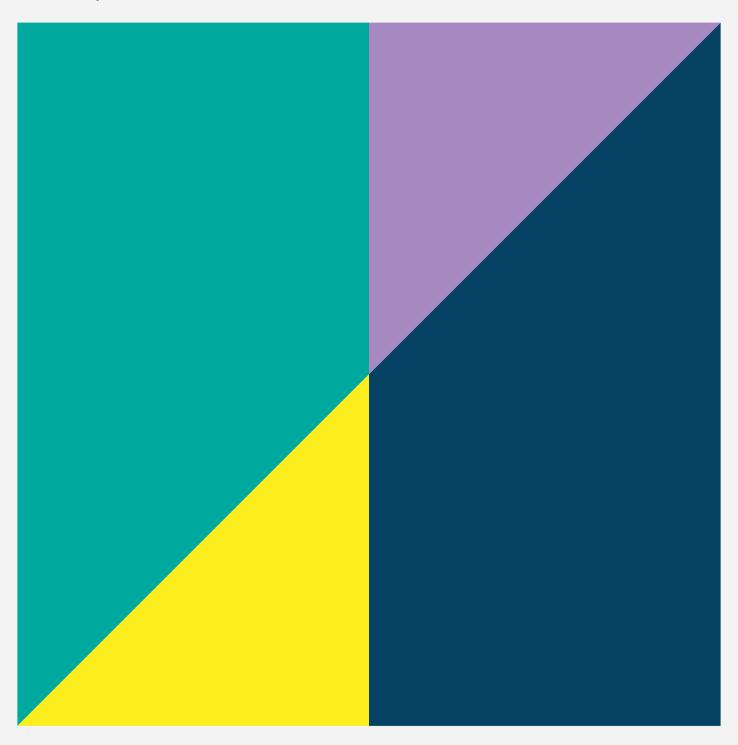
### GIPPSLAND WOMEN'S HEALTH

Annual Report 2018–2019



01 About Us

05 Our Work

06 Strengthened Strategic Direction

09 CEO Report

10 Board Members

11 Chair Report

12 Gender Equity

14 Preventing Violence Against Women

16 Family Violence System Leadership

18 Sexual and Reproductive Health

20 Cancer Support

21 Women with Disabilites

22 Communication

24 Operations

### **Acknowledgements**

GWH is a member of Gender Equity Victoria (GEN VIC), the peak body for gender equity, women's health and the prevention of violence against women. GEN VIC works with organisations across Victoria to advance a shared vision of gender equality, health and freedom from violence for every woman and girl in every community across Victoria. Through GEN VIC, GWH is able to advocate, influence and collaborate to improve outcomes in gender equity, women's health and in the prevention of violence against women at a statewide level.

GWH would like to acknowledge the many partner organisations with whom we have worked in this reporting period. These partnerships are integral to our work, being able to improve women's health, wellbeing and equity in Gippsland.

Gippsland Women's Health acknowledges the support of the Victorian Government

We proudly acknowledge the Gippsland Aboriginal communities and their rich culture. We acknowledge the Aboriginal people as Australia's first peoples and as the custodians of the land and water on which we live, work and play.









Gippsland Women's Health (GWH) is the lead organisation for gender equity, women's health, prevention of violence against women, and family violence system leadership in Gippsland.

### **Our Vision**

An equal and respectful Gippsland for all women.

### **Our Purpose**

To improve women's health, wellbeing and freedom of choice by advancing gender equity and working to prevent violence against women.

In line with our vision, we:

- Put women's experiences first
- ▶ Are inclusive and respectful
- Value the contributions of our partners
- Have the courage to innovate and build the evidence base
- ▶ Are bold in our efforts to achieve fairness and justice for all women in Gippsland



Gippsland has a female population of 141,059, which is 50.9 percent of the total population of 271,266.



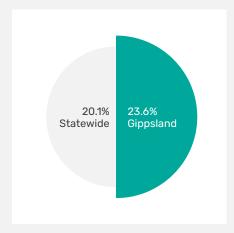
Based in Sale close to the geographic centre of Gippsland, GWH works to improve the health, wellbeing and quality of life outcomes for women living and working in the local government areas of East Gippsland, Wellington, Latrobe City, Baw Baw, Bass Coast and South Gippsland.

