



THE ONE WOMAN PROJECT

ANNUAL REPORT 2019



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

Thank you for joining us for the 2019 Annual Report of the One Woman Project.

This year, we reached our fifth year of operation. From the early beginnings of our Seminar Series in 2014, we have grown into an organisation annually delivering in-school workshops, Rural Roadtrips, the Brisbane Feminist Festival, engagement and outreach events, campaigns and e-books, a high-school Ambassador Program, corporate engagement opportunities, and much more.

Throughout these past five years, some significant achievements include:

- Reaching 29 643 young people with our events and educational programs
- Travelling 29 days and more than 10,000km over five Rural Roadtrips to remote, rural and regional schools and communities across Queensland
- Delivering 142 in-school workshops on topics of global gender inequality across Australia
- Consistently hosting Queensland's largest feminist festival for the fourth year in a row
- Hosting 82 engagement events and seminars over the past five years.

As always none of these incredibly significant achievements (and the many more that have occurred over the past five years of operations) would have been possible without the hard work, passion and dedication of our volunteer team.

The entire operations of the One Woman Project, from our recruitment, to our leadership team, to our program delivery, to our finances are lead, managed and delivered by a powerful team of young volunteers.

Over the past five years, it has been an absolute joy to engage with the young people in our programs, and an even greater joy to share that journey with the volunteers alongside me. We have had nearly 100 volunteers join us over the past five years, and many have taken the skills they have learned, developed and grown with us into the next steps of their careers – we have past volunteers now working in gender equality in international development, relocating to exciting overseas destinations to further their careers, and taking action on issues of injustice right in our backyard.

“Over the past five years, it has been an absolute joy to engage with the young people in our programs, and an even greater joy to share that journey with the volunteers alongside me.”

Watching these volunteers achieve incredible things with the One Woman Project and then continue their journey onwards has been the most rewarding part of our five years of operation.

I cannot wait to see what the next five years bring.

Enjoy our 2019 Annual Report.

Madeline

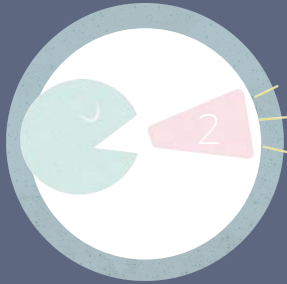
Madeline Price

National Director and Founder
director@onewomanproject.org

SIGNIFICANT ACHIEVEMENTS

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

EDUCATION



Two Ambassador Programs



Two Seminar Series'



Three Rural Roadtrips



58 In-School Workshops



Reaching 11,230 people

ENGAGEMENT AND OUTREACH



Six events



Reaching 517 people.



Queensland's largest Feminist Festival

MARKETING AND ONLINE ENGAGEMENT



Reaching 6,708 followers across social media channels



First e-book: Let's Act: Refugees and People Seeking Asylum

CONTEXT FOR THE 2019 ANNUAL REPORT

Aim of the Report

The 2019 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);
- Education;
- Engagement & Outreach;
- Online Engagement;
- and Marketing.

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?

