications. To connect us globally, Nikki has strategically boosted our presence on Twitter in preparation for the 2018 conference and to better connect us locally, we have introduced the @workplace platform with 89% uptake in the first month of roll out. Our Treasurer, Catherine Curry-Hyde has kept us honest and her attention to detail and willingness to oversee our GST obligations in the lead up to the global conference has kept us conscious and compliant with all relevant authorities. Our Operations Manager, Chen Liu, has done a fantastic job this year coordinating the Board, optimising administration and keeping events tracked and trybooked!

A very big congratulations to all of you – our members – who contribute your warmth, openness, experience and honesty to make for a stronger collective of women leaders in Australia and across the globe. When I read through our membership list on our new website, I am thrilled and humbled by the diversity of your talents and depth of your experience.

In summary, I feel enormously privileged to lead this wonderful organisation of IWFA sistas. I have no doubt 2018 will be a year like no other – a once in a generation year – as we host a delegation of worldwide, preeminent and inspiring women in our beautiful home downunder. This opportunity to showcase our own women and the style in which we lead, will no doubt compel us to continue going from strength to strength as IWFA, a Forum that is greatly admired globally. Cheers to a fabulous year past and an even more exciting, challenging and inspiring one ahead.

Kate



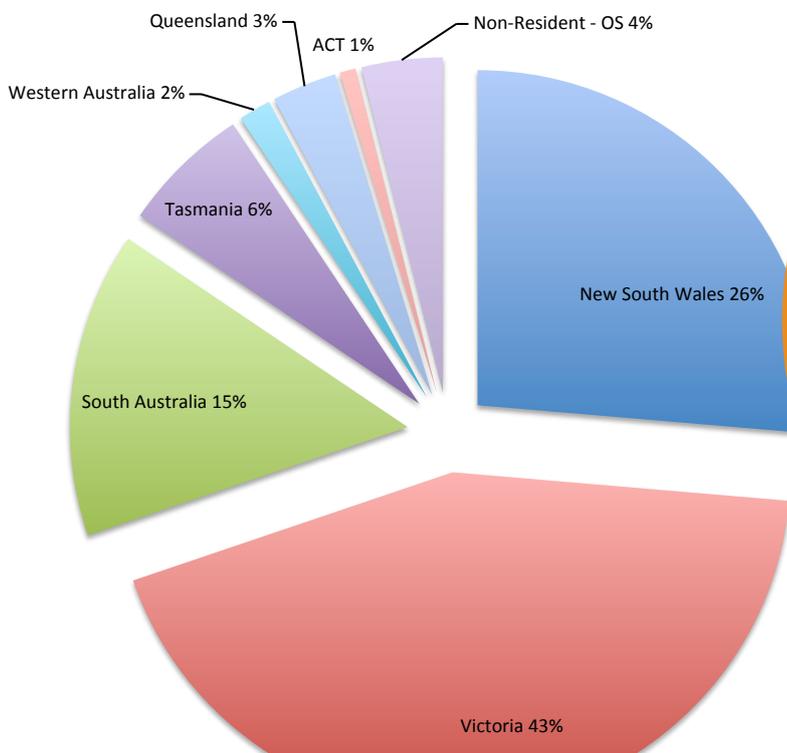
Cathy Doyle and Karen Hayes

Membership Report

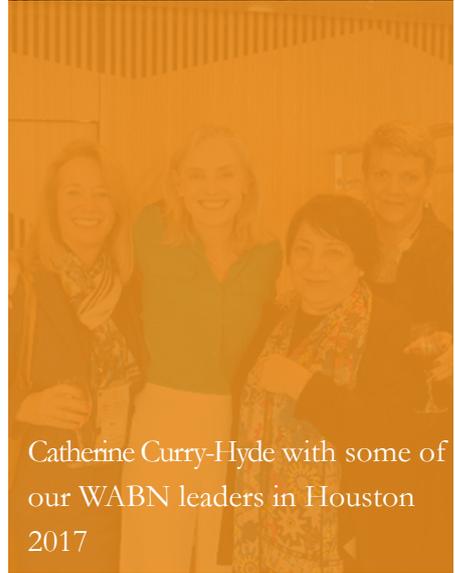
Cathy Doyle

The year 2017 has been busy and productive. IWFA completed its first full 12 months as an independent IWF Forum, in terms of new member selection, approval and onboarding via the Nominations Committee through the State Councils. State Councils in Tasmania, NSW, Victoria, and SA actively worked on engaging new members; running a broad calendar of local events as well as providing input into the nominations committee as we continue to grow our membership across Australia and into NZ. Thankyou to those Councils for their efforts and support in providing state leadership.