Gippsland stretches from the east of Greater Melbourne's eastern suburbs to the New South Wales border, covering an area of over 41,000 square kilometres. The region consists of beaches, farmland, mountains and lakes, with industries including agriculture, forestry, dairy and pastoral productions, fishing, coal mining, and oil and gas extraction and processing.

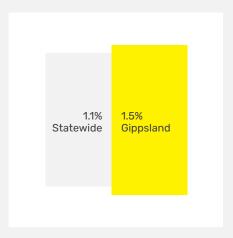
Women aged 15-24



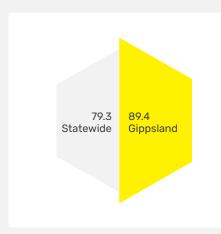
Women aged 65+



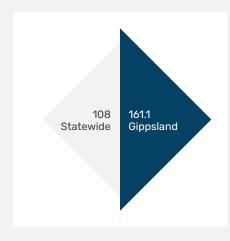
Women identifying as Aboriginal and/or Torres Strait Islander



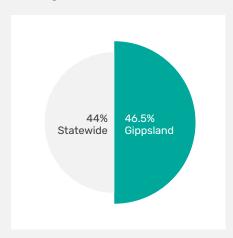
Women per 10,000 diagnosed with breast cancer in 5 year period



Instances of family violence per 10,000 people



Women who feel safe walking home





### Our Work

### Gender **Equity**

- ▶ Election Advocacy
- ► Gender Equality Report
- Submissions
- ▶ International Women's Day
- ▶ Health Information

### **Preventing Violence Against Women**

- ▶ Gippsland Free From Violence Coalition
- ▶ Gippsland For Gender Equality Coordination
- ▶ Workforce Capacity
- ► Active Bystander Program (MATE)
- ▶ Make The Link Campaign
- ▶ Respectful Relationships Schools **Poster Competition**
- ▶ 16 Days of Activism against **Gender Based Violence**

### **Family Violence System Leadership**

- ► Gippsland Family Violence Alliance
- ▶ Regional Integration Coordination
- Workforce Capacity StrategyStop Family Violence Resources
- ▶ Family Violence Training and Education

### Sexual and **Reproductive Health**

- ▶ Gippsland Sexual and Reproductive Health Alliance
- Statewide Community of Practice
- ▶ Theory of Change
- ▶ Relationship and Sexual Health School Grants
- ▶ Annual Sexual Health Forum
- Mapping of GP Clinics, Pharmacies and Pregnancy Counselling options
- Condom Vending Machines

### **Cancer Support**

- ► McGrath Breast Care Nurse, Wellington
- ► Breast Cancer Support Groups (Pink Ribbon, Blossoms)
- ▶ Breast Cancer Assistance Programs
- ▶ Gippsland Wig Bank

### **Women with Disabilities**

- ▶ Here We Are Project
- ▶ Wellington Leadership for Women with Disabilities
- ▶ Enabling Women Evaluation

## Strengthened Strategic Direction

### **Strategic Priorities**

# Lead and Influence

Advocating and leading using our expertise in women's health and wellbeing to achieve equality for all women.

### **Desired Outcomes**

Increased demonstrated depth of understanding in gender equity for population health outcomes.

Increased political will for gender equality OR decreased barriers to promoting gender equality.

Increased participant awareness and knowledge of gender equity, sexual and reproductive health, prevention of violence against women, family violence system reform and cancer support.

Increased participant confidence and skills to undertake action [in the above] and participant intent to change practice.

# Partnerships and Integration

Collaborating at all levels for greater fairness and justice for all women in Gippsland.

Increased partnership, workforce and sector capacity for gender equity, sexual and reproductive health, prevention of violence against women, family violence system reform and cancer support.

Improved quality of collaboration in the region's partnership structures

Improved integration in existing regional partnership structures and externally

# Communications and Engagement

Strengthening our connection with all women across Gippsland, communicating and engaging with expertise and conviction.

Increased eNews and membership subscription.

Increased community understanding of GWH's role and purpose.

Increased community recognition of GWH as a leader in women's health and wellbeing.

The Gippsland Women's Health Strategic Plan 2018–2025, innovatively developed between the Board and Staff, gives effect to our priorities in an integrated and whole-of-organisation way. The Operational Action Plan now clearly identifies the outcomes and changes that Gippsland Women's Health want to achieve for the women of Gippsland and is the mechanism through which we will deploy and measure our efforts.