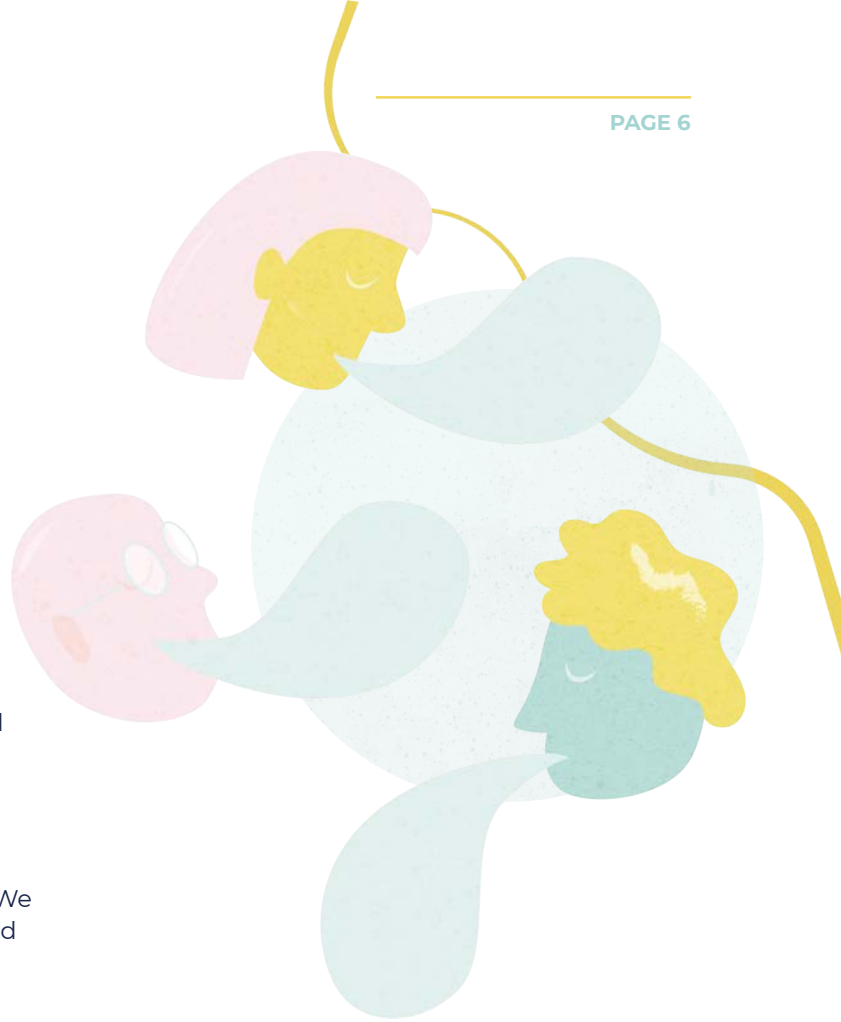
Established in 2013, the One Woman Project is one of Australia's fastest growing, youth-led, not-for-profit organisations. We are dedicated to providing quality education about global gender equality through our educational seminar series, engagement events, in-school programs, public awareness campaigns, 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.

We 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.

Legal Information

The One Woman Project is registered as an incorporated association with the Office of Fair Trading, a registered not-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.



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, Education, Engagement and Outreach, Marketing and Online Engagement.

Executive

Whilst the financial matters of the Executive portfolio will be considered in the Financial Report (see page 17), over the past financial year, the most significant outputs of the Executive portfolio are as follows:

- Recruitment, management and support of 38 youth volunteers;
- The hosting of 100+ hours of fortnightly meetings across three teams;
- Providing opportunities for eleven volunteers to represent the One Woman Project at external professional and personal development opportunities;
- The delivery of four whole-day training and strategic planning opportunities to the team;
- The delivery of four 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).

Education

- Throughout the 2018-2019 Financial Year, the Education portfolio continued to deliver on their five key outputs:
- Rural Roadtrips;
- In-School Workshops;
- Seminar Series;
- Ambassador Program; and
- External Speaking Opportunities.

Rural Roadtrips

During the reporting period, three Rural Roadtrips were undertaken. These Rural Roadtrips visited regional, rural and remote communities in South-East Queensland, Fraser Coast and Darling Downs. Over the course of the three trips, eight schools were visited, delivering workshops to more than 500 students in these communities.

During the next reporting period, the aim is to maintain the delivery of our Rural Roadtrip program and again 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 2018- 2019 Financial Year, the following significant outputs were produced:

Number of Schools Engaged With	20 schools
Number of Workshops Delivered	58 workshops delivered
Number of Students Reached	3,716 students impacted

The most significant in-school workshop input was that of the May, 2019 Anglican Church Grammar School (Churchie) Gender Summit.

After hosting this Summit in May, 2018, the One Woman Project was invited to host again in 2019. The full-day Summit allowed 100 students from schools across Brisbane, Queensland to engage in small-group workshops, a panel discussion and design their own campaign tackling an issue of gender inequality in their own school, local or national community.

