



One Woman Project

Annual Report 2020-2021



ACKNOWLEDGEMENTS

One Woman Project acknowledges that the land upon which we meet and work, always was and always will be Aboriginal land.

We acknowledge that sovereignty has never been ceded over this stolen land, and we support our Aboriginal and Torres Strait Islander communities in the ongoing fight for recognition, treaty, and self-determination.

We also acknowledge that the work we undertake is built upon the passion, dedication and courage of First Nations activists, advocates and feminists who came before us, and who continue to lead the movement towards global gender justice.

ANNUAL REPORT 2020-2021

A summary of the One Woman Project's activities, significant outputs and impacts throughout the past financial year, as prepared by the National Co-Directors and Chief Financial Officer, with support from the broader One Woman Project team.

A MESSAGE FROM OUR NATIONAL CO-DIRECTORS

Thank you for joining us for the 2021 Annual Report of the One Woman Project.

With the continued impacts of the COVID-19 pandemic, the past year has been a challenging one for the One Woman Project team. We are yet to move back to in-person events (including our annual Brisbane Feminist Festival), and many of our team members remain in various stages of lockdown or near-lockdown.

But there have also been pockets of joy, resilience and strength on display. From continuing to deliver high quality online events, to increasing the production of excellent online content, to the publication of Issue #3 of RARA Magazine, our team of incredible volunteers have demonstrated the passion, enthusiasm and energy that make the One Woman Project who we are as an organisation.

And, in 2021, despite the ongoing challenges presented by COVID-19, this team of passionate people have had some impressive achievements, as demonstrated throughout this Annual Report.

Without their hard work, energy and dedication, we could not have achieved what we have and, in all honesty, the One Woman Project would not be here as an organisation.

A MESSAGE FROM OUR NATIONAL CO-DIRECTORS

As this will be my last authoring of the One Woman Project's Annual Report (a joy I have held since the organisation's inception), I would like to take this moment to thank all of our volunteers, past, present and future. I want to thank these volunteers for believing in the One Woman Project, and putting in their time, energy, capacity and resources into the work that we do. I would like to thank them all for dreaming with me of a world free from injustice.

Our volunteers are the heart and soul of what we do, and I cannot thank them enough for making this journey the best seven years of my life.

Enjoy our 2021 Annual Report.

Madeline Price

National Co-Director (Outgoing) and Founder



A MESSAGE FROM OUR NATIONAL CO-DIRECTORS

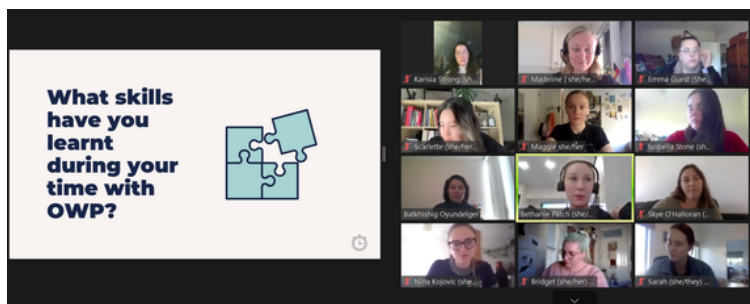
The past three months I've had the privilege to experience a snippet of the work and passion One Woman Project volunteers have committed to the organisation.

From collaborating across portfolios and organisations to embracing a new organisational structure, our volunteers have been true to One Woman Projects values and brought authenticity to their work.

It has been an honour to work on the Wealth Redistribution Fund and see volunteers commemorate themselves and others for the time and dedication they put into volunteering.

I look forward to seeing our volunteers continue to drive the One Woman Project into the future.

Skye O'Halloran
National Co-Director



A MESSAGE FROM OUR NATIONAL CO-DIRECTORS

As Madeline and Skye have captured so brilliantly in their messages, the One Woman Project and our volunteers continue to strive in spite of the global pandemic, upsetting events both on the world stage and at home in Australian society and politics.

Having started in the organisation as a State Engagement & Outreach Coordinator in 2019, I have had the privilege to witness volunteers' ingenuity, resilience, passion, and commitment to fighting social inequity everyday.

A lot of these achievements are reflected in our 2021 Annual Report, under 'outputs', and quantified by outstanding numbers.

But as our transition to a Teal organisation suggests, the One Woman Project is made up of authentic individuals who are bringing their whole selves and collective knowledge to the table — something not easily gauged in formal reports.