# Building the Evidence

Using our expertise in a regional, rural and remote context we will build on existing evidence and create opportunities to lead new research.

# Organisational Sustainability

Creating stronger organisational systems that enhance our workforce and the promotion of our expertise in women's health in Gippsland.

## Increased research capability of GWH.

Embedding of evaluation in organisational planning.

Enhanced capacity of GWH to share achievements and make sound decisions on the direction of our work.

Enhanced staff capability and capacity for the work of our organisation.

### Longer-term Changes

Organisational cultures and practices across Gippsland are gender transformative. The work of GWH is mainstreamed and the 'way business is done' in organisations and systems across Gippsland.



# CEO Report by Fiona Owen

It is a privilege to be able to deliver the Gippsland Women's Health CEO Report again this year—a report that I hope fully honours the work of a team of committed and passionate women. It details the important work of our staff, our Board, our members and our many partners. It is work that we are proud of and that reflects our role as leaders, influencers, advocates and partners for gender equality, women's health, prevention of violence against women and family violence service integration in Gippsland.

Making time to step back and reflect is a gift; a gift that we rarely afford ourselves as we navigate the busyness and hustle and bustle of work and life. It is a gift, however, that I am fortunate to have as one of my responsibilities as CEO of GWH.

We know that inequality and disrespect leads to poor health outcomes for women. It causes a lack of access to services and resources and it results in exclusion from decision making and economic participation. Looking back over the past 12 months, I was reminded of the magnitude of our work; the importance and the complexities of our work; the need to be bold, strong, strategic, creative, unwavering and determined in our effort to achieve an equal and respectful Gippsland for all women.

As I reflect, I am reminded that small things enacted regularly add up to medium-sized things; that many medium-sized things at regular intervals across a year add up to big things—to collective impact. And it's our collective impact that changes the story—and ultimately changes the picture. That's what we do at GWH. We enact small things regularly, we do medium-sized things at regular intervals and we keep doing them until eventually they add up to a mighty impact!

I want to acknowledge the women I work with. You are a committed, dedicated and passionate team who have worked tirelessly over the past 12 months to make a difference. You never give up, or give in, and you all set yourself a course that is true to your heart.

I also want to acknowledge the GWH Board—many of whom were newly elected at the last Annual General Meeting. You have provided strong leadership, a fair and balanced approach in your governance and an enabling and supportive environment for us to get on with our work. I particularly want to acknowledge and thank Gina Boyanton, who has not only committed her time to the Board over the past six years but who has been Chair for the past two years. Gina is stepping down from the Board. Thank you for your leadership, clarity and good counsel over the past 12 months. I will miss you. Thank you also to our members and our Gippsland and Victorian partner organisations. It goes without saying that you are our backbone and our strength.

I encourage you all to read our Annual Report—it gives you the small, the medium and the big picture. It highlights the marvellous work of our staff and Board and the many partners we work with.

As I reflect back across the past 12 months, I know we have done our best and we will keep doing our best.

# Board Members



# Chair Report by Gina Boyanton

On behalf of the Board, I am pleased to present the 2018–2019 Annual Report of Gippsland Women's Health (GWH). I hope you will take the time to read through the report as it provides you with a fabulous snapshot of who we are and what we do.

Once again, the CEO, Fiona Owen, and the staff of GWH have had a full and demanding year and have worked with passion and integrity towards improving the health and wellbeing of Gippsland women. I commend them for their excellent work. We are fortunate as an organisation to have this fantastic team of women leading the way for gender equity in Gippsland.

The CEO and I met with local candidates in the lead up to the state and federal elections, asking for their commitment to the strategic priorities of our peak body, Gender Equity Victoria (GEN VIC), of advancing gender equity, promoting women's sexual and reproductive health and preventing violence against women.

The Board has been both active and proactive this year. We developed an Action Plan covering the first three years of the 2018–2025 Strategic Plan to ensure we meet its objectives. We participated in the annual gathering of Victorian Rural Women's Health Boards in Echuca, the theme of which this year was 'Feminist Governance and Rural Women's Health Services Integration of Top Issues and Advocacy', and we are looking forward to hosting the 2020 forum. In addition, we established an Ethical Framework subcommittee and approved proposals to address organisational sustainability and structure.