We increased members in 2017 by 66% and now stand at 129 active members. As per our agreed strategy we launched in QLD and WA as we look to grow regionally and have also begun supporting New Zealand this year as they launch IWF NZ. The nominations Committee has been very focused on growing geographically as well as adding diversity to our membership.

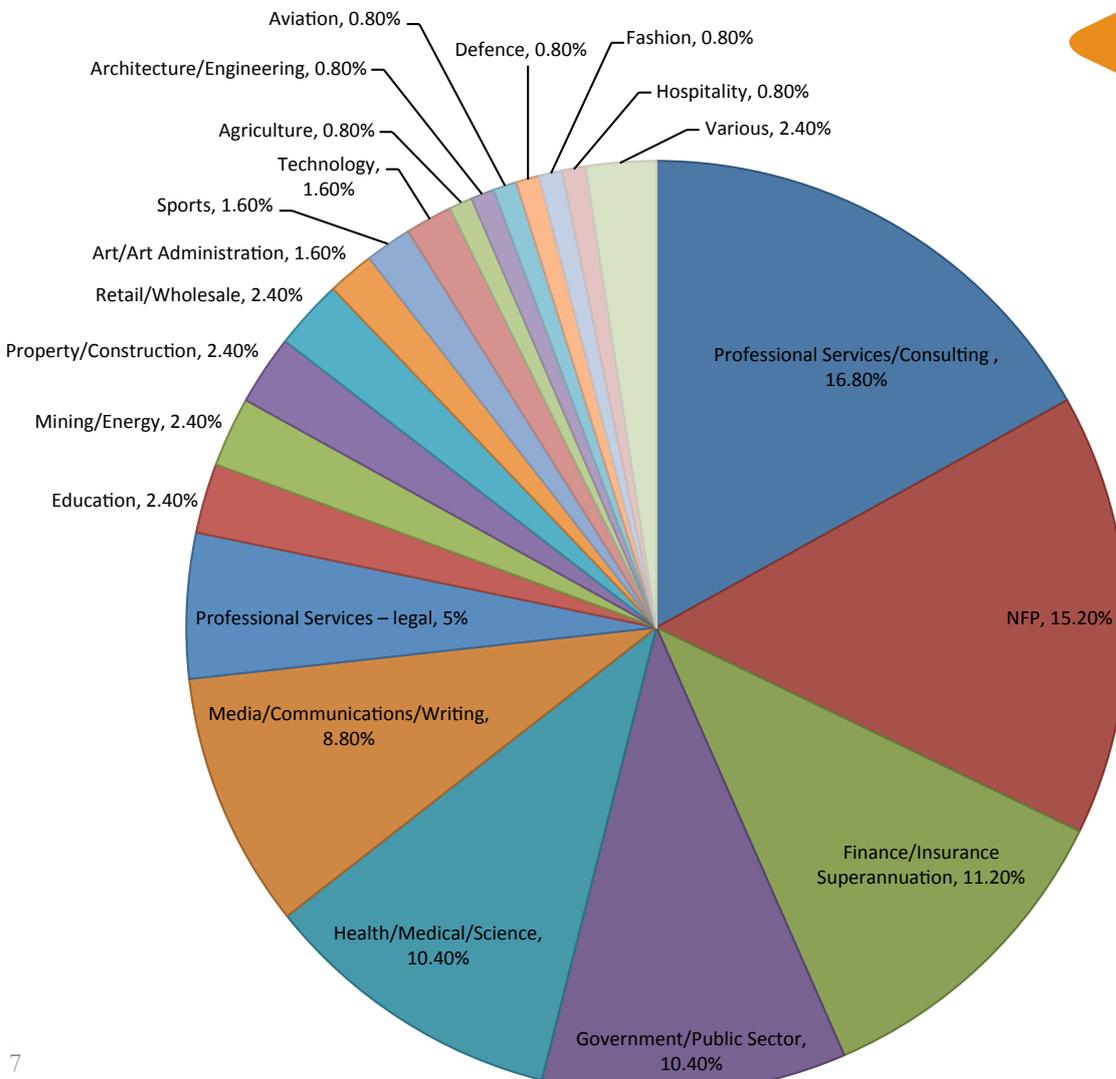


Grew 85 to 129 members
Spanning 4 to 6 states
2 members approved in NZ



Catherine Curry-Hyde with some of our WABN leaders in Houston 2017

Also in 2017, our 11 young sports women who attend the global EY WABN program have been invited to join as Young Members as we look to learn from young inspirational women who are the best in their field and also to provide them with a professional sisterhood to support them as they climb further. I must say a big thank you to Catherine Curry-Hyde who has driven the link with these fabulous young achievers on behalf of the Board with me.



In 2018 the board has further refined our membership strategy to reflect the direction of our plan – focusing on targeting diversity and employing a longer engagement process where potential members can spend several months on engagement with us. This will enable us to showcase IWFA's true value and ensure understanding of what membership entails. Therefore, we will also look to close out further member nominations in over-represented categories and look to balance geographical representation as well.

2018 Membership Process

“IWFA is looking for a woman of influence, a leader who excels in her field, who is driven to make a difference and who represents the vibrancy of her community. We seek a woman who is open, real and kind, who lifts as she climbs, and who adds to the diversity of our collective.”

Role of Nominations Committee: The nominations committee will be the Shaping Forum in 2018. They will conduct greater engagement and face to face meetings of proposed members as we look at a longer ‘getting to know you’ process that better serves as a window into what IWFA stands for.

Role of the State Chairs: State Chairs are the engagers of current members and look to ignite the professional sisterhood via their programmes. They will also host proposed members over the longer engagement period at one function and be involved where needed as part of the social engagement process. State Chairs will also assess for unengaged members and bring those members to the attention of the nominations committee.

Nominations process for 2018: Using the shaping and direction of numbers as advised by the Board we will undertake a social engagement or dating process with the proposed member. This is articulated by the Membership Director and/or a member of the nomination’s committee or selected IWFA Ambassadors (e.g. Karen Hayes).