I hope, as we go through this Report, we will be able to see beyond the statistics, and recognise them as culminations of everyday nuggets of wisdom, kindness, and sheer brilliance.

Scarlette Do
National Co-Director



THE ONGOING IMPACTS OF COVID-19

Here at the One Woman Project, we have been working hard to ensure that our team, our supporters and our feminist community are as supported, safe and, secure as they can be, during the COVID-19 crisis and pandemic.

Whilst the vast majority of our day-to-day operations occur remotely online by our phenomenal team members, we do deliver large-scale educational programs and events, which have been impacted by the recommendations of self-isolation and social distancing made by our health professionals.

From Friday 20 March, 2020, the One Woman Project ceased the delivery of any large-scale, in-person activities until it is deemed safe by the health worker community.

In addition, the organisation moved all of our team activities – our meetings, social activities and planning sessions – to online platforms.

The recommencement of in-person and offline activities will be at the direction and discretion of the health worker community.

SIGNIFICANT ACHIEVEMENTS

EDUCATION & CURRICULUM



7 Seminar Series' sessions online



18 in-school workshops



5 speaking opportunities

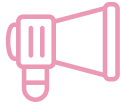


Reaching 2,092 people

ENGAGEMENT & OUTREACH



6 online events



Campaign to reform QLD's consent laws



Reaching 223 people

ONLINE ENGAGEMENT & BRAND



Two issues of RARA magazine



Reaching 20,000+ people



One issue of MudHoney zine



45+ blog entries

PEOPLE & CULTURE / EXECUTIVE



10 professional development opps



7 social activities



3 whole team training days



Two Volunteer Information Nights



Delivery of the first *Equity Audit*



AUD \$4,000 in redistributed wealth



Transition to a Teal organisation

CONTEXT FOR THIS REPORT

AIM OF THE REPORT

The 2021 Annual Report of the One Woman Project aims to transparently and accountably display the significant outputs achieved by our key portfolios:

- Executive (Financial and Leadership);
- People & Culture;
- Education & Curriculum;
- Engagement & Outreach; and
- Online Engagement & Brand.

Furthermore, this report is an opportunity for our key stakeholders, partners and members of the wider community to take a look inside the inner workings of the One Woman Project, our future plans, and our financial burdens.

WHAT IS THE ONE WOMAN PROJECT?

We believe that the first step to ending global gender inequity is to educate and upskill our young people to tackle it in their own local, national and international communities.

With teams in Queensland, Victoria and internationally, we run events, seminars, workshops, online activities and campaigns all dedicated to achieving one goal: global gender justice within our lifetimes.

OVERVIEW OF SIGNIFICANT OUTPUTS

Throughout the past financial year, the One Woman Project has achieved a number of significant outputs across our five key portfolios: Executive, People & Culture, Education & Curriculum, Engagement & Outreach, and Online Engagement & Brand.

EXECUTIVE & PEOPLE & CULTURE

Whilst the financial matters of the Executive portfolio will be considered in the Financial Report, over the past financial year, the most significant outputs of the Executive and People & Culture portfolios are as follows:

- Recruitment, management and support of 40+ youth volunteers;
- The hosting of 100+ hours of fortnightly meetings across three teams;
- The development of the internal OWP Wealth Redistribution Fund, supporting volunteers financially and in their personal/professional development, resulting in the redistribution of AUD \$4, 000 in wealth;
- The delivery of two Volunteer Information Nights for prospective volunteers;
- The delivery of the first (and second) Equity Audit of the organisation;
- The delivery of three whole-day training and strategic planning opportunities to the team;
- The delivery of 10 internal professional development opportunities;
- The transition of the organisation to a Teal Organisational structure; and
- The delivery of two Reward and Recognition Events for volunteers (End of Year Celebration Event and National Volunteer Week event), and seven social activities.

The most significant change within the organisation over the past Financial Year was the

EXECUTIVE / PEOPLE & CULTURE

shift from a hierarchical structure to a Teal organisational structure. A Teal organisation is a type of organisational structure for organisations, companies and collectives that reimagines and reinvents how organisations can function, how their teams can work and how management can exist within a holistic framework. In a practical sense, within OWP we are:

- Self managed: we don't have bosses or managers, and we each take on full responsibility and ownership of the organisation, the work and the roles we take on!
- Non-hierarchical: there is no hierarchy within OWP, no one has more power than another and everyone has a fair voice.
- Leaderful: we are an organisation filled with leaders, who can each make any decision about the organisation, relevant to their role.
- Whole: we believe that people do their best work when they feel comfortable bringing their whole selves into a safe space.
- Evolving: we live by our purpose (We believe that the first step to ending global gender inequity is to educate and upskill our young people to tackle it in their own local, national and international communities) and we believe that how we deliver on that purpose is continually evolving as we make progress in our work, learn from our mistakes, respond to societal shifts, better understand the oppressive systems we are challenging, gather insights from other movements and forge relationships with a wide range of feminist groups.