I thank all the current members of the Board for the enthusiasm, time and commitment they have given GWH and for their support of me. I take this opportunity, in this my last report as Chair, to thank all the tremendous women I have had the pleasure to work with over the last six years, at Board and at staff level. It has been an honour.

### Thankyou to all our dedicated staff.

**Andrea Hall Anna Roberts Claire Haines** Clare McHugh Claire Cogan Ella Anderson **Fiona Owen Fiona Passarin Gillian McILwain Heather Watts** Jan Tracey Janine Pilgrim **Judith Cobby Kim Adams Lynette Teese Marg Centra** Michelle Roger **Pam Parker** Rosalie O'Neil Sarah Krause Selena Gillham **Susie Bady** 

### **Gender Equity**

The focus of all of our work at GWH is to advance gender equality. While progress in gender equality may be achieved through our work in the prevention of violence against women, family violence system leadership, cancer support and sexual and reproductive health, it is also achieved through specific strategies that concentrate on issues of gender inequity. While gender equality is the end goal, gender equity is the process of taking into account the different realities and needs of women and men, to attain this goal.

### **Advocacy**

Aligning with our strategic priority of Lead and Influence, advocacy is an important strategy that we utilise to address gender inequality in Gippsland. Our advocacy included political engagement, submissions to inquiries and the development of a Gender Equality Report.

### Political Engagement

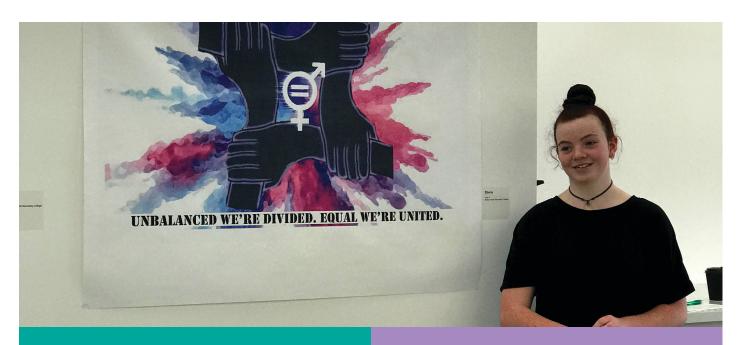
In the lead-up to both the state and federal elections, GWH conducted advocacy campaigns asking for candidates and the community to help us take action for an equal and respectful Gippsland for women. The federal election campaign included the development of videos, a brochure and social media messages that highlighted our priorities for government action. Prior to the election, all Gippsland candidates were approached by GWH and were asked to commit to four key priority action areas. We continue to advocate for these priorities at local, state and federal levels.

#### **Submissions**

An important advocacy activity is to research, develop and write submissions for state and national Royal Commissions, inquiries, and for strategy and plan development. With consideration of the unique challenges and needs of women in Gippsland, seven submissions were completed. GWH also collaborated with other women's health services on specific submissions.

### **Gender Equality Report**

GWH is developing a report to identify the unique challenges experienced by women in Gippsland to highlight areas of gender inequality. The report includes the demographics of women in Gippsland; number of women living in poverty; rates of family violence, sexual offences and stalking, harassment and threatening behaviour; attitudes towards gender-equal relationships; amount of unpaid work completed by women and men; and women in leadership positions. By establishing a benchmark, this report will be a measure by which we can ensure progress is being made towards gender equality.



### **Submissions completed 2018-2019**

- ▶ Victoria's Mental Health System
- ▶ Violence, Abuse, Neglect and Exploitation of People with Disability (National)
- ▶ Aged Care Quality and Safety (National)
- ▶ National Inquiry into Sexual Harassment in Australian Workplaces 2019
- ▶ National Women's Health Strategy 2020-2030
- ➤ Victorian Public Health and Wellbeing Plan 2019–2023
- ▶ National Disability Strategy: Shaping the future of disability policy for 2020 and beyond

"Gender Equity is the tool to achieve Gender Equality."

Fiona Owen, GWH CEO

O1
Advance
Gender Equality

Our Priorities for Government Action for Regional, Rural and Remote Gippsland Women Commit to
Women's Sexual Health
& Reproductive Choice

03
Prevent
All Violence Against Women

04

Deliver on

Family Violence Action Plan

## Preventing Violence Against Women

GWH convenes and leads the Gippsland Free From Violence Coalition (Preventing Violence Against Women) (GFFVC), whose mission is to create and sustain, through advocacy and primary prevention, communities across Gippsland that promote and contribute to the prevention of violence against women (PVAW).