New members are sought out actively and invited for a coffee (initial meeting) to talk about IWFA and then invited to an ‘event’. The proposed member is hosted at an event, by another member (not a dine around) where we can showcase the feeling and sense of IWFA. Post that event the proposed member is met again by the initial greeter where we can ascertain their interest/ fit/ commitment/ demonstrated living of our values [p.3]. The proposed member is brought to the attention of the Nominations Committee for review and discussion.

We then invite the proposed member to submit a one-page synopsis of why they would like to join IWFA (no form)– what they bring/what they get/how they will engage. This one pager then goes to the Nominations Committee for discussion and review. This process is expected to take 3/4 months and means individuals are discussed twice at the Nominations Committee. This allows for greater interaction and engagement and ensuring we meet our diversity profiles.

Once the Nominations Committee approves the candidate, the Membership Director ensures enough data is collected regarding the individual so we can invite them to become a member formally and financially and begin the onboarding process. This approach accentuates more interaction and story telling. We will continue to build our membership under the values of what it means to be an IWFA member.

Finally, a big thank you to all our members – you continue to show what is possible, share what needs solving and build on each other as we look to lead the next generation of young women in Australia – THANK YOU!!!

Programs & Events

Connecting Locally, Contributing Globally in 2017

Throughout the year our State Chairs have run a high quality program to bring to life our core values of Connecting as Women, Growing as Leaders and Supporting the Next Generation of women leaders. Each quarter, the calendar showcases a range of dine arounds, breakfast speaker sessions, behind-the-scenes and mentee events. Across NSW, Tasmania, Victoria and SA we have seen 564 attendances at theme events, with 116 unique engagements. Given the true value of IWFA exists in the simplicity of face-to-face interaction, we thank our members for bringing their stories, their curiosity and themselves along to make each of our gatherings a generous-hearted experience of collective leadership.

New South Wales State Chair

Lisa Grinham

The NSW State Council's focus this year was to attract new members and engage members through our events. We were thrilled to welcome 17 new members bringing NSW's membership to 38. Nearly 90 per cent of our members attended at least one IWFA event; and across our 17 events we engaged with more than 200 people. As always the dine arounds held in our members' homes were a cherished and special opportunity to get to know not only the professional sista but also the personal. Stories of the profound impact IWFA has had on members abounded.