WEALTH REDISTRIBUTION FUND



In the past Financial Year, AUD \$4, 000 of wealth was redistributed to volunteers within our OWP Wealth Redistribution Fund. This wealth comes from:

- Current and former volunteers
- Board members
- Supporters of OWP

"This is very unexpected but of course very welcome and extremely appreciated... I cannot thank you enough for your kindness and generosity. To others, this fund may not seem like much, but during this time and especially considering my current financial circumstances, it means and is worth a lot. Thank you." - Recipient

"This means so much to mean. Had a bit of a happy cry when I read your email as I feel so honoured that someone not only thought of me but also found such a wonderful workshop to attend. I would love to attend it. Thanks so much. I love being a part of OWP!" - Recipient

"It was really useful training for me. Without the fund, I was not willing to take the course financially. With the mental health course, I think I have cultivated an important awareness in me about mental health and equipped skills to be more respectful in any communication. The process to apply for the fund was really easy and simple. I am so grateful for the OWP for encouraging me to pursue for the continuous learning." - Recipient

EQUITY AUDIT



In the past Financial Year, the One Woman Project conducted the first Equity Audit of the organisation. This Equity Audit aimed to analyse and create a baseline for diversity, inclusivity and accessibility within the organisation.

This first Audit found that the organisation's demographics were more diverse than the broader Australian population:

- 32% of volunteers grew up or currently reside in a rural, regional or remote area (compared to 29% of the general Australian population)
- Socioeconomic status across the organisation is broad:
 - 37% identify as working class (compared to 19% of the general Australian population)
 - 37% identify as middle class (compared to 58% of the general Australian population)
- Across ethnicity:
 - 63% of volunteers identify as white (compared to 87% of the general Australian population)
 - 10% of volunteers identify as Asian (compared to 5% of the general Australian population)
 - 21% identify as people of colour (compared to 13% of the general Australian population)

100% *of volunteers feel a sense of belonging in their team.*

100% *feel that people really care about them within their team.*

100% *feel that their team will listen to them, even with their views are dissimilar.*

EDUCATION & CURRICULUM

Throughout the 2020-2021 Financial Year, the Education & Curriculum portfolio continued to deliver on their key outputs:

- In-School Workshops;
- Seminar Series; and
- External Speaking Opportunities.

IN SCHOOL WORKSHOPS

Direct school engagement is delivered by the Education portfolio through in-school workshops. During the 2020-2021 Financial Year, the following significant outputs were produced:

- 18 workshops delivered; and
- 1, 357 students impacted.

SEMINAR SERIES

Our longest running program, the Seminar Series has been in existence since 2014. The aim of this program is to provide wider members of the community with an opportunity and space to learn about different topics of global gender injustice, engage in informed and active discussion, meet a network of likeminded people and upskill

to tackle issues of gender inequity in their own communities.

During the reporting period, the One Woman Project delivered seven Seminar Series sessions online.

EXTERNAL SPEAKING OPPORTUNITIES

After significant success of the One Woman Project's external speaking engagements for International Women's Day in 2018-2019, this was again offered to schools, community groups and organisations throughout the 2020-2021 Financial Year.

Over the course of five events, the One Woman Project team spoke to 650 people about topics of global gender injustice.

Over the course of the reporting period, the One Woman Project's Education & Curriculum portfolio reached 2, 092 people over the course of 30 events, workshops, speaking opportunities and activities.

ENGAGEMENT & OUTREACH

Throughout the 2020-2021 Financial Year, the Engagement & Outreach portfolio continued to deliver on their key outputs:

- The Brisbane Feminist Festival; and
- Engagement & Outreach events.

BRISBANE FEMINIST FESTIVAL

Due to the impacts of the COVID-19 pandemic, the Brisbane Feminist Festival did not go ahead in 2020. It is currently being revised to enable an online delivery for 2021-2022.

