



2018 ANNUAL REPORT

ONE WOMAN PROJECT





A MESSAGE FROM THE NATIONAL DIRECTOR

Hello and welcome to the 2018 Annual Report for the One Woman Project! It was an absolute pleasure to write this report this year, with the organisation having reached more than 13,000+ people offline and 37,000+ people online in the past 12 months!

This is an absolutely incredible achievement which would not have been possible without the outstanding work, passion and enthusiasm of our volunteers. The One Woman Project currently has 40 volunteers across Queensland, Victoria, South Australia, the Australian Capital Territory, India and Tanzania, and each one consistently puts in the work, dedication and passion needed to make the dream of gender education for young people a reality.

From our established team in Queensland delivering hundreds of hours worth of workshops, to our Victorian team running their pilot Seminar Series, to our newly established ACT and South Australian teams, to our hard working National team

and our International Representatives, our volunteers are what makes the One Woman Project a success.

This Annual Report – and the people reached through our programs in the past 2017-2018 financial year – are a testament to the incredible work that our volunteers have undertaken.

Thank you and congratulations – now is your time to shine.

Kindly,
Madeline

Madeline Price
National Director and Founder
director@onewomanproject.org



CONTEXT FOR THE 2018 ANNUAL REPORT

Aim of the Report

The 2018 Annual Report of the One Woman Project aims to transparently and accountably display the significant outputs achieved by our educational seminar series, in-school programs, conferences, campaigns, and engagement and outreach events. Furthermore, this report is an opportunity for our key stakeholders, partners, past and current participants, 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?

The One Woman Project is a registered, youth-led, non-for-profit organisation dedicated to providing quality education about and advocacy promoting global gender equality. Through our five programs – our educational seminar series, in-school programs, conferences, campaigns, and engagement and outreach events – we can empower our participants to create active change in their local, national and international

communities, leading to a more educated – and more equal – society. Currently, the One Woman Project has teams and representatives in Queensland, Victoria, South Australia, the Australian Capital Territory, India and Tanzania.

Legal Information

The One Woman Project is registered as an incorporated association with the Office of Fair Trading (Queensland), a registered non-for-profit organisation with charity status through the Australian Charities and Nonprofits Commission (ACNC), and has a tax file number (TFN) and Australian Business Number (ABN). In addition to this, the One Woman Project holds Public Liability Insurance to the value of AUD\$10million. All current volunteers have Working with Children Police Checks and active Blue Cards valid within their respective state or territory. All overseas volunteers and international representatives have valid working with children police checks within their respective nations.



OVERVIEW OF SIGNIFICANT OUTPUTS

Throughout the past financial year, the One Woman Project has engaged in a number of ongoing educational activities across our five pillars – our in-school workshops, public seminar series, statewide campaigns, engagement and outreach events, and conferences – as well as through our online reach.

