



## THE ONE WOMAN PROJECT

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# ANNUAL REPORT 2020



A summary of the One Woman Project's activities, significant outputs and impacts throughout the past financial year, as prepared by the National Director and Chief Financial Officer.

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## A MESSAGE FROM THE NATIONAL DIRECTOR

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Thank you for joining us for the 2020 Annual Report of the One Woman Project.

The past year has been a challenging one for the One Woman Project team. From starting the Financial Year on a high with the delivery of our largest event, the Brisbane Feminist Festival, to feeling the harsh impacts of the COVID-19 pandemic at the start of 2020, the past 12 months have been filled with reactive program planning, shuffling of priorities, and a lot of self-care amongst the team.

But there have also been pockets of joy, resilience and strength on display. From delivering our first ever online session of the Seminar Series, to increasing our production of high quality online content, our team of 36 incredible volunteers have demonstrated the passion, enthusiasm and energy that make the One Woman Project who we are as an organisation.

Despite the challenges presented by COVID-19 and the unprecedented global crisis, 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.

This year, in this Annual Report, we would like to take the time to thank our dedicated and passionate volunteers: since our founding in 2013, we have been volunteer-led and run, and exist off the backs of the passion, hard work, enthusiasm and dedication of all of our past and present volunteers. Without their dedication to a world free from gender inequality and towards tangible, intersectional feminism, the One Woman Project would not still be standing today.

We 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. We would like to thank them all for dreaming with us of a world free from injustice.

Our volunteers are the heart and soul of what we do, and we cannot thank them enough.

Enjoy our 2020 Annual Report.

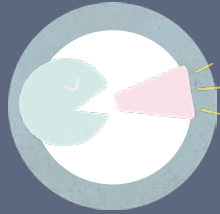
**Madeline Price**

National Director and Founder  
director@onewomanproject.org

# SIGNIFICANT ACHIEVEMENTS

36 young volunteers attending 100+ hours of meetings and delivering:

## EDUCATION AND CURRICULUM



Three Ambassador Program sessions



Eight Seminar Series' sessions across QLD and VIC



12 Speaking Opportunities



26 In-School Workshops



Reaching 5, 710 people

## ENGAGEMENT AND OUTREACH



Four events



Reaching 522 people.



Queensland's largest Feminist Festival

## ONLINE ENGAGEMENT AND BRAND



Reaching 20,000+ across social media and blog platforms



Two eBooks: Let's Act: Ecofeminism and Isolation Anthology



First Issue of RARA Magazine

## PEOPLE AND CULTURE



14 internal professional development opportunities



10 social activities



16 volunteers attending 10 external professional development opportunities

## CONTEXT FOR THE 2020 ANNUAL REPORT

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### Aim of the Report

The 2020 Annual Report of the One Woman Project aims to transparently and accountably display the significant outputs achieved by our key portfolios:

- Executive (People and Culture, Financial and Leadership);
- People and Culture
- Education and Curriculum;
- Engagement and Outreach;
- Online Engagement; and 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 at the One Woman Project believe that the first step to ending global gender inequality is to educate and upskill our young people to tackle it in their own local, national and international communities.

Established in 2013, the One Woman Project is one of Australia's fastest growing, youth-led organisations. We are dedicated to providing quality education about global gender equality through our educational seminar series, engagement events, in-school programs, public awareness campaigns, Rural Roadtrips and annual festivals.

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

## Our Values

### EQUALITY

We believe in equality, but we also understand the importance of intersectionality, inclusivity and accessibility within the movement, and consider this in all that we do.

### ACTION

We are action-orientated and we get work done. We take initiative, learn from our mistakes and we lead by example. We take action to create change.

### PASSION

We are passionate about feminism and gender equality, and are excited to shape the future of the feminist movement. We undertake all the work we do with enthusiasm, action and passion.

### CONTINUOUS IMPROVEMENT

We strive to continually improve. We embrace feedback and understand that continuous learning is part of the feminist journey.

### PERSISTENCE

We do not back down at the first challenge. Using our creativity and innovation, we workshop solutions and persist. We are eager to educate and support all on their feminist journey.