ENGAGEMENT & OUTREACH EVENTS

During the reporting period, the One Woman Project Engagement & Outreach portfolio delivered six online events to 223 attendees. These were:

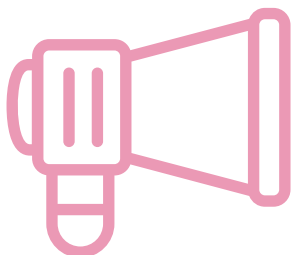
- Darebin Council Workshops x three (Women in Sport and Everyday Racism & Sexism)

- Changing Laws or Changing Structures: Consent Law Reform & Abolitionist Futures (part of the Campaign to Reform Queensland's Consent Laws)
- Fight for a Decriminalised Future: Leaving Licensing Behind (International Women's Day event)

These events were delivered in addition to a Campaign to Reform Queensland's Consent Laws. In the lead up to the Queensland State Election, the One Woman Project and a host of other organisations advocated for the inclusion of these changes into the Criminal Code (Consent and Mistake of Fact) and Other Legislation Amendment Bill 2020. This included hosting online events and workshops, and campaigns.

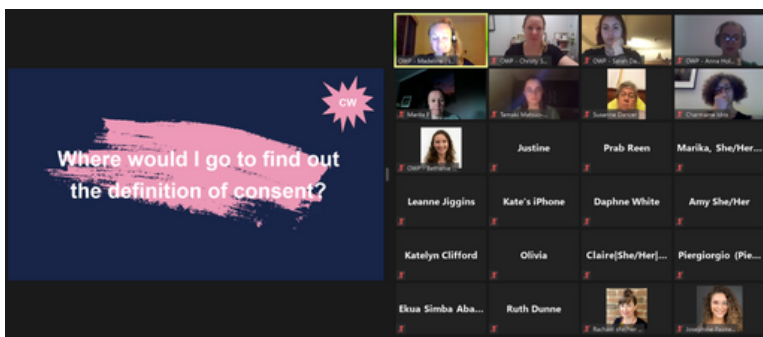
In the coming reporting period, the Engagement & Outreach portfolio aim to continue to deliver high quality events online and across Queensland and Victoria.

CAMPAIGN TO REFORM CONSENT LAWS



Significant achievements of this campaign included:

- 166 attendees across two online events: The Culture of Consent (hosted by the Education & Curriculum portfolio) and Changing Laws or Changing Structures: Consent Law Reform & Abolitionist Futures
- 1, 093 emails were sent to the Attorney-General, Yvette D'Ath
- 17 direct connections via email, phone and/or in-person were made with local Members of Parliament
- Two minor parties (the Animal Justice Party Queensland the The Australian Progressives) and one major party (the Australian Greens) committed to supporting the reforms proposed by the Women's Legal Service Queensland and Rape & Sexual Assault Research & Advocacy (RASARA)
- A total of 1 585 people were reached through the OWP campaign website, 834 people through the campaign-specific newsletter and 10, 932 people interacted through the social media campaign.



INTERNATIONAL WOMEN'S DAY



In collaboration with Vixen Collective, #DecrimQLD, Respect Inc and Scarlet Alliance, Australian Sex Workers Association, One Woman Project presented an International Woman's Day event on sex worker rights.

"Overall, we think the event was a great success and we hope that you do too. We have really appreciated your approach to organising that allowed us to centre sex worker voices on these issues." - Partner Organisation

"It was a really informative event, and though half of me was in Atlanta as I listened, I learned a lot about how licensing in Aussie states jeopardizes the workers' safety and ability to earn a living. As I've followed the ongoing coverage of the shootings last week, I am struck by how little American attention has been given to sex work and decriminalization. Even in the NYT op ed I awoke to this morning, which has focussed more squarely on sex work and on these victims as potentially sex workers, the urgency of decriminalization remains in the background. I don't know that decriminalization would have saved those lives, but the questions deserves to be asked." - Attendee

ONLINE ENGAGEMENT & BRAND

Throughout the 2020-2021 Financial Year, the Online Engagement & Brand portfolio continued to deliver on and expand their key outputs:

- Social Media (Facebook and Instagram);
- Website and Blog; and
- Publications and eBooks.

Additionally, the Online Engagement and Brand team worked closely with Engagement and Outreach, and the Education & Curriculum teams. Our team of Online Engagement Assistants rapidly expanded, and evolved to offer support to social media, publications and other portfolios. The energy put into our social media pages allows us to further cement ourselves in the grassroots activism space, integrating the work of OWP into local communities. We want to be an accessible, reachable and relatable organisation, and social media is a great platform through which to do so.