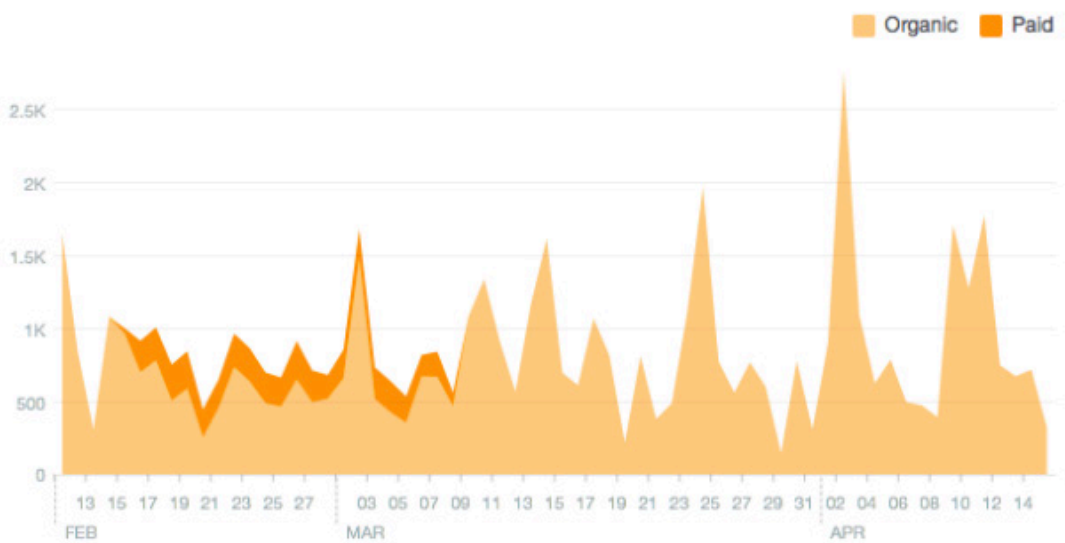
Online Reach

We have a number of online avenues through which to communicate with both our supporters and members of the wider public. These include (at May 2018):

ONLINE PLATFORM	FOLLOWERS
Facebook	3 948 followers
Instagram	1 248 followers
Fortnightly Newsletter	602 subscribers
Blog	10 483 post views
Website	21 006 unique site visits
Total	37 287 unique interactions

In March-April 2018, in line with the Commonwealth Games, we additionally ran an online Women in Sport campaign. This campaign, utilising our blog, Facebook and Instagram platforms, celebrated and highlighted the phenomenal athletes participating in the Games in 2018.

This campaign, delivered by our National Director of Online Engagement (Social Media) Kristin Perisinotto in conjunction with our National Director of Online Engagement (Blog) Megan Romania, saw an increase in the reach of our posts (the number of times a post was seen by an individual viewer) and the impressions of the posts (the number of times a post was seen in total).



Our highest reaching post during the campaign reached 2 749 people (April 2), compared to 1 641 the previous month (Feb 11).