Of the feedback received:

- 87% of students reported immense satisfaction with the small-group workshops, noting that the topics covered in the workshops and the opportunity to meet students from other schools were their favourite components;
- Students gave our facilitation team 4.3 stars (out of five), valuing their engaging and fun style of delivering the workshop content;
- 94% of students believed that the Gender Summit covered important content, with 77% indicating their willingness and ability to put some tangible actions learned into practice.

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 discussion, and meet a network of like minded people.

During the reporting period, the One Woman Project delivered two Seminar Series' in Queensland:

September – October, 2018: reaching 25 participants and

March – April, 2019: reaching 31 participants.

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

- Feminist Theory 101
- Fast Fashion and Feminism
- Women in Rural International Development
- Feminist Friendships
- Feminist Leaders of Colour
- Age, Culture and Feminism
- Religion and Feminism
- Politics and Allyship
- The Intersections of Domestic Violence, Race and Class
- LGBTIQ+ and Feminism

In the next reporting period, the aim is to deliver three 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 our 2018 Program and are mid-way through the 2019 Program.

The attendance rates of these two programs are as follows:

In 2019, 21 participants signed up to the Program from 15 schools across Australia. 67% of these signups regularly attend the monthly workshops.

Of the feedback received from the 2018 Program:

- 85% of participants found the content of the Program relevant and timely to their feminist journey;
- 71% of participants believed that the Ambassador Program helped develop and grow their knowledge of feminism;
- 85% of participants were incredibly satisfied with their experiences in the Ambassador Program; and
- 71% of participants rated the facilitation team a 9/10 or higher.

In the coming reporting period, the objective is to ensure that 90% of participants find the content relevant and timely, and 75% of participants rate the facilitation team a 9/10 or higher.

External Speaking Opportunities

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

Over the course of 28 events, the One Woman Project team spoke to 7 458 people about topics of global gender inequality. These included events for such organisations as the Department of Foreign Affairs and Trade (DFAT), Our Community's Communities in Control summit, Global Citizen, The University of Queensland, Tennis Queensland and the Australian Women in Tech Fest, 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 portfolio reached 11 230 people over the course of 90 events, workshops, speaking opportunities and activities.

"It was so good and I can't wait until next year! Thank you so much to all the lovely facilitators who organised it!"

- Ambassador Program participant, 2018



Engagement and Outreach

Throughout the 2018-2019 Financial Year, the Engagement and Outreach portfolio continued to deliver on their two key outputs:

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

Brisbane Feminist Festival

In August, 2018 the One Woman Project delivered the fourth Brisbane Feminist Festival. This Festival has grown to become Queensland's largest annual feminist festival, and during the reporting period 200 individuals purchased a ticket to the 2018 event.

Of the received feedback:

- 70% of attendees indicated that they have received an improved understanding of feminist issues;
- 80% of attendees better understand the causes and contributors towards gender inequality; and
- 80% of attendees rated the festival as above average.

The 2019 Brisbane Feminist Festival will occur outside of the reporting period in July, 2019. To date, this upcoming festival has sold 200 tickets.

Engagement and Outreach Events

During the reporting period, the One Woman Project Engagement and Outreach portfolio delivered six events to 317 attendees. These were:

- Feminist Revolutions (QLD);
- Guided Creating Writing Workshop (VIC);
- Migrant Women to the Front (QLD);
- International Women's Day: Decolonising Feminism (QLD);
- How to Run for Office: Four Week Series (QLD); and
- Dating and Discrimination in Queer Spaces (VIC).

To date, all Engagement and Outreach events hosted within 2019 have sold out.

In regards to feedback, for instance the series on How to Run for Office, the received feedback included:

- 77% of attendees agreed that this event expanded their understanding of intersectional feminism;
- 100% of attendees reported that this event made them want to act to end inequality and oppression; and
- 88% of attendees felt that this event made them feel connected to the feminist community.