### ACCOUNTABILITY

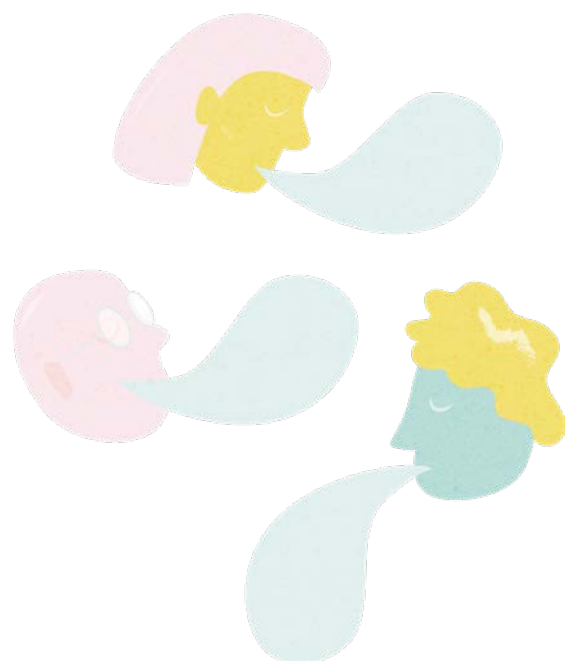
We are accountable and responsible for the work we do and aim to ensure it is high quality, intersectional, accessible and inclusive.

### SELF-CARE AND CARE FOR OTHERS

We exercise self-care and encourage others to do the same. We are empathetic towards others and their circumstances.

### COLLABORATION

We respect those we engage with and trust our team, our speakers, our guests and our partners to execute their roles in line with our values.





## 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 and People & Culture

Whilst the financial matters of the Executive portfolio will be considered in the Financial Report (see page 19), over the past financial year, the most significant outputs of the Executive and People & Culture portfolios are as follows:

- Recruitment, management and support of 36 youth volunteers;
- The hosting of 100+ hours of fortnightly meetings across three teams;
- The introduction of the internal OWP Wealth Redistribution Fund, supporting volunteers financially and in their personal/professional development;
- Supporting eight volunteers to represent the organisation at three external events (Invasion Day Rally, Kill the Bill Rally and Reimagining Arts Funding Community Discussion);
- Providing opportunities for 16 volunteers to represent the One Woman Project at 10 external professional and personal development opportunities;
- The delivery of three whole-day training and strategic planning opportunities to the team;
- The delivery of 12 internal professional development opportunities; and
- The delivery of two Reward and Recognition Events for volunteers (End of Year Celebration Event and National Volunteer Week event), and 10 social activities.

## IN THE PAST FINANCIAL YEAR, THE TEAM WAS TRAINED IN:

Strategic Planning

United Nations  
Sustainable  
Development  
Goals (SDGs)

Board Effectiveness

Women in the  
Climate Justice  
Movement

Advocacy Audits

Hosting Online  
Events and  
Retreats

Coronavirus  
Capitalism

Facilitation Skills

Story of Self and  
Personal Narrative

Governance  
and Structure  
in Nonprofit  
Organisations

Organising in a  
Pandemic

Project  
Management  
and Workload  
Management

Ecofeminism,  
Climate Change  
and Gender

Public Speaking

Self Care and  
Preventing  
Burnout

Design Skills

Managing Teams

Racism and  
Performative  
Allyship

Intersections  
of Class and  
Feminism

Intersections of  
Disability and  
Feminism



## Education & Curriculum

Throughout the 2019-2020 Financial Year, the Education & Curriculum portfolio continued to deliver on their five key outputs:

- Rural Roadtrips;
- In-School Workshops;
- Seminar Series;
- Ambassador Program; and
- External Speaking Opportunities.

### Rural Roadtrips

Due to the impacts of the COVID-19 pandemic, no Rural Roadtrips were undertaken during the reporting period. Instead, work was dedicated to cultivating a network of activist teachers in rural, remote and regional locations, to whom resources and support can be provided.

Pending the ongoing impacts of the COVID-19 pandemic, during the next reporting period, the aim is to maintain the delivery of our Rural Roadtrip program and reach 500 students through these valuable visits to regional, rural and remote communities and young people across Queensland.

### In-School Workshops

In addition to our Rural Roadtrips, the other direct school engagement delivered by the Education portfolio is through in-school workshops. During the 2019-2020 Financial Year, the following significant outputs were produced:

<b>Number of Schools Engaged With</b>	10 schools
<b>Number of Workshops Delivered</b>	26 workshops delivered
<b>Number of Students Reached</b>	2,158 students impacted

The most significant in-school workshop input was that of the March, 2020 Social Justice Summit at St Laurence’s College. The two-day Summit provided 300 students from St Laurence’s College with the opportunity to engage in social justice, through lectures, workshops and practical scenarios. The One Woman Project team hosted two 1.5 hour workshops on Activism 101, providing students with the basic skills for designing their own campaigns and events around issues they are passionate about.

Pending the ongoing impacts of the COVID-19 pandemic, in the coming reporting period, our aim is to deliver 60 in-school workshops, reaching 4 000 young people.



## 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 inequality, engage in informed and active discussion, meet a network of likeminded people and upskill to tackle issues of gender inequality in their own communities.

During the reporting period, the One Woman Project delivered one Seminar Series' in Victoria, and commenced the 2020 Seminar Series in Queensland, delivering five of the proposed 10 sessions.