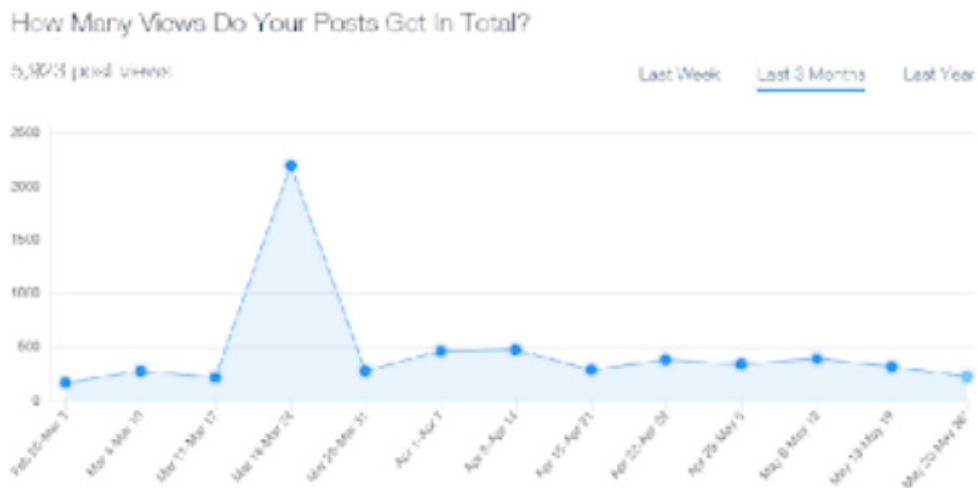
Instagram

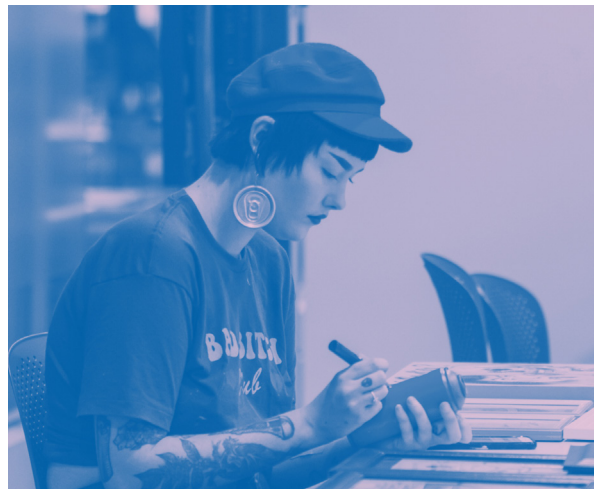
On Instagram, our best performing post of all time based on ‘Impressions’ (how many times the post was seen) is part of the campaign, with 977 impressions, and our third best also was, with 884 impressions. We saw an average of 103 profile visits, 15 website click (to our articles), and 12 followers per week during the campaign. Each week, our posts reached an average of 914 people.

Blog

On our blog, our consistent posts of interviews with key female athletes (both those competing in the Games and external to) increased our site traffic and blog engagement over the campaign period. As can be seen in the blog traffic graph, our greatest reach period was directly in line with the Women in Sport campaign dates.

In the next financial year, we are aiming to increase this online reach through further targeted online campaigns (with a Body Positivity campaign scheduled to commence in August), and expanding our use of self-made video and image content.





Educational Seminars and In-School Programs

Throughout the 2017-2018 Financial Year, we ran our ongoing public educational seminar series in Queensland, and at the start of 2018 included a pilot program in Victoria. These educational seminar series' broaden our reach into a wider demographic than that who participate in our other educational programs.

SEMINAR SERIES	YEAR	AV. PARTICIPANTS/WK
Queensland	2017	8
Queensland	2018	7
Victoria	2018	5

Whilst numbers remain consistent within the two seminar series streams, we will be undertaking a revamp of the seminar series to encourage more public participation in Semester 1 2019. Throughout this revamp, monitoring and evaluation process, the Semester 2 2018 seminar series' in both Queensland and Victoria will remain operational.



In addition to our educational seminar series, we have continued to deliver in-school programs and workshops for young people across Queensland.

Our delivery and impact for the past financial year is as follows:

EVENT	SCHOOL	YEAR LEVELS	STUDENTS ENGAGED
Rural Roadtrip '17	Kingaroy State High School	9, 10	307
Rural Roadtrip '17	St Patrick's College	9, 10	75
Rural Roadtrip '17	Widgee State School	3, 4, 5, 6	39
Rural Roadtrip '17	Aldridge State High School	7, 8, 9, 10, 11, 12	898
Rural Roadtrip '17	Hervey Bay State High School	7, 8, 9, 10, 11, 12	1002
Rural Roadtrip '17	Gympie State High School	9, 10, 11	237
School Workshop	Clayfield College	10, 11, 12	30
School Workshop	Clayfield College	10, 11, 12	30
School Workshop	Mt Maria College	8	170
School Workshop	Anglican Church Grammar School	9	150
School Workshop	Clayfield College	12	60
School Workshop	St Joseph's Nudgee College	12	180
Rural Roadtrip '18	Widgee State School	3, 4, 5, 6	40
Rural Roadtrip '18	Gympie East State School	5, 6	30
Rural Roadtrip '18	Gympie East State School	3, 4	30
Rural Roadtrip '18	Xavier Catholic College	10	54
TOTAL			3,332



Of most success throughout the past financial year, however, has been our in-school speaking requests and keynote addresses, particularly surrounding International Women's Day but also wider issues of global gender equality. These results can be seen in the table on the following page. In 2017-2018 we created a speakers bureau of current volunteers that schools, organisations and companies can draw upon for events they are hosting.

In the most recent financial year, our goal was to reach 7,500 young people with our in-school engagements. To date, we have reach 9 934 through in-school engagement and 3,332 through in-school workshops, to a total of 13,266 young people.

