



# EMPOWERING RURAL WOMEN

## Corangamite Rural Womens Network

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*“...to empower women to contribute, be seen as equal and influence decision making, both on and off farm in their rural communities”*



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NETWORK



National  
Landcare  
Program



Regional Agriculture  
Landcare Facilitator





*I would like to acknowledge the Traditional Owners of the land we are meeting on and  
acknowledge their elder's past, present and emerging*



Ferne Millen Photography



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# Corangamite







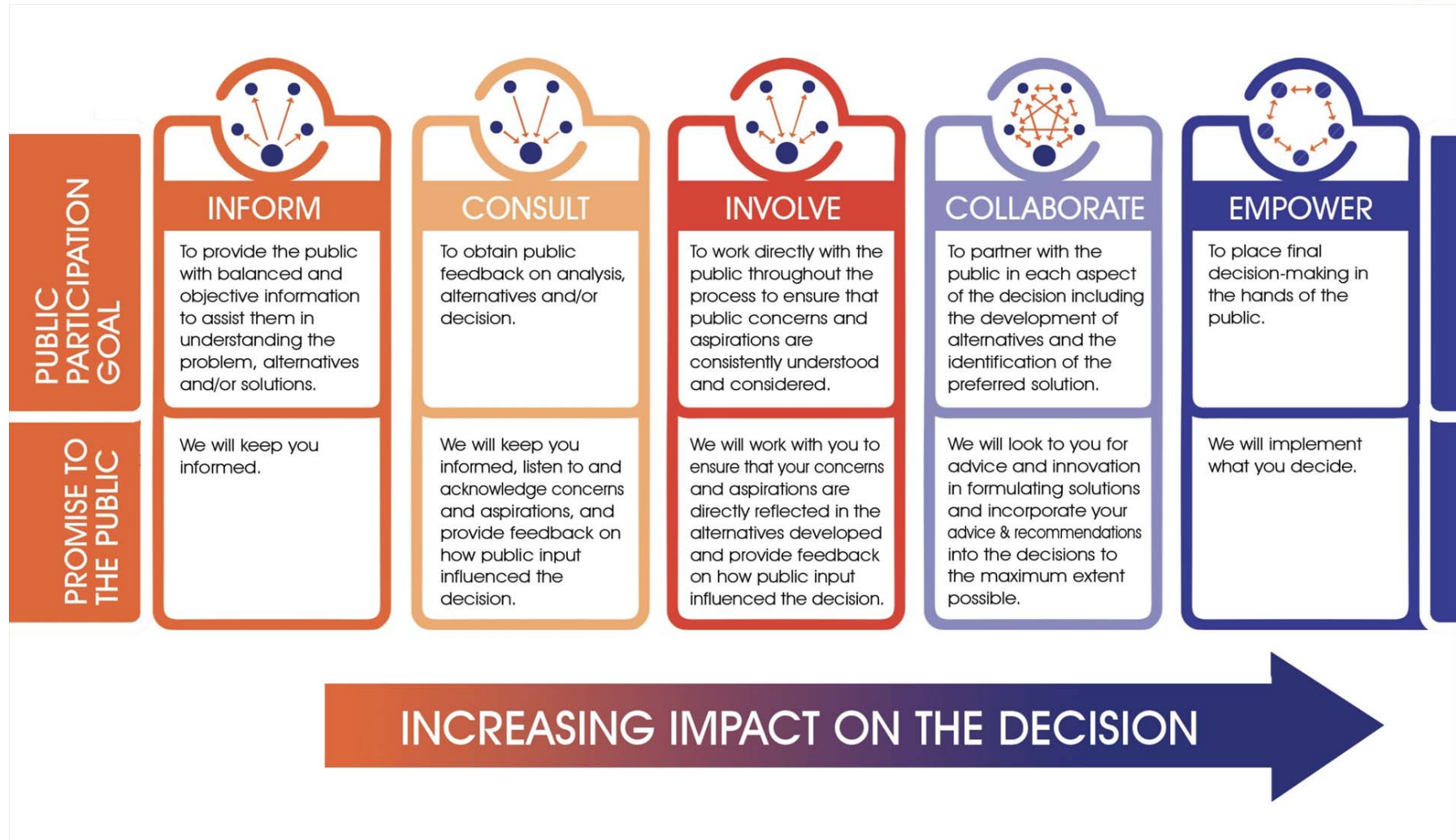




## WHY EMPOWER RURAL WOMEN?

- **41% agricultural workforce are women yet**
  - only 18% management roles
  - only 2.3% CEO positions**compared with an average of 17% across other industries in Australia**
- **Of all students studying agricultural science at university**  
**55% are women**