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

For International Women's Day in 2019, our International Representative in Tanzania hosted the annual One Woman Project community forum on gender equality. Co-hosted with the Sidai Maasai Women Organisation, this event focused on the barriers to gender equality in the Arusha (Tanzania) community, opportunities for organisations to work together to tackle inequality, and how to continue to empower women to tackle inequality in their homes. This event has been running for four years and is a key fixture of the One Woman Project's annual calendar.

"[I loved] the insightful panels from experts. Some great panelists with a wealth of knowledge. Also, the amazing facilitation and interview skills from the One Woman Project team members [moderating] the panels."

– Brisbane Feminist Festival participant, 2018

"[I enjoyed] the diversity of speakers, the inclusivity of women from different backgrounds and the way it gave them a chance to share their stories."

Brisbane Feminist Festival participant, 2018



Gender inequality is the unfinished business of the 21st century

Marketing

During the reporting period, the One Woman Project saw the previous National Director of Marketing and Brand, Ameer Wilson, depart for further career opportunities. She was replaced by the incredible Catherine Stubbs.

Over the past twelve months, in addition to regular asset creation for educational programs, events and activities, the Marketing portfolio have delivered:

- The design of our first e-book Let's Act: Refugees and People Seeking Asylum (more about this e-book and its reach is included in the Online Engagement portfolio update);
- The design and purchase of branded lapel pins (in conjunction with the Chief Financial Officer); and
- The design and ordering of new branded t-shirts for our volunteers.

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

Online Engagement

Throughout the 2018-2019 Financial Year, the Online Engagement portfolio continued to deliver on and expand their key outputs:

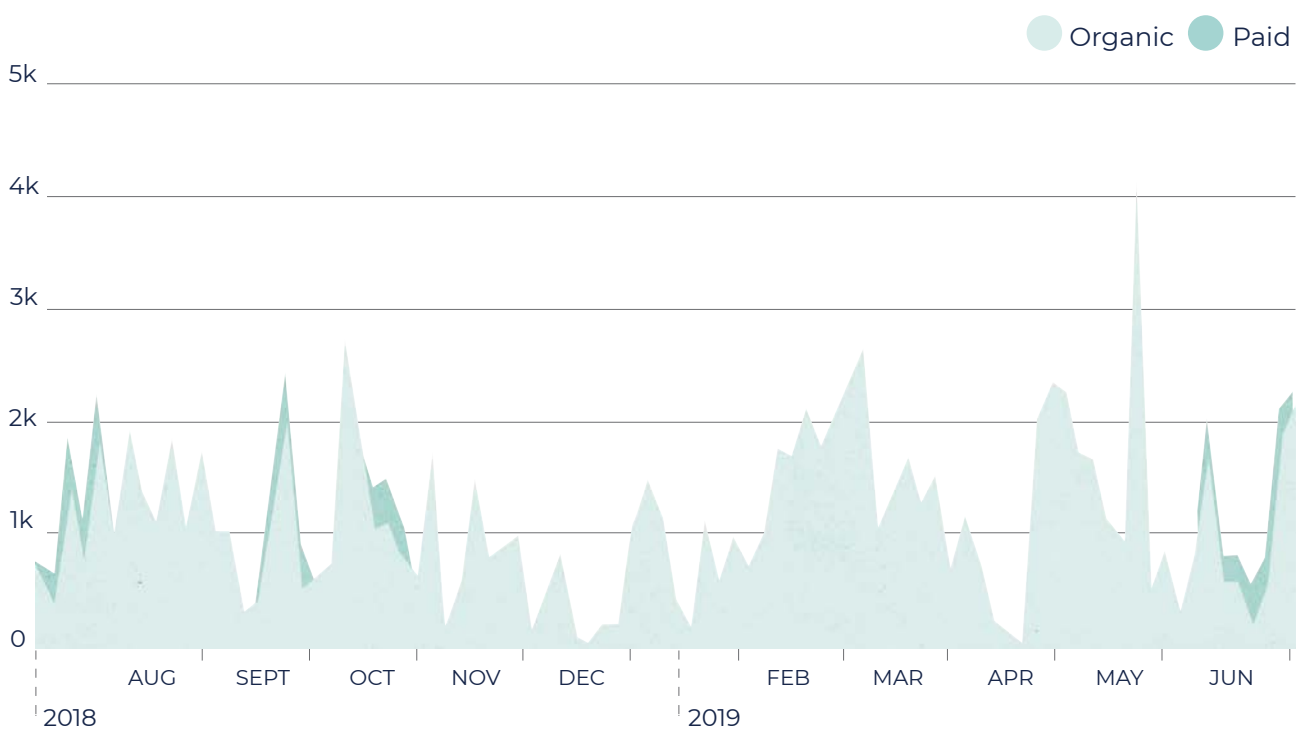
1. Social Media (Facebook and Instagram);
2. Website and Blog; and
3. Campaigns and E-books.