SOCIAL MEDIA

Presently, the One Woman Project engages with supporters across two social media platforms: Facebook and Instagram. Currently, Instagram is our main focus (following on from social trends, as more people tend to use Instagram regularly. Tools such as LinkTree also make it very accessible for access to multiple areas of our website (including ticket sales, blog posts and external pages, such as mutual aid). Followers for these platforms (as at June 30, 2021) are:

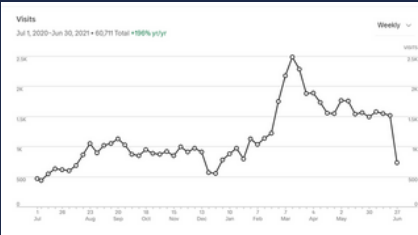
- Facebook: 5, 500
- Instagram: 2, 837

During the reporting period, on average, 192 people were reached per post on Facebook. The maximum reach on an individual post was 1,311 views, during 3 September, 2020. The highest interactions on a post was again during 3 September, 2020.

ONLINE ENGAGEMENT & BRAND

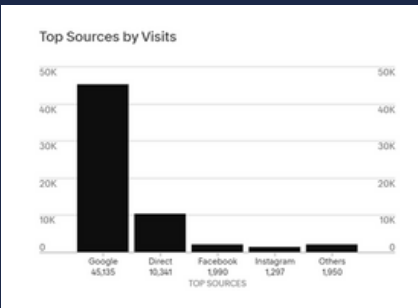
WEBSITE & BLOG

Over the reporting period, there have been 57, 000 unique visitors, and 89, 000 page views. Over the past twelve months, this has been recorded weekly as follows:



This is a 196% increase on reach, compared to the 2019-2020 Financial Year period. 54% of visits occur via mobile phone, with desktop taking up 45% of visits.

Our visits by source are as follows:



At present, 26.3% of visits to our website come from Australia. 27.7% of visits come from the United States of America and 11.8% from the United Kingdom. Other significant visits include India, at 6.61%, among others, including: Canada, the Philippines, Germany, South Africa and the Netherlands.

Our blog has been an ongoing popular page on the website, with regularly posted and high-quality articles drawing consistent viewership. Significantly, it is this page where visitors to the website spend the most time. Over the reporting period, our most popular blog posts were as follows, with all reaching more than 2, 000 unique readers each:

- White Girls Really Can't Say 'Woke' (9, 462)
- The Toxicity of Simp Culture (Simp Shaming) (8, 992)
- Concept: Body Neutrality (3, 883)
- Five Questions for a Feminist: Freya Bliss (3, 570)

ONLINE ENGAGEMENT & BRAND

- How Beauty Standards have Reshaped Feminism (3, 016)
- Concept: The Patriarchy (2, 388)
- Low libido? Check your birth control pill! (2, 364)

Another popular stop, is our Shop & Tickets page, allowing the purchase of tickets for our events. The analytics of these purchases are as follows:

- The Shops & Tickets page received AUD \$2, 800 in revenue across 387 orders;
- These orders averaged a price point of AUD \$7.30.

PUBLICATIONS & EBOOKS

During the reporting period, the One Woman Project's Online Engagement & Brand portfolio developed, designed and released two editions of the online and print publication, RARA Magazine.



FINANCIAL REPORT

The past financial year has been another challenging one for One Woman Project with the continued impacts of COVID-19. While we have not been able to hold our typical primary events like the Brisbane Feminist Festival, in-person Seminar Series, Rural Roadtrip as well as our other events, we have maintained revenue streams through our workshop and guest speaking engagements, and our virtual seminar series.

Although we ended the financial year on a loss we have been able to continue to promote education, gender equality and the One Woman Project through publishing 2 issues of our bi-annual magazine "RARA" in addition to publishing our first Zine "Mudhoney" and continued engagement through social media and blog posts. We have also promoted the education of our own volunteers and engaged in some excellent external training opportunities to upskill as intersectional feminists - including covering topics such as; Feminism and Abolition, Deconstructing Whiteness, and Intersectional Feminism & Climate Impacts on Women.

The upcoming year promises the exciting prospect of some of our primary events returning, in addition to being able to take the skills we have gained, and the learnings and adaptations from the past financial year, to hopefully build upon these events and continue to increase our outreach and drive community support for our causes.