Our three mentee events saw more than 50 up and coming leaders have the opportunity to build their knowledge through the life experiences and expertise shared by IWFA members.

This coming year we plan to deliver more events focused on topical issues to ensure we continue to grow as leaders, and of course provide plenty of opportunities for social gatherings to connect as women.

I'd like to extend a special thanks to the NSW State Council Committee members – Eileen Henderson, Anne Loveridge and Stephanie Christopher. Thanks also to the generosity of the sistas who hosted events, shared their knowledge and nominated new members.

Grew 23 to 52 events in 2017

Reaching 564 attendees

Averaging 90% engagement



Tasmania State Chair

Brett Torossi

Tasmania - Small but sweet.

The priority this year for your Tasmanian State Council was to identify new members within our community and spend time getting to know each other. Our membership more than doubled this year and we now have 11 wonderful women leaders. We are a diverse group and have enjoyed rich conversations at our dine arounds. We again felt fortunate to have our IWFA Board head south for the November weekend at Helen's. Good thinking, good governance, good food, conversation and company were all the sweeter in the clear Tasmanian air.



This year we are looking forward to getting together to prepare for the Melbourne Conference, host a pre-conference welcome event at Government House, organise as many Tasmanian members to hold dine arounds as possible in Melbourne for the conference and spend the second half of the year deepening the conversations we have, identifying some young members and we are hoping to hold our first IWFA baby shower (yes we are going to start them young). We also look forward to having the IWFA board back to its spiritual home in November.

Special thanks to Lara Giddings and Peta Heffernan for thinking big about being small and all our members who engage, connect and help each other grow as leaders and shine with beautiful souls.

South Australia State Chair

Sarah Court

The Adelaide IWFA contingent had a great year in 2017, with a focus on membership engagement and a regular series of events. We also welcomed three new members bringing our local membership base to 20. Our events included the Adelaide Strikers Big Bash League night in January, two dine arounds (thanks Kate and Susan), two planning breakfasts, a wonderful dinner at Parliament House (thanks Karlene), a beautiful lunch at Yalumba in the Barossa (thanks Louisa), some informal drinks gatherings and much more.



We also held an inaugural mentor/mentee event in September, and are keen to work on ways to increase this part of our work and help grow and mentor the next generation of women leaders.

Membership engagement has been terrific, with all members attending at least one event during 2017. This has meant that as a group we have made some great connections, and got to know each other in a meaningful and deep way. As some of us are frequent travellers, we have also made efforts to connect with the Sydney and Melbourne IWFA networks, and have warmly welcomed a number of interstate colleagues to our local functions.

Victoria State Chair

Chris Gillies

Victoria has come to the end of an excellent year with a variety of events designed to get our extraordinarily busy members together; dine arounds, breakfasts, informal drinks and mentee events and a great experience for a few at the Blood Science exhibition at Melbourne University thanks to Professor Karen Day.

We are delighted to welcome 9 new members, our member base continues to be enriched and diversified with incredible women from education, medicine and research, business leadership and business innovation.

Our mentee events have been a great success, as members provide a rich source of inspirational speakers who can help to grow our next generation of women leaders. A sincere thanks to those who have given up their time to share life experiences. A special thanks to Jo Fisher for hosting our sessions.

Great attendance from Australia at both the Stockholm and Houston conferences was a highlight too, with many travelling from Victoria. Both were outstanding events on all fronts; education, connections, new friendships and of course the odd spontaneous party! The new members who attended really began to get a flavour of the international nature of IWF and how it promotes both local and global connections.

Thanks to all those who hosted breakfast, drinks and dine arounds and a sincere thanks to the Vic Council members who have made it all happen in 2017.





Kate Mason, Nikki May, Brett Torossi

Communications

Nikki May

The year 2017 has seen us aligning our platforms to our three mandates: to connect as women, to grow as leaders and to support leaders of the next generation. We have streamlined our fortnightly communications, consolidated our quarterly events calendar, tapped into the global leadership space via Twitter and introduced a conversational, creative online community space via the @workplace application.

Creating Dialogue

We understand that the benefits of IWFA membership lie in connection rather than in one-way, announcement style communication. To this end, we have focused on developing a warmer, more open language and reducing the amount of emails hitting our member's inboxes. Our fortnightly newsletter captures a concise snapshot of upcoming news and events. We have produced 18 of these newsletters throughout 2017 and 4 special announcement newsletters. On these communications we have seen a steady 71% engagement rate – thank you for taking the time to read through our updates!