# EMPOWERING RURAL WOMEN: IAP2 SPECTRUM





## WHERE TO START...

Recognised opportunity to increase women's participation

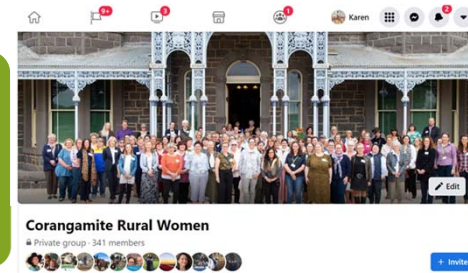


Asked and listened to local women community leaders



Invited local women leaders to a brain storming planning workshop

Workshop identified challenges and opportunities for rural women in Corangamite



Established informal 'Corangamite Rural Womens network' working group



2014 First meeting @ Ravens Creek Farm



**VISION** “...to bring together rural women from a range of backgrounds to strengthen networks and to enhance community resilience”



## VALUES

- Peer to peer learning
- Information sharing
- Being inclusive
- Cross industry information sharing



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# FOCUS ON ENGAGEMENT PROCESS



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- ✓ Participant driven to build buy-in and trust
- ✓ Empower participants with decision making and roles
- ✓ Ultimately self-sustaining, not reliant on funding



## HOW WE ENGAGE

Network guided by  
**volunteer working group**  
with a clear vision &  
values

**Participant feedback**  
provides information on  
demographics, skills,  
knowledge, confidence,  
future topics

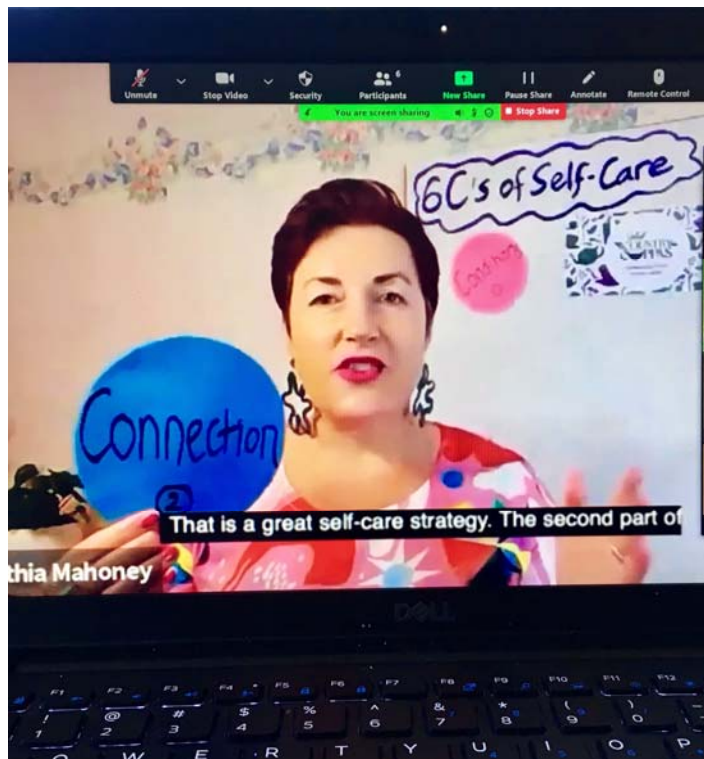
**Facilitated** by the  
Corangamite CMA  
Regional Agriculture  
Landcare Facilitator

**Activities planned &  
delivered in partnership**  
with CCMA, Landcare,  
industry groups



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*“Support women to step out of their comfort zone and invite them to be the guest speaker”*