FINANCIAL REPORT

Balance Sheet

One Woman Project Inc

For year ended 30 June 2021

ASSETS	30-Jun-21	30-Jun-20
Current Assets		
Cash and Cash Equivalents	\$12,515.48	\$11,934.91
Trade and Other Receivables	-	\$300.00
Inventories	\$641.36	\$650.62
Total Current Assets	\$13,156.84	\$17,868.45
Total Assets	\$13,156.84	\$17,868.45
Net Assets	\$13,156.84	\$17,868.45

FINANCIAL REPORT

Profit and Loss

One Woman Project Inc

For year ended 30 June 2021

TOTAL TRADING INCOME	30-Jun-21	30-Jun-20	Growth
Correction to Paypal Account Balance	-	\$25.74	-100%
Donations	-	\$322.2	-100%
e-Book Sales	\$43.00	\$220.00	-80%
Event Ticket Sales	\$1,944.00	\$8,660.00	-78%
Guest speaking	-	\$350.00	-100%
Magazine - Digital	\$156.00	\$42.00	271%
Magazine - Print	\$465.00	\$580.00	-20%
Other	\$585.00	\$80.00	631%
Workshop revenue	\$5,255.00	\$3,835.00	37%
Merchandise sales	\$63.00	\$299.05	-79%
Total Trading Income	\$8,511.00	\$14,413.99	-41%

COST OF SALES

Commerce Payment Fees	\$102.68	\$245.20	-58%
Merchandise production	\$9.26	\$66.77	-86%
Total Cost of Sales	\$111.94	\$311.97	-64%

Gross Profit

\$8,399.06 \$ 14,102.02

FINANCIAL REPORT

Profit and Loss continued

One Woman Project Inc

For year ended 30 June 2021

OPERATING EXPENSES	30-Jun-21	30-Jun-20	Growth
Administration expenses	\$3,465.18	\$2,691.78	29%
Advertising	-	\$295.13	-100%
Credit Card Surcharges / Bank Fees	\$20.76	\$37.04	-44%
Catering	-	\$425.50	-100%
Donations made / Charity	\$180.00	\$319.00	-44%
Entertainment Expenses	-	\$40.00	-100%
Event expenses	\$190.00	\$2,491.15	-92%
Gifts	-	\$180.00	-100%
Insurance	\$534.08	\$535.24	0%
Marketing / PR	\$263.87	\$3,000.17	-91%
Photography expenses	-	\$500.00	-100%
Printing and Stationary	-	\$463.10	-100%
RARA Expenses	\$1,996.18	-	New
Shipping Costs	\$277.30	\$292.24	-5%
Guest Speakers	\$3,945.00	\$3,215.00	23%
Training & Volunteer costs	\$2,208.60	\$1,046.13	111%
Website expenses	\$29.70	-	New
Total Operating Expenses	\$ 13,110.67	\$ 15,531.48	-16%
Net Profit (Loss)	\$ (4,711.61)	\$ (1,429.46)	

FINANCIAL REPORT

NOTE 1: BASIS OF PREPARATION

The financial statements have been prepared on an accruals basis and are based on historic costs and do not take into account changing money values or, except where stated specifically, current valuations of non-current assets. The financial statements have been prepared in accordance to AASB requirements.

NOTE 2: CASH AT BANK

The One Woman Project currently banks with Commonwealth Bank of Australia. This has not changed in the past financial year.

NOTE 3: LIABILITIES

At this stage there are no current or non-current liabilities.

NOTE 4: TRADING INCOME

Revenue generated through the below income streams.

NOTE 5: DONATIONS

Monetary gifts for charitable purposes; donations have been made by volunteers and supporters.

NOTE 6: EVENT TICKET SALES

Proceeds generated through ticket sales for a wide variety of OWP programs and events including flagship events such as International Women's Day and the Brisbane Feminist Festival.

NOTE 7: GRANTS

Funds given out by private, public and not-for-profit organisations. OWP has not been successful in receiving grant funding in the 2020/21 financial year.

NOTE 8: GUEST SPEAKING

Proceeds generated through paid external guest speaking opportunities.

NOTE 9: ADMINISTRATION EXPENSES

Administration expenses include software fees, audit fees and other.

NOTE 10: MERCHANDISE PRODUCTION

Expenses on OWP Lapel Pins and stickers.