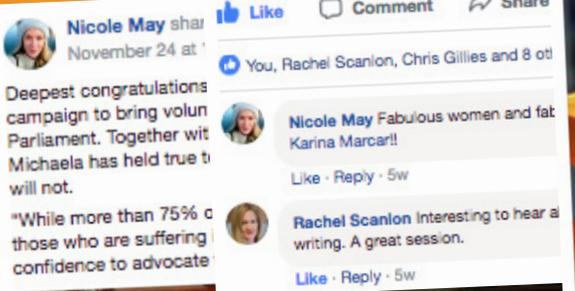
This year we have selected and developed Twitter as the optimal social media channel. The strategy behind this decision is two-fold – Twitter bridges the divide between personal and professional connections as does IWFA, and IWF Global maintains a presence on Twitter that allows us to connect and share our stories throughout the international membership as well as providing a platform to leverage the 2018 Conference next year.

The introduction of @workplace has allowed members to reach out and connect with each other in a way that is spontaneous, fluid and familiar while being more private and secure than other social platforms. Although early days, the 91% uptake of the new app within the first 3 months has meant our members can engage in fun and informative dialogue across our disparate membership base, sharing challenges and achievements in a natural way.

Our local IWFA website is about to relaunch with a fresh new feel and the global iwforum.org has also undergone a redesign to better connect the 6,500 strong IWF membership around the world. Thanks for being open to sharing your stories and listening to the stories of others. IWFA is your space. Take a moment to share a thought, a book, a photo or an idea!



This elite Aussie athlete says frisbee seriously
You've probably never heard
ABC.NET.AU



Crossing the threshold: how Victoria's assisted dying finally made history
There have been more than 50 attempts to pass voluntary euthana
THEGUARDIAN.COM



91% @workplace adoption

71% @workplace active users

75% e-newsletter engagement

2173 likes on Twitter

95% active members across platforms

Governance Report

Rachel Scanlon

In 2017 Kate Mason continued her presidency of IWFA, and was supported by the State Chairs who had been appointed in 2016. Michelle Loader has been voted in as Vice-President and has worked tirelessly this year in preparation for the 2018 Melbourne Conference.

Also this year with the departure of Lopa Mehrotra back to the USA, I was appointed to the role of Company Secretary for IWFA, bringing with me international legal and company secretarial expertise. We thank Lopa for her fantastic work as founding member and also company secretary of IWFA during her time in Australia and wish her all the best in the USA.

At the AGM, pursuant to the Constitution, a number of Directors stood for re-election, and were unanimously reappointed: Kate Mason, Nicole May, Chris Gillies, Lisa Grinham and Brett Torossi.

Another thank you goes to Karina Marcar from JWS for her time and energy in supporting the governance function and ensuring a smooth transition of the Company Secretary role.

Catherine Curry-Hyde arranged for IWFA's ASIC corporate information to be updated online, so those records are now complete for 2017.

Finally, as part of a broader approach to governance, the Directors discussed board effectiveness at the Hobart strategy weekend, using the "Excel, Develop, Ideas" methodology.



Rachel Scanlon and Janet Carding in Hobart last month



President: Kate Mason
Contact: kate.mason@ccamatil.com



Vice President: Michelle Loader
Contact: michelleloader@hotmail.com



Secretary: Rachel Scanlon
Contact: rachel@scanlon.com



Treasurer: Catherine Curry-Hyde
Contact: catherine@curry-hyde.com



Membership Director: Cathy Doyle
Contact: cathyadoyle6@gmail.com



Communications Director: Nicole May
Contact: IWFAustralia.Communications@gmail.com



NSW State Chair: Lisa Grinham
Contact: lgrinham@good2give.ngo



SA State Chair: Sarah Court
Contact: sarah.court@accg.gov.au



Tas. State Chair: Brett Torossi
Contact: bretttorossi@ozemail.com.au



Vic. State Chair: Chris Gillies
Contact: cigillies@bigpond.com



Operations Manager: Chen Liu
Contact: iwfaustralia.operations@gmail.com

Financial Summary

Catherine Curry-Hyde



IWFA Treasurer, Catherine Curry-Hyde

IWF AUSTRALIA LIMITED ACN 602 091 609
SPECIAL PURPOSE FINANCIAL REPORT YEAR ENDING 30 JUNE 2017

Notes to the Financial Statements

This financial report is a special purpose financial report prepared for use by the directors and members of IWF Australia Limited (IWFA). The directors have determined that IWFA is not a reporting entity.