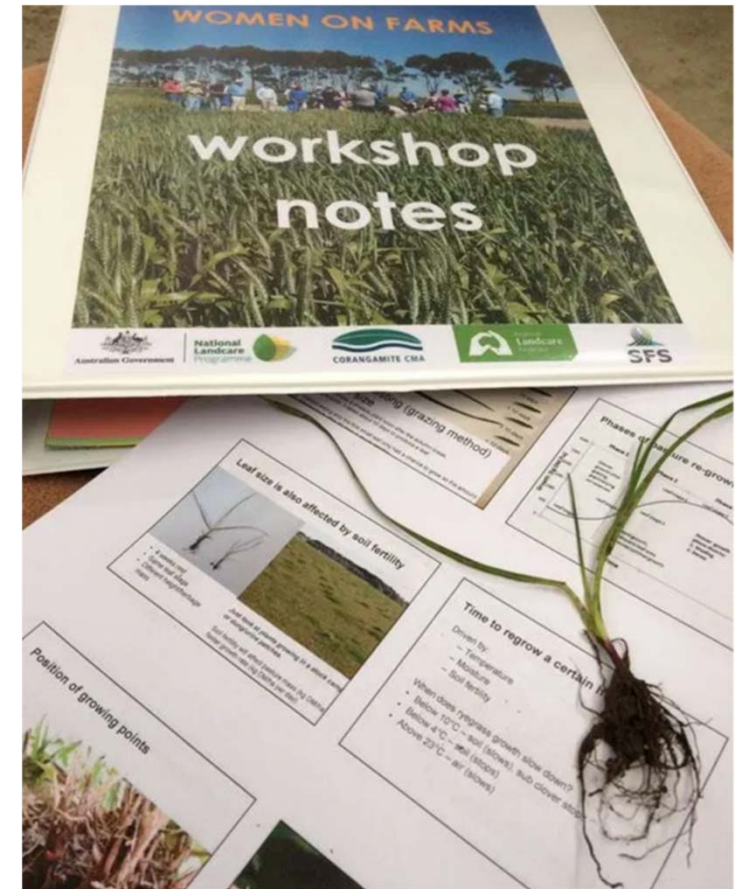
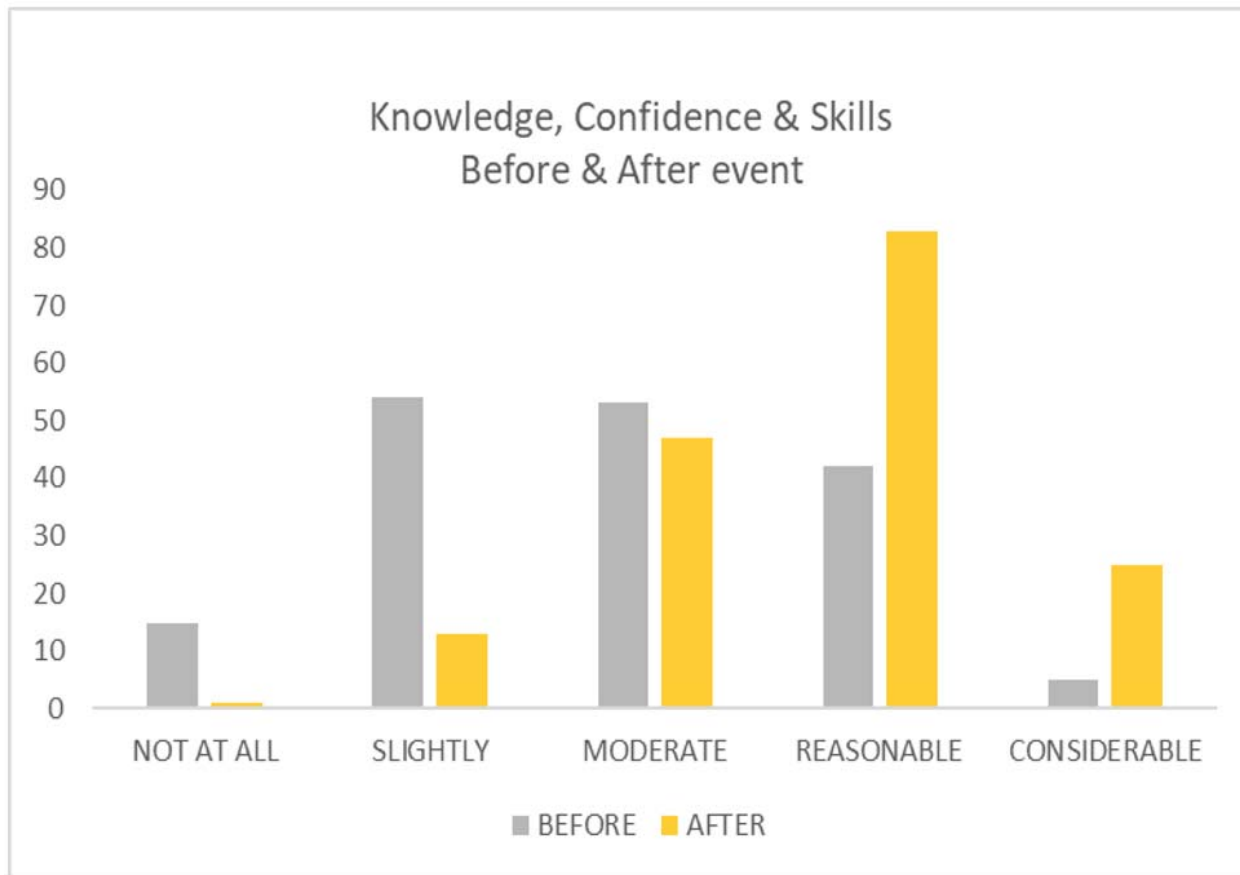
*Connect ~ Share ~ Learn ~ Inspire*



# HOW DO WE MEASURE SUCCESS?



Participant feedback consistently shows increases in knowledge, confidence & skills