Over these two Series', the following topics were explored by our facilitation team:

- Feminine Leadership (VIC);
- Mentorship across Industries (VIC);
- Networking across Industries (VIC);
- Smash the Patriarchy: An Introduction to Feminism (QLD);
- Feminist Herstory (QLD);
- Challenges to Modern Feminism (QLD);
- LGBTIQ+ and Feminism (QLD); and
- Race and Feminism (QLD).

The impacts of the COVID-19 pandemic required the Seminar Series team to pivot from purely offline sessions, to online delivery of the March – June sessions (four sessions in total). This delivery of online content has increased participation of attendees from across Australia, and will be factored into the delivery of future Seminar Series'.

In the next reporting period, the aim is to deliver two Seminar Series' - two in Queensland and one in Victoria.

## Ambassador Program

Following on from the pilot of our Ambassador Program in 2017 (providing engaged high-school students with the opportunity to learn knowledge about issues of gender inequality and skills to tackle inequality in their own communities), we delivered two programs across 2018-2019.

During the reporting period, three sessions were delivered as part of the conclusion of the 2019 Program:

- NAIDOC: Feminism and First Nations folk;
- Disability and Feminism; and
- Ecofeminism.

The Ambassador Program was not commenced for a fourth time in 2020, and is going through a comprehensive review process.

*"In 2018, I joined your Ambassador Program and loved every minute of it. It opened my eyes to so many different ideas surrounding gender equality, and since then I have been on my own journey trying to form my own opinions and feminist identity. While in the Ambassador Program, the facilitator encouraged us to create our own International Day of the Girl Child projects. I set about creating the 1 Billion Voices Project, which was a story-telling platform for people to share their experiences with sexism... [This year] I brought the 1 Billion Voices Project back with a slightly different target – to understand the public's opinions on gender equality. We created a survey that got over 170 responses from young people around Brisbane and have since produced a report summarising these findings. We also created a few YouTube videos!... [A]ll of this is a product of your Ambassador Program, and being encouraged to create my own project for IDOTGC."*

– Emma, current Year 12

## 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 2019-2020 Financial Year.

Over the course of seven events, the One Woman Project team spoke to 2 730 people about topics of global gender inequality. These included events for such schools as Clayfield College, Balmoral State High School, St Rita's College, and organisations like WOTIF, among others.

In addition to the external speaking engagements for International Women's Day, the organisation has been asked to speak at a number of other events. During the reporting period, the One Woman Project team spoke at 12 separate events to over 710 people, for organisations as diverse as ABC Radio, The University of Melbourne Student Union, Commonwealth Women in Parliament, Oaktree, The University of Queensland and UN Youth Australia, among others.

In the coming reporting period, the aim is to maintain these external speaking opportunities and reach 5 000 additional people over the next twelve months.

**In Conclusion** - Over the course of the reporting period, the One Woman Project's Education & Curriculum portfolio reached 5 710 people over the course of 55 events, workshops, speaking opportunities and activities.



*"Today was great! Radhika related well with the students and was a big hit! Thanks so much for sending someone to help us celebrate International Women's Day."*

- Carri, Plainlands

*"[We] wanted to say another big thank you for coming and speaking to our community service group today for International Women's Day. [The facilitator] was informative and engaging, we really appreciated the amount of preparation you put in, and your passion for women's empowerment showed throughout your presentation."*

- Shennae, Clayfield

*"[O]ne of your lovely volunteer speakers, Radhika, did a presentation at my school that truly moved me. I immediately felt inspired by her words and motivated to become involved in your project... Words can't describe how thankful I am for projects like your own... [P]lease give Radhika a warm thank you for her incredibly inspirational presentation and her beautiful heart of gold."*

- Maddie, Plainlands

## Engagement and Outreach

Throughout the 2019-2020 Financial Year, the Engagement & Outreach portfolio continued to deliver on their two key outputs:

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

### *Brisbane Feminist Festival*

In July, 2019 the One Woman Project delivered the fifth Brisbane Feminist Festival. This Festival has grown to become Queensland's largest annual feminist festival, and during the reporting period 370 individuals purchased a ticket to the 2019 event.

The event was a significant success, with attendees rating their satisfaction with the event at 81.8%, and providing feedback to how the event expanded their understanding of intersectional feminism, made them feel connected to the broader feminist community and made them want to act to end inequality and oppression.

Due to the impacts of the COVID-19 pandemic, the Brisbane Feminist Festival will not be going ahead in 2020. It is currently tentatively scheduled for Saturday 30 January, 2021.