Within the next financial year, we aim to increase our reach and engagement particularly with the in-school workshops program, to increase that from 3,332 to 5,000 young people annually.

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EVENT	SCHOOL/ORGANISATION	YEAR LEVELS	STUDENTS ENGAGED
Keynote Address	Edmund Rice Camps	Adult	17
Panel Discussion	Grace College	Adult	160
Panel Discussion	St Margaret's Anglican College	10, 11, 12	120
Panel Discussion	ChangeMakeHers	9, 10, 11	150
Panel Discussion	Amica	Adult	35
Panel Discussion	White Ribbon Australia	Adult	150
Keynote Address	Lockyer District Regional Council	Adult	125
International Women's Day Event	All Hallows School	9, 10, 11, 12	960
International Women's Day Event	Prince of Peace Lutheran College	7, 8, 9, 10, 11, 12	350
International Women's Day Event	Windaroo Valley State High School	11, 12	70
International Women's Day Event	Burpengary State Secondary College	7, 8, 9, 10, 11, 12	922
International Women's Day Event	Shailer Park State Gih School	7, 8, 9, 10, 11, 12	930
International Women's Day Event	Balmoral State High School	7, 8, 9, 10, 11, 12	270
International Women's Day Event	Corinda State High School	7, 8, 9, 10, 11, 12	40
International Women's Day Event	Albert Park Flexible Learning Centre	9, 10, 11, 12	20
International Women's Day Event	Robina State High School	11, 12	370
International Women's Day Event	Our Lady's College	11, 12	85
International Women's Day Event	Kedron-Wavell Services Club	Adult	60
International Women's Day Event	The University of Queensland	Adult	70
International Women's Day Event	Queensland University of Technology	Adult	30
International Women's Day Event	Powerlink Queensland	Adult	200
International Women's Day Event	Queensland Emergency Services	Adult	740
International Women's Day Event	Soroptimist International	Adult	22
International Women's Day Event	Ipswich Girls Grammar School	7, 8, 9, 10, 11, 12	500
International Women's Day Event	Brigidine College	12	90
International Women's Day Event	Springwood State High School	10, 11, 12	50
International Women's Day Event	Ipswich State High School	7, 8, 9, 10, 11, 12	1600
International Women's Day Event	Calamvale Community College	7, 8, 9, 10, 11, 12	50
International Women's Day Event	Faith Lutheran College (Plainlands)	9, 10, 11, 12	350
International Women's Day Event	Indooroopilly State High School	7, 8, 9, 10, 11, 12	60
International Women's Day Event	Deception Bay State High School	10, 11, 12	200
International Women's Day Event	Albany Creek State High School	10	230
Keynote Address	UQ United Nations Student Association	Adult	30
International Women's Day Event	Caloundra State High School	9, 10	180
Keynote Address	Hong Kong Australia Business Association	Adult	80
Keynote Address	YMCA Youth Parliament (QLD)	10, 11, 12	93
Panel Discussion	UN Youth Australia National Voice Finals	9, 10	90
Keynote Address	Brisbane State High School	11	35
Panel Discussion	MAYK IT HAPPEN	9	200
Keynote Address	Soroptimist International	10	100
Panel Discussion	All Hallows School	11, 12	100
TOTAL			9,934



Engagement and Outreach Events

Our engagement and outreach events consist of both free events hosted for the wider community, on topics of global gender inequality, as well as our paid events and activities.

This past financial year, we have hosted:

EVENT	FUNDING	INDIVIDUALS ENGAGED
Brisbane Feminist Festival '17	Paid, ticket price \$25	200
Women in the Prison System	Free event	180
International Day of the Girl Child	Free event	55
Celebrating First Nations Women	Free event	39
International Women's Day	Paid, ticket price \$40	100
International Women's Day - Tanzania	Free event	100
National Youth Week Workshop	Free event	20
WOW Festival Workshop	Free event	25
Women in Tech Event	Paid, ticket price \$15	39
TOTAL		758

Over the past financial year, we have engaged with 758 members of the wider public through our Outreach and Engagement events.

