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Business Women's Collective Annual Report 2024-2025

Our Mission:

Our mission is to create authentic connections and a sense of belonging, empowering women to champion their worth and unlock their full potential. We are committed to fostering growth opportunities, raising aspirations, and supporting women to achieve their goals. Together, we drive positive change as a community of influential women.

Chairperson's Report

It is with great pleasure that I present the inaugural Annual Report for the Business Women's Collective (BWC). I was honoured to step into the role of Chairperson in 2025, after serving on the committee since our incorporation in May 2024. I want to begin by sincerely thanking Veronica Smith for her foundational leadership and vision, as the previous Chairperson, which was instrumental in shaping and growing the BWC.

This past year has been one of extraordinary growth. A key highlight was the successful launch of our official membership program on July 1st, which was met with overwhelming enthusiasm, with 60 foundation members joining on the first day. This incredible response has solidified our community and provided a strong foundation for our future growth.

We have continued to deliver a vibrant events calendar. Our Monthly Meetups are consistently sold out, demonstrating the clear need for a space where local businesswomen can connect. We would like to acknowledge Boundary Island Brewery for their ongoing support of BWC by providing their premises out of hours in which to hold the Monthly Meetups.

Building on this success, we launched our Evening Edition events, providing another valuable opportunity for networking and professional development. The success of our 2024 Long Table Lunch, Christmas event, and the unique sundowner at Parliament House has set a high standard, which we are excited to build upon.

Financially, we have secured our first major grant of \$5,000 from Alcoa, which will support our new Evening Edition event series. Our website is now fully live, and we have finalised a new constitution to guide our operations effectively.

I am immensely proud of our collective achievements. I must acknowledge the significant contribution of Kelly King, who is stepping down from the committee at the AGM. Kelly's involvement has played a crucial role in BWC's success. We also extend our heartfelt thanks to Frankie Holden for her time on the Committee.

And finally, I also wish to recognise the efforts of all committee members and volunteers who contribute behind the scenes to make our events and programs possible.

I am excited for BWC's next chapter and remain committed to our mission to empower, connect, and support women in business and beyond, across the Peel region.

As we look ahead, I am confident that the Business Women's Collective will continue to grow as a vibrant, supportive network where women can thrive personally and professionally. Together, we are building a community defined by purpose, collaboration, and shared success.

Our Committee

A dedicated team of volunteer committee members runs the Business Women's Collective. This year saw some changes to our committee structure, and we thank our outgoing members for their invaluable contributions.

- **Chairperson:** Sue Daley (from June 2025, Committee member May 2024 to June 2025)
- **Deputy Chairperson:** Kelly Winrow (from June 2025, Committee member May 2024 to June 2025)
- **Secretary:** Natalie Skeggs (from February 2025)
- **Treasurer:** Kelly King (May 2024 to November 2025, Outgoing)
- **General Committee Members:**
 - Chloe Esakoff (from May 2024)
 - Heather Hamilton (from February 2025)
 - Frankie Holden (February 2025 to August 2025, Resigned)
 - Veronica Smith (from June 2025, Chairperson May 2024 to June 2025, Outgoing)

Membership

A significant milestone for the 2024-2025 period was the development and launch of our official membership program.

- **Successful Launch:** The membership program went live on July 1, 2025. The launch was a resounding success, with 60 foundation members joining on the first day.
- **Automated Systems:** We have implemented automated systems for member onboarding, profiles, and communications through our new website, creating a seamless experience for our members.

Events

We have hosted a variety of successful events throughout the year, providing opportunities for networking, professional development, and community building.

- **Monthly Meetups:** Our monthly meetups have grown in popularity, consistently selling out and often reaching capacity. The demand has led us to increase ticket capacity to accommodate more attendees.

- **Evening Edition:** We successfully launched our new bi-monthly Evening Edition events. The first event was very well-received, and planning for the next event in November, focusing on wellbeing, is already underway.
- **Long Table Lunch:** The inaugural Long Table Lunch in October 2024 was a sell-out success with 50 attendees. At the time of this report, the October 2025 lunch is another sell-out success, with WA Mums Cottage selected as the charity partner.
- **Parliament House Sundowner:** In late 2024, our members had the unique experience of a sundowner at Parliament House, hosted by Robyn Clarke MLA.
- **Christmas Event:** Our "HoHo Holiday Event" in December 2024 was a wonderful way to celebrate the end of a successful year, and we are looking forward to the next one.

Marketing and Communications

Our online presence has grown significantly over the past year, thanks to the dedicated efforts of Saturday House Studios.

- **Social Media:** We have seen a substantial increase in our social media following and engagement.
- **Website:** Our website is now live at businesswomenscollective.org.au, featuring event ticketing, a member directory, and automated membership management.
- **Email Marketing:** Our email list has grown to approximately 500 subscribers. We have adopted MailChimp as our email marketing platform and established dedicated email addresses for events and memberships to streamline communications.

Finance

We have established a solid financial foundation for the BWC.

- **Bank Accounts:** We operate accounts with Bendigo Bank, ensuring transparent financial management.
- **Grant Success:** We were thrilled to receive an Alcoa Community Partnership grant, securing \$5,000 to support our Evening Edition event series. We continue to actively seek other grant opportunities.
- **Financial Management:** Clear processes for managing finances, including expense tracking and budgeting, are in place, with a formal budget meeting planned to guide the next financial year.

Community Engagement and Governance

Building a strong, well-governed, and connected community is at the heart of the BWC.

- **Sub-Committees & Portfolios:** We have formally established our sub-committee structure (Events, Governance) and defined key committee portfolios (Marketing, Memberships, Partnerships/Grants) to ensure efficient operations.
- **Partnerships:** We are building strong relationships with local organisations. We have formally recognised Saturday House Studios as a Premier Partner for their significant contribution to our website and marketing.
- **Charity Support:** We are committed to supporting local charities. For our Long Table Lunch in 2024, OVIS was our fundraising recipient who received a donation of over



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\$6,000. For our 2025 Long Table Lunch, we have selected the **WA Mums Cottage** as our fundraising recipient and we hope to raise at least the same for them.

Future Outlook

We are excited about the year ahead and have several key initiatives planned:

- **Member Survey:** A comprehensive survey will be sent out to our database to gain members' feedback on how we are going and what they would like to see in the future.
- **Strategic Planning:** A full-day strategy workshop is scheduled for January 2026 to set our goals and direction for the coming year, informed by a comprehensive member survey.
- **Growing our Events:** We will continue our sold-out Monthly Meetups and the successful Evening Edition series, exploring new themes and formats based on member feedback.
- **Charity Long Table Lunch:** We will continue our fundraising efforts through the Long Table Lunch to raise vital funds for local charities.
- **Membership Growth:** We will continue to promote our membership program, grow our community, and enhance the value we provide to our members.

Once again, I want to thank the committee for their dedication and hard work in growing BWC. We would not be here today without their commitment to our mission.

We thank all our members for believing in BWC and for your support over the past year. We look forward to another year of empowering and connecting women in the Peel region.

Sincerely,`

A handwritten signature in black ink, appearing to read "Sue Daley".

Sue Daley
Chairperson
Regional Business Women's Collective Inc.