*“Sean D’Souza’s spoken word performance at lunch was amazing. The panels and discussions I attended were all great, especially Not Your Asian Stereotype and Hacking Cyber Sexism. I really wish the sessions could have been longer in some cases. Thank you for a great day!”*

–Attendee, 2019 Brisbane Feminist Festival

*“The Feminesto session was very well informed and helped connect the dots in terms of the activist’s role and the wider feminist movement. It was great to hear from the expert panel. They did a great job in equipping the audience with specific language to help articulate the issues and where to go from here. Nadine Chemali’s session was also extremely engaging. She did a great job in involving the audience and opening up discussion.”*

Brisbane Feminist Festival participant, 2018

*“The ‘Not just an angry feminist’ session from Johnny Valkyrie was fantastic. It offered accessible and tangible techniques to apply in the ‘real’ world and made me feel more confident in spreading these important messages outside of feminist spaces.”*

–Attendee, 2019 Brisbane Feminist Festival

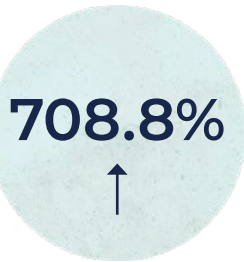
### Engagement and Outreach Events

During the reporting period, the One Woman Project Engagement & Outreach portfolio delivered four events to 552 attendees. These were:

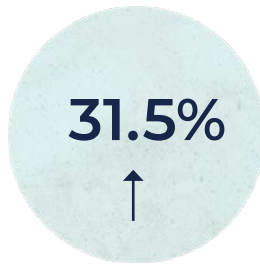
- Brisbane Feminist Festival (QLD);
- International Women’s Day: Challenges to Modern Feminism (QLD);
- International Women’s Day: Technologising Femme Labour (VIC); and
- International Women’s Day (Tanzania).

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

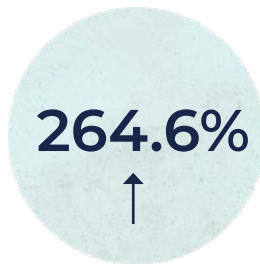
At the Queensland International Women’s Day: Challenges to Modern Feminism event there was:



a 708.8% increase in confidence, with participants able to know and identify what challenges to modern feminism exist



a 31.5% increase in the confidence participants feel in addressing and taking action on these challenges



a 264.6% increase in how connected participants feel to other likeminded feminists in their community.





## Online Engagement and Brand

Throughout the 2019-2020 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.

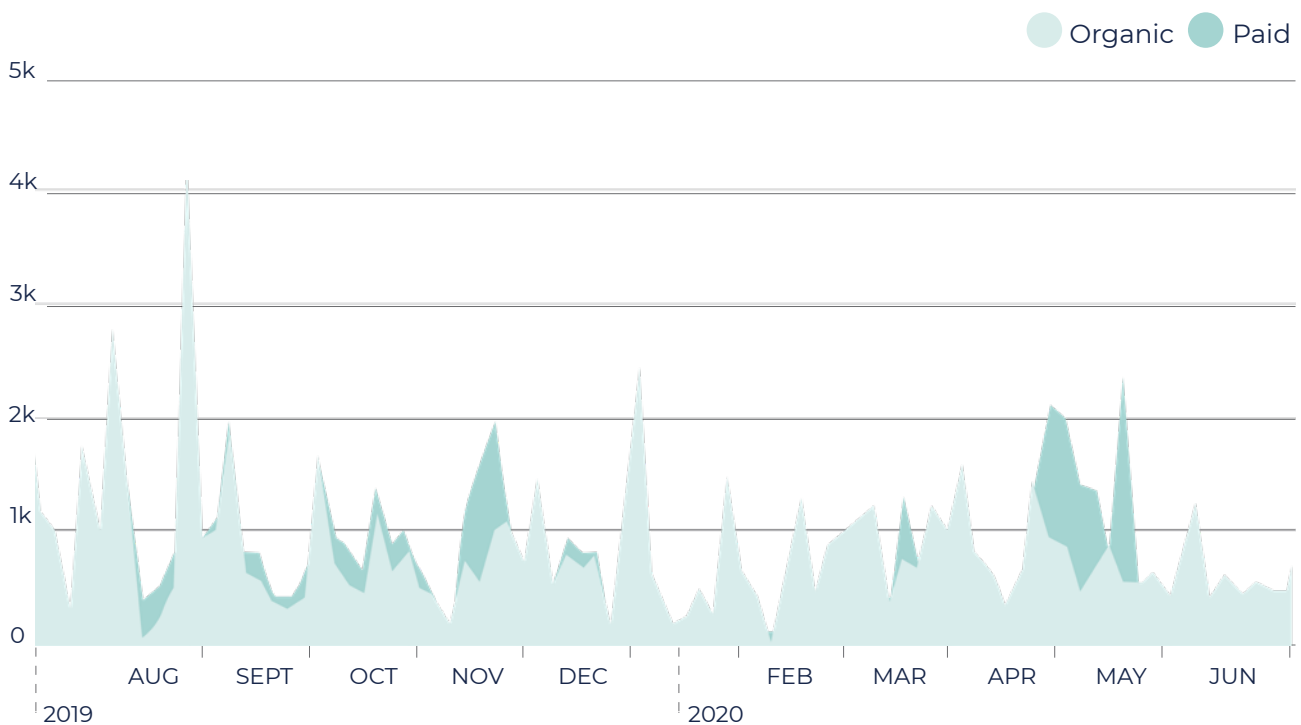
In the coming reporting period, the Marketing portfolio will be reviewing other opportunities for ongoing merchandising.