In the next financial year, we are aiming to host International Women's Day events and International Day of the Girl events in every state and territory base (Queensland, Australian Capital Territory, Victoria and South Australia), as well as internationally (Tanzania and India).



Ambassador Program

In 2017, the One Woman Project delivered our inaugural Ambassador Program – an opportunity for high school students to sign up as One Woman Project Ambassadors, receive skills-based training in areas like public speaking and leadership, and take small actions in their communities to support the movement towards global gender equality. In 2017, we had 22 Ambassadors join the pilot program. In 2018, we have had 29 Ambassadors sign up for the year-long commitment.

Conferences

In the previous financial year, we delivered the Brisbane Feminist Festival. This one-day event features keynote presentations, workshops, panel discussions and networking opportunities and, in August 2017, reached 200 attendees. It is now our annual event, with the goal for the next financial year to reach 200 attendees again and improve upon the quality of the festival.

Corporate Engagement

Finally, the One Woman Project has expanded to include areas of Corporate Engagement in the past financial year. To date, we have provided workshops for 402 attendees. A breakdown of results can be seen below. In the next financial year, we aim to increase this reach to 500 individuals.

Campaigns

The main campaign for the previous financial year was our Women in Sport campaign, in the lead up to the Commonwealth Games. This campaign has been discussed previously. Over the next financial year, we are aiming to have two campaigns online.

COMPANY	TOPIC	NUMBER OF ATTENDEES
Grace College	Healthy relationships	160
UQ Mechanical Engineering Student Society	Inclusive practices in the workplace	60
Grace College and St Leos College	Respectful relationships and supporting disclosures of sexual assault	150
International House	Inclusive practices in residential colleges	32
TOTAL		402

FINANCIAL REPORT

BALANCE SHEET ONE WOMAN PROJECT AS AT 30 JUNE 2018

	30 Jun 2018	30 Jun 2017
Assets		
Bank		
One Woman Project	\$7,436.90	\$12,015.43
Total Bank	\$7,436.90	\$12,015.43
Total Assets	\$7,436.90	\$12,015.43
Net Assets	\$7,436.90	\$12,015.43

PROFIT AND LOSS

NOTES

One Woman Project
For the year ended 30 June 2018

ACCOUNT		2018	2017
Trading Income			
Events Revenue	5	\$6,525	\$10,840
Workshop Revenue	6	\$3,250	\$4,501
Grants	7	\$12,465	\$ 2,998
Other Revenue & Donations	8 & 9	\$ 4,509	\$ 4,459
Total Trading Income		\$26,749	\$22,798
Gross Profit		\$26,749	\$22,798
Operating Expenses			
Administration expenses	10	\$ 3,420	\$ 7,276
Donations sent	11	\$ 1,316	\$ -
Events expenses	5	\$ 4,337	\$ 9,089
Insurance		\$ 515	\$ 515
Workshop expenses	6	\$ 9,723	\$ 6,517
Total Operating Expenses		\$19,312	\$23,397
Net Profit		\$ 7,437	\$ (599)



Note 1: Basis of Preparation

The financial statements are prepared on the accruals 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: Retained Earnings

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Note 5: Events Income/Expenses

Events includes the half yearly and year end conferences and other one off engagement events.

Note 6: Workshop Income/Expenses

Workshops includes any seminar series sessions, in-school workshops, Rural Roadtrip or external workshops.

Note 7: Grants

During the year OWP received one grant from the Queensland Government. The Grant funded the Rural Roadtrip expenses (valued at \$12 465). Please note that this amount was incorrectly included in the 2016-17 Financial Report and the correct figure has since been updated.

Note 8: Donations

Donations were for general activities and not to fund a particular activity. No non-monetary donations were given.

Note 9: Other Income

Other income includes bank interest and miscellaneous income including merchandise sales.

Note 10: Administration Expenses

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