Women on Farms program designed by Southern Farming Systems now replicated in other regions & SA

# HOW DOES THIS RELATE TO LANDCARE?



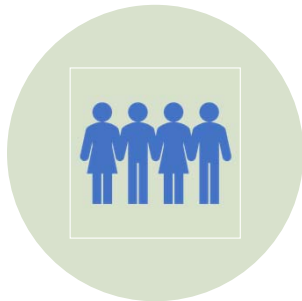
**NEW PARTICIPANTS =  
FIRST STEP TO CONNECT**



**NEW RELATIONSHIPS**



**INTRODUCE LANDCARE  
KEY CONCEPTS**



**OPPORTUNITY TO GAIN NEW  
LANDCARE MEMBERS**



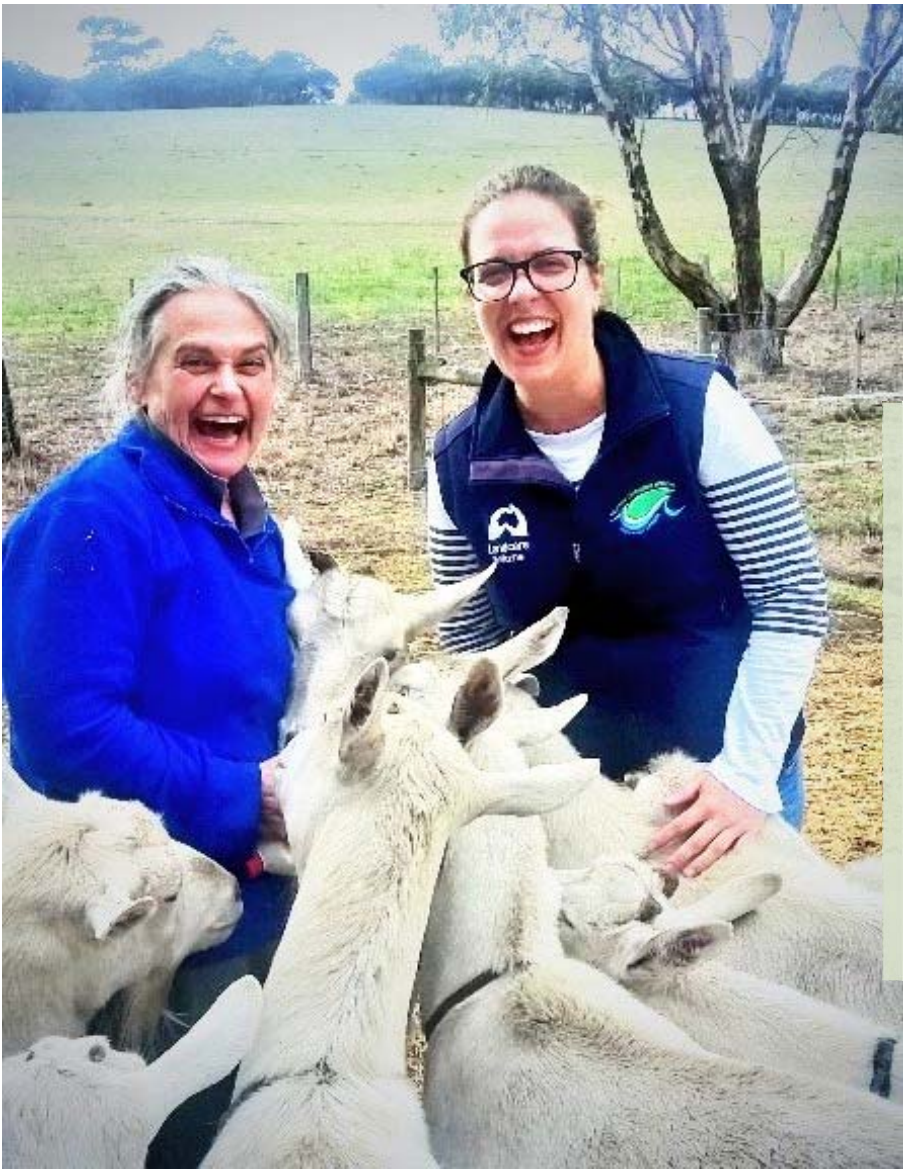
**INSPIRE INVOLVEMENT IN RURAL  
COMMUNITIES TO INFLUENCE CHANGE**



*RSVP + 1 "Invite your neighbour"*







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## KEY FINDINGS FOR SUCCESS

1

**Clear purpose  
& values  
developed by  
participants**

2

**Participants  
included in  
planning &  
delivery**

3

**Activities  
based on  
participant  
feedback**

4

**Being  
flexible and  
having fun!**  
😊