## Social Media

Presently, the One Woman Project engages with supporters across two social media platforms: Facebook and Instagram. The current followers for these platforms are:

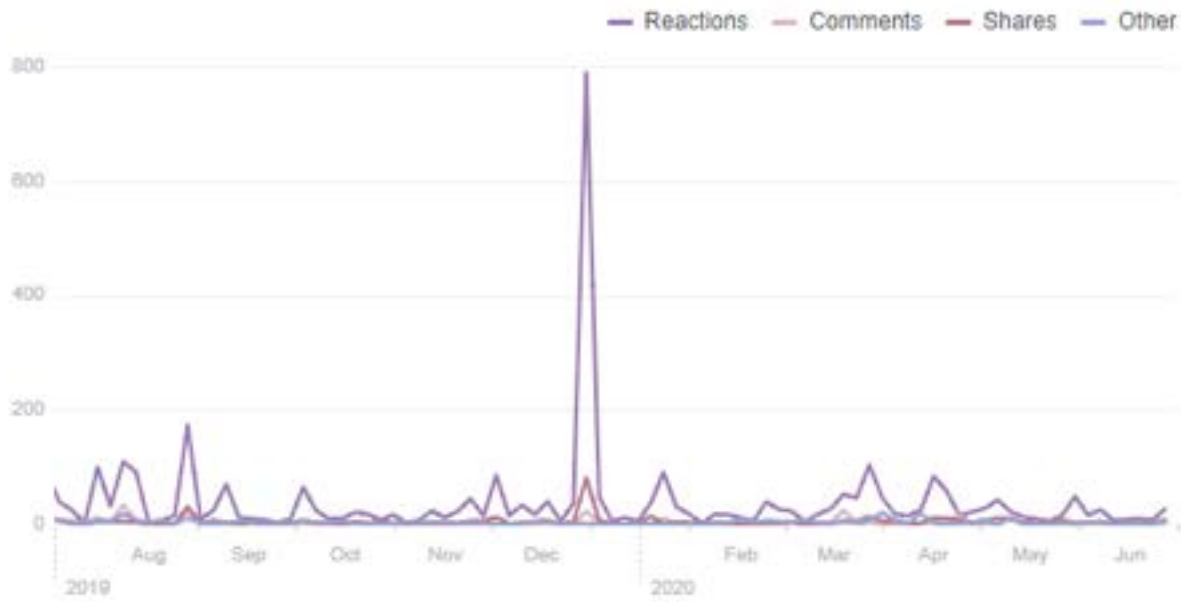
Platform	Followers (as of 16/06/20)
Facebook	5 536
Instagram	2 310

During the reporting period, the reach of posts on Facebook was as follows:



The maximum reach on an individual post was 3 757 views, during August, 2019.

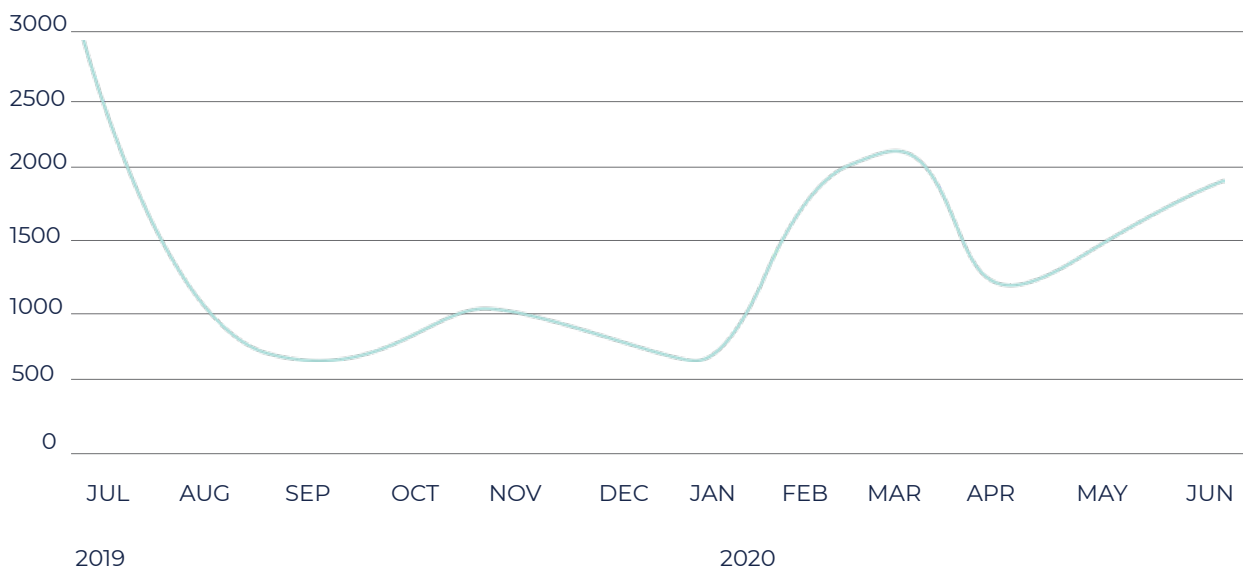
During the reporting period, the reactions, comments, shares, answers and interactions on posts across Facebook were additionally recorded:



The highest interactions on a post was again during December, 2019.

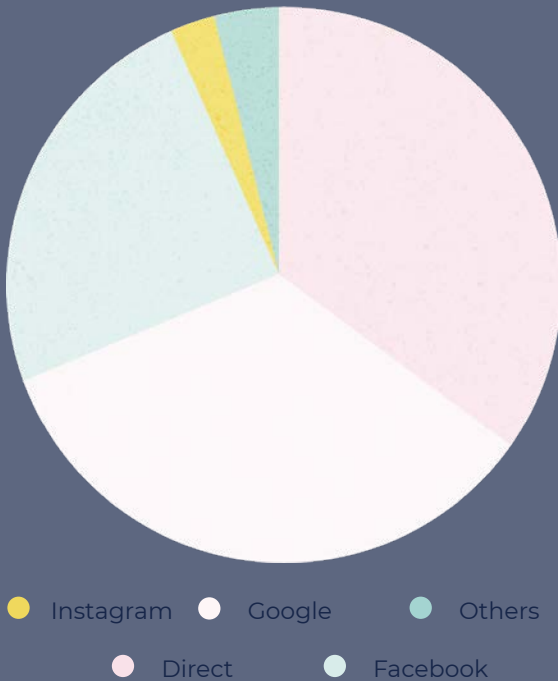
### Website and Blog

Over the reporting period, there have been 19 600 unique visitors. Over the past twelve months, this has been recorded weekly as follows:





Our visits by source are as follows:

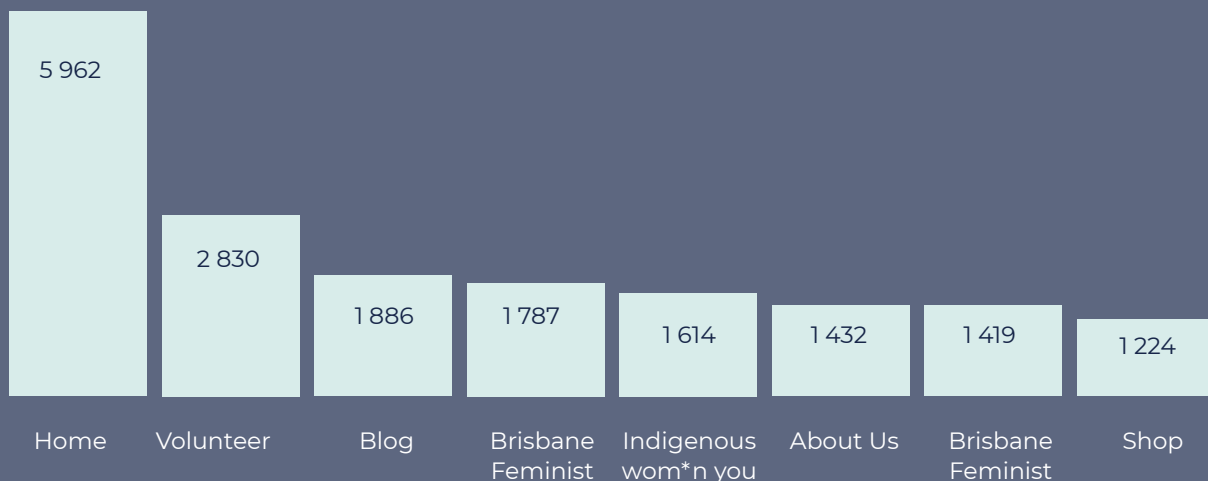


At present, 73% of visits to our website come from Australia. 10% of visits come from the United States of America and three percent from the United Kingdom. Other significant visits include: India, Canada, the United Arab Emirates, the Philippines, Germany, Ireland, France, New Zealand, Sri Lanka, Spain, South Africa, Indonesia and Malaysia, among others.