This financial report:

- is prepared on a cash basis in Australian dollars;
- is not prepared in accordance with accounting standards or other authoritative pronouncements of the Australian Accounting Standards Board;
- is based on historic costs and does not take into account changing money values or currency fluctuations or, except where specifically stated, current valuations of any non-current assets.

For the period from 1 July 2016 to 30 June 2017 the financial position for IWFA was a surplus of \$7,017.81. IWFA cash at bank was AU\$29,598.57. Membership fees were made up of Local Administration Fees of \$22,282.50 and the International Affiliate Service Fee of AU\$14,930.00 paid to IWF Global.

The Affiliation Fee paid to IWF Global for the calendar year 2017 is made up of a Base Forum fee of US\$750 plus US\$120 per member, remitted to IWF Global by IWFA on behalf of IWFA members. An interim invoice for the Affiliation Fee is invoiced by Washington in March, and the final invoice/reconciliation after 31 July. The final invoice also includes the Base Forum fee of US\$750.

IWF Global affiliation fees are for the calendar year. However, for members joining after 1 August of that calendar year fees will cover the remainder of that calendar year and the following year. For members joining prior to 1 August fees will cover that calendar year.

In 2017 the IWF Global Affiliation Fee increased to US\$120 per member + the forum base fee of US\$750 remained unchanged. IWFA fees in 2017 increased to AU\$375 per member.

In November 2016 IWFA engaged the services of Chen Liu for 24 hours a month in the role of Operations Manager. Chen has become a valuable hub for IWFA keeping Trybooking events in order, welcoming new members, liaising with IWF Global on members' information for the global website, and assisting the State Chairs and Executive Board Members.

Other operational expenses to 30 June 2017 includes Directors Liability Insurance, website costs, bank charges, and Trybooking fees.

Function costs covered by IWFA included the individual new member costs associated with new member functions, the Brisbane prospective drinks evening hosted by Cathy Doyle and Kate Mason to establish members in Queensland. All other IWFA functions were paid for by attendees.

IWF 2018 Conference: To promote the Melbourne 2018 conference, led by Mary Lemonis, IWFA produced a small printed 20cm x 15cm pouch with our logo, conference dates and graphic. All ~650 delegates attending the conference in Stockholm received the pouch which contained a Tim Tam and post card. The cost of producing and transporting the pouches came to \$5,695.88.

All costs associated with the conference will be covered by conference sponsorship funds.

DIRECTORS DECLARATION

The directors have determined that IWF Australia Limited (IWFA) is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in the Notes to the Financial Statements

The directors of IWFA declare that:

1. The financial statements and notes present fairly IWFA's financial position as at 30 June 2017 and its performance for the year ended on that date in accordance with the accounting policies described in the Notes to the Financial Statements.
2. In the directors' opinion there are reasonable grounds to believe that IWFA will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.



Director Catherine Curry-Hyde
Treasurer
Dated 18 October, 2017



IWF World Cornerstone Conference

Melbourne 2-4 May, 2018

The world of IWF arrives in Australia

IWF Australia is honoured to host the 2018 World Cornerstone Conference in May 2-4, 2018. Each year IWF holds two global conferences – one in an American city and the other, exploring a new destination. These unsurpassed leadership events convene some 700 preeminent women leaders to connect with like-minded trailblazers from across the globe. The event represents a fabulous opportunity to expand our own personal networks and create a lasting impression of Australian women leaders on our guests.

The Victorian Government, the National Australia Bank, EY, Tourism Australia, Imatech, CCA, Campbell's Arnotts and Aesop have already come on board with generous support. We see this as a wonderful opportunity to experience the spirit of IWF on home turf. And the perfect chance to connect with and grow the members of our own local chapter as we work together to pull off an international event in the iconic Aussie style of 'casual world class'!

We need all of our wonderful IWFA women to make this conference the success we know it will be. So jump online and [register for the conference](#), mark 2-4 May in your diaries, [confirm your location to host](#) or co-host a dine around for our international guests in Melbourne and get involved in welcoming our global network to our home land next year. We look forward to making 2018 the year for women leaders in Australia with you.