



— WA WOMEN'S —  
HALL OF FAME

2018

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ANNUAL REPORT

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## VISION

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WA WOMEN'S HALL OF FAME IS TO RECOGNISE, PROMOTE AND CELEBRATE WESTERN AUSTRALIAN (WA) WOMEN

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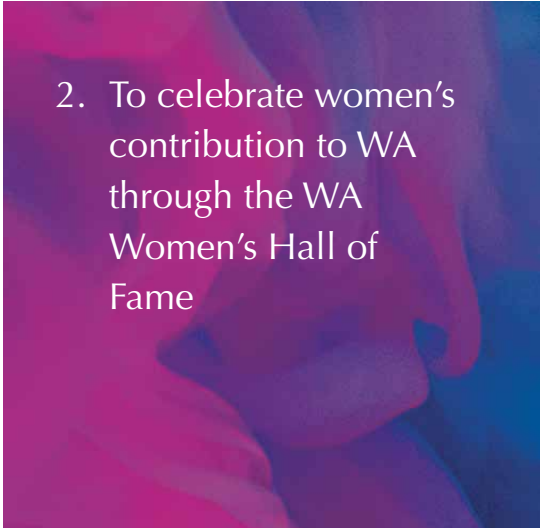
## PURPOSE

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The purpose of the WA Women's Hall of Fame is to:



1. To recognise and promote the contribution of women to Western Australia



2. To celebrate women's contribution to WA through the WA Women's Hall of Fame



3. To advance gender equality through advocacy and collaboration



4. To provide a platform for the ongoing contribution of the WA Women's Hall of Fame Alumni to the advancement of gender equality

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## CHAIRS REPORT

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*It is hard to believe that it is now eight years since we announced our inaugural Women's Hall of Fame inductees on the centenary of International Women's Day in 2011. Since then the WA Women's Hall of Fame has celebrated and acknowledged 183 remarkable and inspiring Western Australian women, who have each made significant contributions to Western Australia's community, culture and history.*

Since the 2017 event, on July 1 2017 the WA Women's Hall of Fame became incorporated as a not for profit association and held our first General Meeting in December 2017. This will enable us to grow our vision as the opportunity demands via a more expansive alumni program and related community projects. Our ability to continue and grow the Hall of Fame is made possible by the ongoing support of our sponsors. I sincerely thank Lotterywest and the Department for Communities for allowing us to pay respect to and acknowledge the important role of women in Western Australia. Having been associated with the Hall of Fame since the inaugural event in 2011, I was honored to be appointed Chair of the WA Women's Hall of Fame Committee. Many thanks to Anne Banks-McAlister for her leadership as Chair of the collaboration since 2010 and Deputy Chair Carol Theobald.

A key achievement this year was the development of our 2018-2021 Strategic Plan and developing foundation policies and procedures to ensure good governance and the organisations future growth and capacity. Thanks to the Ishaar Multicultural Women's Health Services for their ongoing support as our partners in securing funding from Lotterywest and the Department of Communities. By 2020, the 10th Anniversary of the WA Women's Hall



of Fame, the association will be in a position to secure sponsors as an established incorporated body. Actively engaging with our Alumni Inductees and the broader community to continue to grow the membership.

In 2018, Event Managers Anne-Maree Ferguson and Jody Braslin managed their last WA Women's Hall of Fame Induction Ceremony. Having been integral to the events success for many years I would like to thank them both for their guidance, commitment and passion. We are also very pleased to have appointed our new event Managers, Event and Conference Co, who were the successful candidates after a competitive expression of interest process. I look forward to working with Event and Conference Co. to build on our past success and embark on an exciting new future for the event and the organisation.

It has been a pleasure to be the inaugural Committee Chair of the WA Women's Hall of Fame Inc and I look forward to an inspiring and successful 2019.