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 blog posts were uploaded reaching 1 886 unique views.

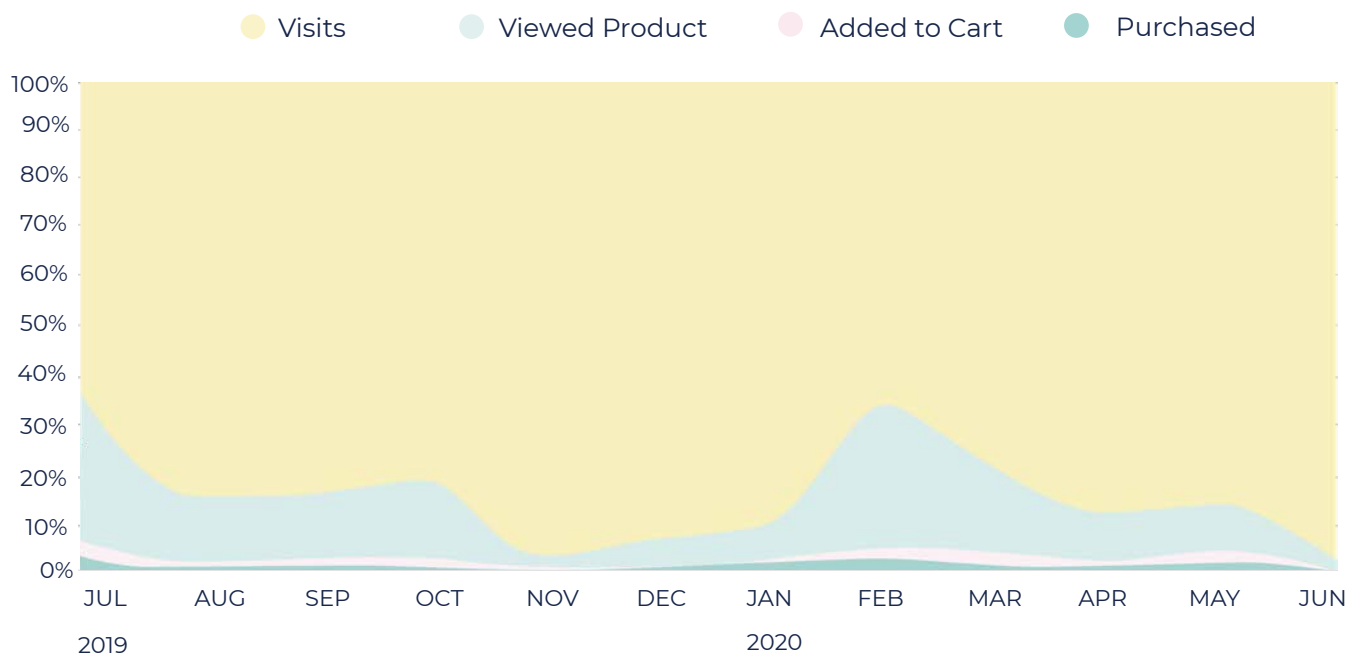
Another popular stop, is our Shop & Tickets page, allowing the purchase of tickets for our events. The analytics of these purchases are as follows:

- The Shops & Tickets page received 19 500 unique visits;
- Of these visits, 21% of people viewed the products specifically;
- Of these viewers, 13% added a product to their cart; and
- Of those who added a product to their cart, 65% purchased the product



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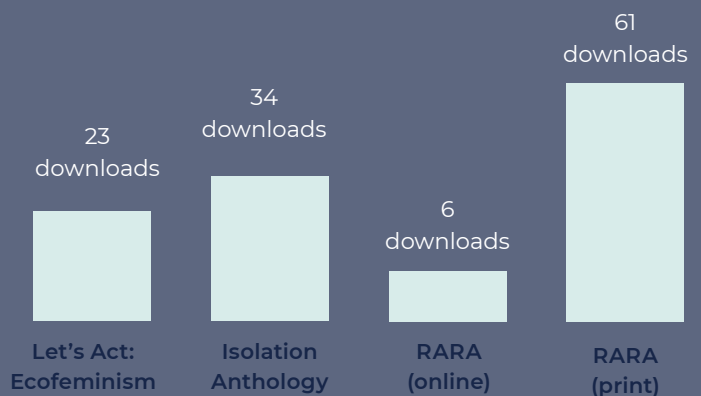
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- Of these visits, 21% of people viewed the products specifically;
- Of these viewers, 13% added a product to their cart; and
- Of those who added a product to their cart, 65% purchased the product.



### Publications and eBooks

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

- Let's Act: Ecofeminism;
- Isolation Anthology; and
- RARA Magazine: Edition #1.