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:

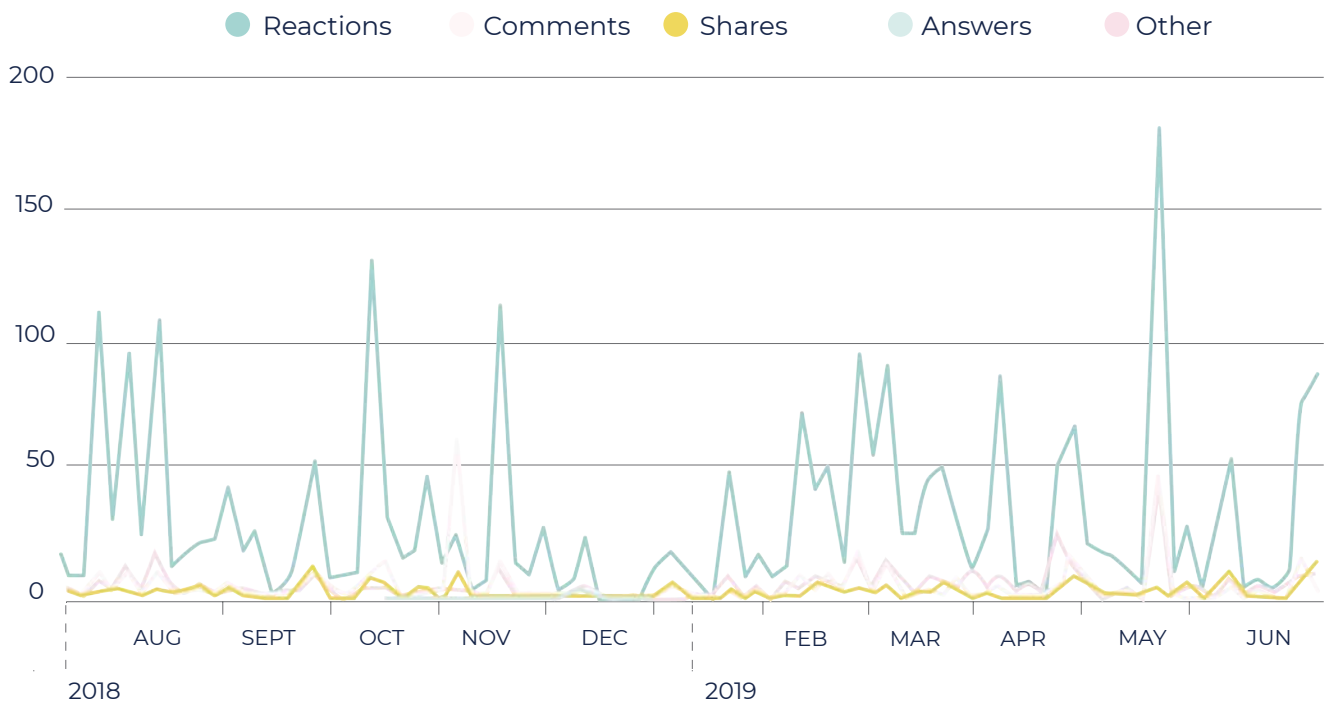
Platform	Followers (as of 28/06/19)
Facebook	4891
Instagram	1817

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



The maximum reach on an individual post was 4 000 views, during May, 2019.