**Fiona Reid**

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## 2018 COMMITTEE MEMBERS

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**Fiona Reid** - Committee Chair

**Sandra Burns** – Deputy Chair

**Julie Ham** - Secretary

**Davina Hunter** - Treasurer

**Andrea Creado**

**Jasmyn Mumme**

**Emeritus Professor Magaret Nowak**

**Ex Officio: Dr Elaine Dowd** (Department for Communities)

2018 Event Managers – **Anne-Maree Ferguson and Jody Braslin**

2018 Public Relations and Communications – **Gina Church**



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# STRATEGIC PLAN 2018-2021

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## KEY RESULT AREAS

### 1. Annual recognition of new inductees into the Hall of Fame

#### *Outcomes:*

- Achieve strong interest and high number of quality nominations for new Hall of Fame inductees
- Deliver a high-profile and successful annual signature presentation ceremony at which the new inductees are honoured.
- A robust and transparent judging process in place

### 2. Community awareness and engagement about the contribution of women to Western Australia

#### *Outcomes:*

- Enhance the website as the primary platform for WA Woman's Hall of Fame and increase social media engagement
- Work towards an enduring memorial, a 'physical manifestation' of the Hall of Fame by 2021
- WA Women's Hall of Fame included in the WA School Curriculum
- Increase the number of women nominated for WA and national awards
- Establish collaborative relationships with other groups to promote women's achievements & gender equity
- Engage alumni with WHOF as brand ambassadors, mentors and sponsors

### 3. Organisational development

#### *Outcomes*

- Develop good governance structures and processes
- Achieve sufficient funding to hold annual event and seed fund the following year's event. (Also see KRA 1, outcome 2)
- Develop human resources
- Increase membership

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## 2018 WA WOMEN'S HALL OF FAME INDUCTION CEREMONY

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*The induction ceremony was held at Government House Ballroom. It was a morning event, held from 10:30am to 12 noon. Noongar Elder, Ms Glenda Kickett provided a warm and inclusive Welcome to Country and the Honorable Simone McGurk, Minister for Child Protection; Women's Interests; Prevention of Family and Domestic Violence; Community Services opened the ceremony. Melenie Ambrose produced another popular event conclusion with a video of inductees. The film is of itself, and together with those produced annually from 2011, an important record of the achievements of WA women.*

The World Economic Forum's 2017 Global Gender Gap Report findings tells us that gender parity is over 200 years away. That is unacceptable. On the evening of the event a number of Perth landmarks will glow purple in honour of International Women's Day, the WA Women's Hall of Fame and this extraordinary group.

Including:

- Parliament House
- The Bell Tower
- Perth Concert Hall
- Trafalgar Bridge
- Elizabeth Quay

Of course, it will take more than a purple glow to create gender equity but we appreciate these iconic Perth venues' symbolic support. With your support, we can turn two hundred years into twenty.

The International Women's Day WA Facebook

account was used as a primary means of communicating with women around WA and beyond [www.facebook.com/InternationalWomensDayWA](http://www.facebook.com/InternationalWomensDayWA). The page name was amended to WA Women's Hall of Fame to reflect the organizational structure and for ease of online searches. The focus on multicultural nominations set the tone of paid and organic posts. An emphasis was placed on video posts with simple Facebook animations featuring diverse women in everyday settings. These posts were key to the growth in page followers of more than 30% year on year. Critically, this took the page over the 1,000-follower benchmark. In turn, this fresh plateau ensured custom videos required relatively low budgets to meet a wide audience. Video also proved to be a successful approach in targeting the multicultural community with images of ethnically diverse women being used in all applications.

Particular emphasis was placed on integrating the event's publicity with online posts. Links to radio interviews and print articles proved to be a highly effective mechanism to boost page followers and reinforced key messages. As incoming Chair, I did a number of radio interviews and the campaign was significantly expanded to regional WA. Thanks, in particular to Gina Church, for her work ensuring a such a successful 2018 media campaign.