## FINANCIAL REPORT

Our financial resilience has been of great importance during these difficult times. The financial support we received due to our In-School Workshops are the key financial streams supporting our daily operations.

Our primary events like the Brisbane Feminist Festival, Seminar Series, as well as our other events, are not only significant drivers in promoting education and gender equality, but also in increasing the OWP brand portfolio. The latter drives community support and consequently financial support for our causes; #thanks to all our supporters and donors. While finances are probably the last thing on everyone's mind in their activism and volunteer work, please note all your actions and positive outcomes do translate passively in financial support. For that we thank you.

Now you will likely wonder why we are adding a positive tone to a loss in the 2019/2020 financial year. It's simple: the negative figure on our bottom line is the investment we made into the One Woman Project and more importantly our activism for promoting education and gender equality.

These investments include our biannual magazine RARA and merchandise such as the OWP Lapel pins to increase our outreach. In addition, we invested in upskilling our volunteers, by providing them the opportunities to attend conferences and internal and external workshops, because "investment in knowledge pays the best interest".



## FINANCIAL REPORT

### Balance Sheet

One Woman Project Inc  
As at 30 June 2019

	30 Jun 2020	30 June 2019
<b>Assets</b>		
<b>Cash on hand</b>		
One Woman Project	\$11,934.91	\$19,200.81
PayPal	\$4,986.58	\$5,313.71
<b>Total Bank</b>	<b>\$16,921.49</b>	<b>\$24,514.52</b>



## Profit and Loss

One Woman Project Inc

For the year ended 30 June 2020

	Account	2019/2020	2018/2019	Growth
<b>Total Trading Income</b>				
	Donations	322.20	845	-62%
	e-Book Sales	220.00	39.00	+464%
	Event Ticket Sales	8,708.00	9,325.00	-7%
	Grants		16,620	-100%
	Guest speaking	350.00		New
	Magazine - Digital	42.00		New
	Magazine - Print	580.00		New
	Other	8.00	6,421.39	-99%
	School Workshop revenue	3,835.00	4,925.00	-28%
	Merchandise sales	299.01		New
	<b>Total Trading Income</b>	<b>14,541.21</b>	<b>38,175.39</b>	<b>-63%</b>
<b>Cost of Sales</b>				
	Commerce Payment Fees	239.50	699.05	-66%
	Merchandise production	2,789.28	104.50	<b>+2569%</b>
	<b>Total Cost of Sales</b>	<b>3,028.78</b>	<b>803.54</b>	<b>+277%</b>
	<b>Gross Profit</b>	<b>\$11,107.43</b>	<b>\$37,371.85</b>	<b>-70%</b>

## Profit and Loss continued

One Woman Project Inc

For the year ended 30 June 2020

	Account	2019/2020	2018/2019	Growth
<b>Operating Expenses</b>				
	Administration expenses	2,442.30	2,193.35	+11%
	Advertising	287.18	39.57	+626%
	Ambassador Program		141.88	-100%
	Credit Card Surcharges / Bank Fees	36.85	67.98	-46%
	Catering	411.83	910.66	-55%
	Donations made / Charity	319.00	400.00	-20%
	Event expenses	5,658.20	8,423.12	-33%
	Gifts	180.00	19.98	+801%
	Insurance	535.20	515.25	+4%
	Marketing / PR	3,318.62	450.30	+637%
	Printing and Stationary	450.12	1,663.90	-73%
	Rural Roadtrip Expenses		3,041.99	-100%
	Shipping Costs	268.47	52.50	+876%
	Guest Speakers	3,215.00	2,469.98	+30%
	Training % Volunteer costs	884.15	1,940.52	-%4%
	<b>Total Operating Expenses</b>	<b>\$14,856.9</b>	<b>\$22,309.48</b>	<b>-19%</b>
	<b>Net Profit</b>	<b>-\$6,943.49</b>	<b>+\$15,142.37</b>	<b>-146%</b>
	<b>Tax/GST</b>	<b>\$649.54</b>	<b>unknown</b>	
	<b>Gross Profit</b>	<b>-\$7,593.03</b>	<b>\$15,142.37</b>	

### NOTE 1: BASIS OF PREPARATION

The financial statements are prepared on the cash accounting basis. The financial statements have not been audited as OWP is classified as a Level 3 association. The Chief Financial Officer's verification of the financial statements has been provided, however if members specifically request an audit then this can be accommodated. 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 applied for 4 grants for the FY 2019/20. We haven't been successful in the financial year.

### NOTE 8: GUEST SPEAKING

Proceeds generated through paid external guest speaking opportunities.

### NOTE 9: ADMINISTRATION EXPENSES

Administration expenses include bank fees, website fees, expenses and other.

### NOTE 10: MERCHANDISE PRODUCTION

Expenses on OWP Lapel Pins and T-shirts.



**ANNUAL REPORT 2020**