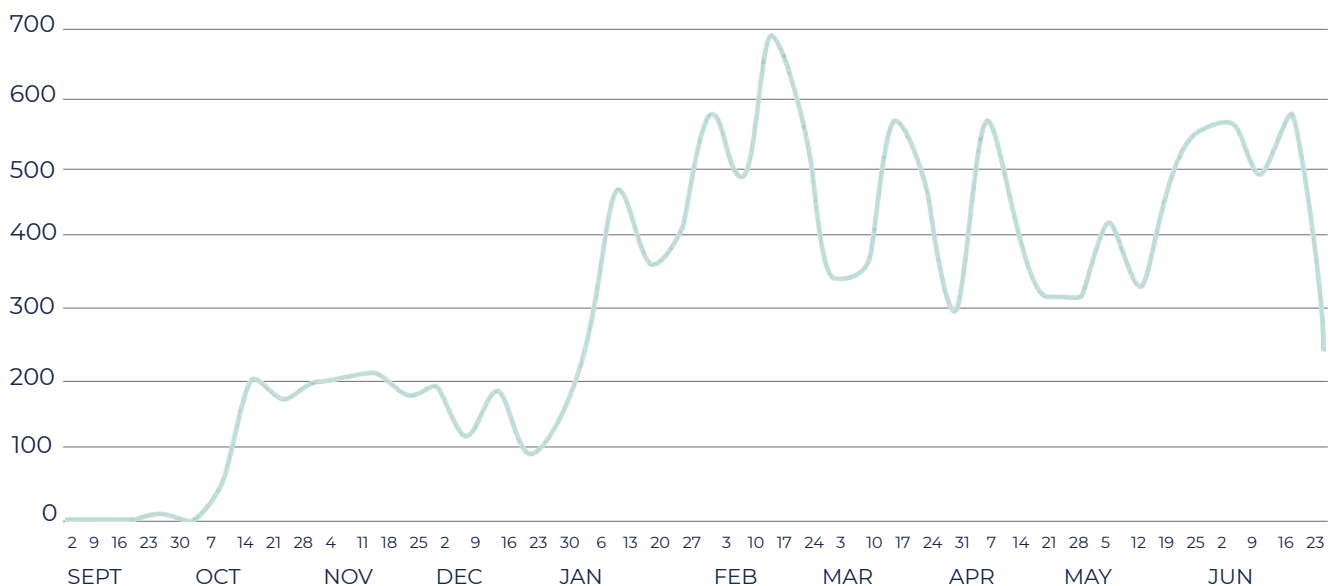
During the reporting period, the reactions, comments, shares, answers and interactions on posts across Facebook were additionally recorded:



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

Website and Blog

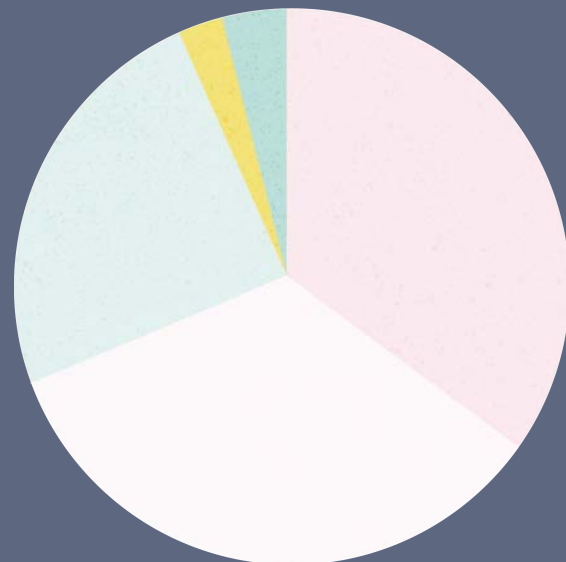
During the reporting period, the One Woman Project launched a redesigned website (September, 2018). On this newly designed website, there have been 13 500 unique visitors. Over the past twelve months, this has been recorded weekly as follows:



The redesign of the website was due to its inaccessibility via mobile devices. Across the newly designed website:

- 53% of users access via a mobile device;
- 44% of users access via a desktop or laptop computer;
- 3% of users access via a tablet; and
- 15% are unknown.