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## 2018 WA WOMEN'S HALL OF FAME INDUCTEES

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Patricia Barblett AM

The Honourable Diana Bryant AO QC

Hazel Butorac OAM JP

Helen Maragert Creed

Nicola Forrest

Terrie Gomboc

Kelly Howlett

Sue Middleton

Dr Ann O'Neill

Professor Christobel Saunders

Suzanne Maree Urbaniak

Dr Tracy Westerman

Gina Williams

### ROLL OF HONOUR RECIPIENT

Mrs Irene Hooper AM



# WA WOMEN'S HALL OF FAME FINANCIAL REPORT

1 JULY 2017 TO 30 JUNE 2018

*Note: The Westpac Bank account was opened in September 2017 and no transactions for the Incorporation occurred before that date.*

TRANSACTION DATE	ITEM	INCOME	EXPENSES
14/9/17	Transfer of remaining Lottery West funds from WHFS	\$4,035.00	
29/9/17	Interest paid	\$0.16	
31/10/17	Interest paid	\$0.35	
3/11/17	Incorporation fee - Reimbursement to Julie Ham		-\$145.00
9/11/17	Esani Graphic Design - Logo creation		-\$945.00
30/11/17	Interest paid	\$0.25	
4/12/17	Membership fee - Anne Banks Mc-Allister	\$55.00	
4/12/17	Membership fee - Sandra Burns	\$55.00	
6/12/17	Optima Express - Business cards		-\$140.80
6/12/17	Membership fee - Fiona Reid	\$55.00	
7/12/17	Membership fee - Carole Theobald	\$55.00	
7/12/17	Membership fee - Alison Martin	\$55.00	
8/12/17	Membership fee - Andrea Creado	\$55.00	
11/12/17	Clockwork Print - Banner printing		-\$638.00
12/12/17	Special General Meeting - IGA reimbursement to Anne Banks-McAllister		-\$56.20
12/12/17	Membership fee - Davina Hunter	\$55.00	
12/12/17	Membership fee - Jasmyn Mumme	\$55.00	
13/12/17	Membership fee - Julie Ham	\$55.00	
13/12/17	Membership fee - Zonta Club of Peel	\$55.00	
13/12/17	Membership fee and donation - Marg Nowak	\$70.00	
14/12/17	Esani Graphic Design - Style Guide		-\$350.00
14/12/17	Synnott Mulholland Management Services - Strategic Business Plan		-\$1,760.00
29/12/17	Interest paid	\$0.13	



TRANSACTION DATE	ITEM	INCOME	EXPENSES
16/1/18	Deposit - Paypal account setup	\$0.07	
16/1/18	Deposit - Paypal account setup	\$0.01	
31/1/18	Interest paid	\$0.05	
2/2/18	Membership fee - Zonta Club of Perth	\$55.00	
14/2/18	ATO Deposit	\$184.00	
28/2/18	Interest paid	\$0.05	
5/3/18	Reimbursement to Jasmyn Mumme, Wild Apricot subscription fee		-\$103.12
6/3/18	Donation from Jasmyn Mumme - Paypal	\$10.00	-\$0.56
6/3/18	Membership fee - Amelia Sands (under 25) - Paypal	\$11.00	-\$0.59
8/3/18	Membership fee - Matthew Williams - Paypal	\$55.00	-\$1.73
9/3/18	Membership fee - Anne-Maree Ferguson - Paypal	\$55.00	-\$1.73
11/3/18	Membership fee - Kelly Howelett - Paypal	\$55.00	-\$1.73
12/3/18	Membership fee - Amy Brodie-Hall - Paypal	\$50.00	-\$1.60
12/3/18	Membership fee - Jennifer Merigan - Paypal	\$55.00	-\$1.73
16/3/18	Membership fee - Cash deposit at South Perth, Zonta Northern Perth Membership	\$55.00	
27/3/18	Membership fee - Cindy Portland - Paypal for Alanna Clohessy	\$55.00	-\$1.73
29/3/18	Interest paid	\$0.06	
16/4/18	Payment for badge design to Esani		-\$125.00
23/4/18	Payment for badge design to Esani		-\$75.00
30/4/18	Interest paid	\$0.06	
31/5/18	Interest paid	\$0.06	
20/6/18	Membership fee -Cash deposit at South Perth, Robyn Nolan, National Council of Women	\$55.00	
29/6/18	Interest paid	\$0.07	
	<b>TOTAL INCOME &amp; EXPENSES</b>	<b>\$5,351.32</b>	<b>-\$4,349.52</b>
	<b>TOTAL BALANCE</b>	<b>\$1,001.80</b>	



— WA WOMEN'S —  
HALL OF FAME

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## MAJOR SPONSORS

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Government of **Western Australia**  
Department of **Communities**