Our visits by source are as follows:



● Instagram ● Google ● Others
● Direct ● Facebook



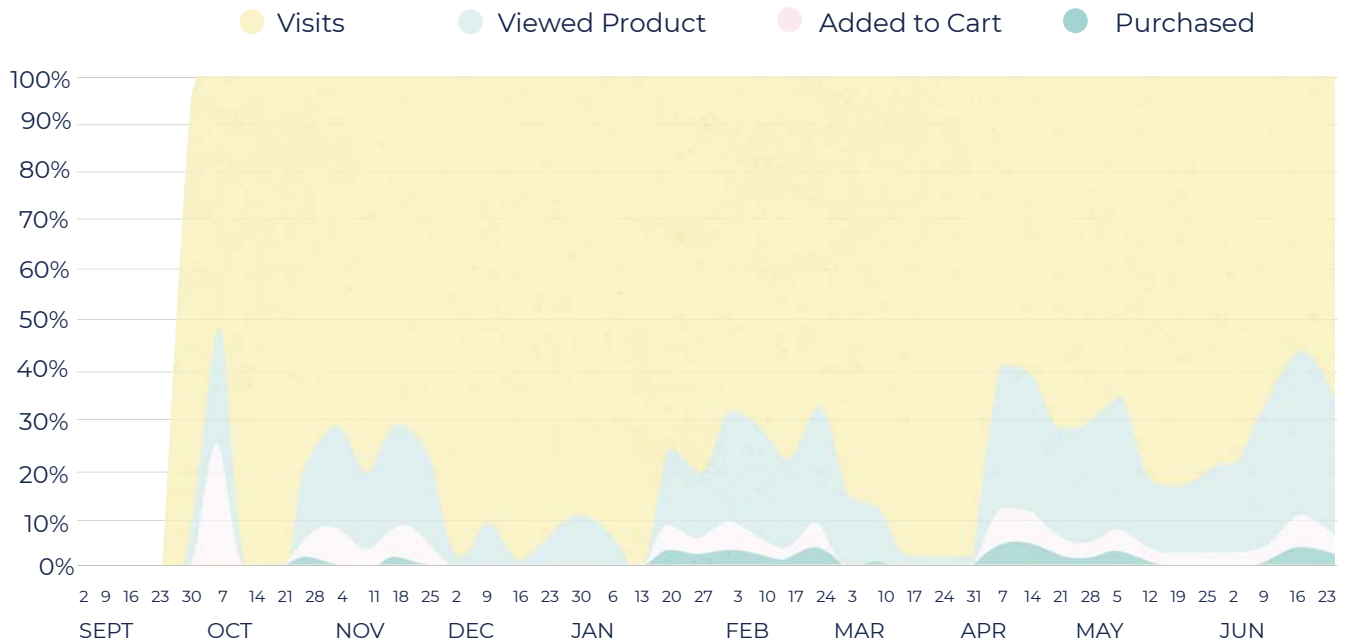
At present, 73% of visits to our website come from Australia. Seven percent of visits come from the United States of America and three percent from the United Kingdom. Other significant visits include: India, Canada, the United Arab Emirates, the Philippines, Germany, Ireland, France, New Zealand, Sri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

Our blog has been an ongoing popular page on the redesigned 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.

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 12,600 visits;
- Of these visits, 25% of people viewed the products specifically;
- Of these viewers, 18% added a product to their cart; and
- Of those who added a product to their cart, 57% purchased the product.

This can be viewed graphically as:



Campaigns and E-Book

During the reporting period, the One Woman Project’s Online Engagement portfolio (with assistance from the Marketing portfolio, amongst other contributing team members) developed, designed and released the first e-book – Let’s Act: Refugees and People Seeking Asylum. The first of a proposed series, this e-book provides detailed knowledge about the topic of refugees and people seeking asylum, information on how readers can

contribute to the cause, and further resources for information, donation and support.

Since its release in late June, 2019, this e-book has been purchased by 12 individuals and has the highest conversion rate of any products in the Shop & Tickets page, with 34% of those viewing the item purchasing the item.

All profits from the sale of this e-book are going to the Asylum Seeker Resource Centre.



FINANCIAL REPORT

Balance Sheet

One Woman Project Inc

As at 30 June 2019

	30 Jun 2019	30 June 2018
Assets		
Bank		
One Woman Project	\$19,200.81	\$7,436.90
PayPal	\$5,313.71	
Total Bank	\$24,514.52	\$7,436.90
Current Assets		
Accounts Receivable	\$40.00	\$0.00
Total Current Assets	\$40.00	\$0.00
Fixed Assets		
Computer Equipment	\$111.82	
Total Fixed Assets	\$111.82	\$0.00
Total Assets	\$24,666.34	\$7,436.90



Profit and Loss

One Woman Project Inc

For the year ended 30 June 2019

	Account	2019	2018	YoY Growth
Trading Income				
	Donations	735.00		
	e-Book Sales	39.00		
	Event Ticket Sales	14,860.86	9,322.55	0%
	Grants	16,620.00	12,565.00	32%
	Other Revenue	860.53	3,833.94	-78%
	Square POS Sales	179.55		
	Workshop revenue	4,925.00	3,250.00	52%
	Merchandise sales	0.00	575.57	-100%
	Total Trading Income	38,219.94	29,547.06	29%
Cost of Sales				
	Commerce Payment Fees	266.93	886.80	-70%
	Merchandise production	3,170.00		
	Total Cost of Sales	3,436.93	886.80	288%
	Gross Profit	34,783.01	28,660.26	21%
Other Income				
	Transfer Reject	80.00		
	Total Other Income	80.00		

Profit and Loss continued

One Woman Project Inc

For the year ended 30 June 2019

	Account	2019	2018	YoY Growth	
Operating Expenses	Administration expenses	2,748.56	536.79		
	Advertising	39.57			
	Ambassador Program (Catering expenses)	10.09			
	Bank Fees	118.78	102.01	16%	
	Catering expense	508.72			
	Donations sent	50.00	1,316.30	-96%	
	Entertainment expenses	200.00			
	Events expenses	13,255.38	4,762.23	178%	
	General expenses	148.71			
	Gifts	18.16			
	Insurance	515.25	515.25		
	Marketing / PR	156.30	14.00	1016%	
	Payment fees	472.57			
	Photography expenses	100.00			
	Printing and Stationary	88.80	56.97	56%	
	Rural Roadtrip Expenses	3,041.99	8,693.63	-65%	
	Shipping Costs	52.50			
	Speaker Expenses	518.16			
	Stipends	240.00			
	Ticket Purchase (external)	33.00			
	Training costs	580.59	957.47	-39%	
	Travel - National	480.64	99.43	383%	
	Volunteer Expenses	539.94	615.43	-12%	
	Website expenses	408.00			
	Workshop expenses	451.60	1,029.75	-56%	
	Total Operating Expenses		24,782.31	18,701.76	33%
		Net Profit	10,080.70	9,958.50	1%

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: EVENTS INCOME/EXPENSES

This includes all income and expenses completed within the FY18/19 including events taking place in the FY19/20.

NOTE 5: WORKSHOP INCOME/EXPENSES

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

NOTE 6: GRANTS

During the year OWP received one grant from the Queensland Government. The Grant funded the Rural Roadtrip expenses (valued at \$16 620).

NOTE 7: DONATIONS

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

NOTE 8: SQUARE POS SALES

Sales made with our Point of Sales equipment, such as Tickets at the door or merchandise

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 2019