### **Regional Outreach Project Workers**

GWH engaged two outreach workers in both Far East Gippsland, and Bass Coast/South Gippsland, to extend the reach of GWH, develop and strengthen partnerships in remote and regional areas of Gippsland, and build the capacity of communities. Two significant outcomes emerged from our Outreach work. Firstly, the Change for Sam initiative in Bass Coast.

### South Gippsland Bass Coast

The Change for Sam initiative was established between the Cowes community, GWH and key sector partners in response to the tragic death of Samantha Fraser in 2018. Together with Bass Coast Health, GWH developed strategic and advocacy plans and secured funding to coordinate actions in the Cowes community aimed at preventing family violence and identifying gaps in response. A local Action Plan is being implemented across the prevention and response spectrum with the redesign, enhancement and coordination of current services and resources to better respond to incidents of family violence, facilitating strong and enduring partnerships and relationships, and ensuring rigorous measurement, monitoring and evaluation.

### East and Far East Gippsland

Secondly, the co-design and development of community based initiatives in less resourced and remoter areas in Gippsland such as Orbost, Omeo and as far east as Mallacoota. An example of this was the co-design and co-creation of a tailored training package for Bush nurses in the Far East of Gippsland. Working through Neighbourhood Houses and community based groups, prevention of violence against women training such as MATE bystander was also delivered.

### **PVAW Workforce Capacity Building**

Working within the guidelines of the state Free From Violence Strategy, GWH partnered with the GFFVC subregional groups to undertake a skills audit of their membership and to deliver foundational training to workers in the PVAW sector.

Supporting PVAW practitioners and raising their capacity and capability is the main focus of the Coalition, including working closely with the Gippsland Family Violence Alliance to ensure the understanding of family violence across the spectrum.

### **Community Capacity Building**

Supporting workplaces and communities to build their capability and understanding of the link between gender equality and violence against women.

We built capacity through the delivery of 41 events including MATE Bystander sessions, Gender Equality training including Make The Link, workshops focussing on PVAW Communities of Practice and a region wide forum Masculinity and The Man Box, reaching 747 participants.





### **Gippsland Free From Violence Coalition**

### Regional Strategic Leadership Group

Chair: Fiona Owen (CEO of Gippsland Women's Health)



### **GFFVC Working Groups**

(Specific tasks that are time bound)



# Partnering to Prevent Violence Against Women

The Coalition drives advocacy about the very real differences that rural and remote women and families experience, up to the Victorian Government. To achieve this, Gippsland Women's Health led the development of a new Gippsland-wide strategic governance structure (see left).

The Coalition is now directed by a Strategic Leadership Group of twelve organisations that works closely with four local, subregional groups via a two-way communication process, supporting them to influence and impact their local communities. Five pillars were also developed as part of the Coalition's strategic planning: Governance, Advocacy/ Leadership, Capacity Building, Workforce Capacity Building and Development, and Evidence Building and Impact Demonstration.

### **Subregional groups across Gippsland**

Our Watch, Our Issue (Baw Baw)

Latrobe Prevention of Men's Violence Against Women Network South Coast Prevention of Men's Violence Against Women Partnership

Change For Sam

East Gippsland
Partners in Violence
Prevention

Wellington Gender Equality Group (forming)

### Family Violence System Leadership

GWH convenes and resources the Gippsland Family Violence Alliance (GFVA), leading the integration of the regional family violence service system and overseeing reform processes to achieve safety, accountability and choice.

Highlights of the year included the successful completion of the 2018–2019 GFVA Strategic Plan and the development and release of a new logo and branding that aims to support communications and increase the public profile of GFVA outside of the family violence sector.



### **Workforce Capacity Strategy**

GWH has commenced the development of the regional Workforce Capacity Strategy to assist in building the capacity of Gippsland family violence practitioners and support staff. The strategy will support current and future actions to build a sustainable family violence workforce.

### **Practitioner Networks**

The Men's Behaviour Change Facilitators and Family Violence Counsellors networks continue to support specialist staff working in Gippsland. GWH delivered three sessions to each network, focusing on information sharing, professional standards, embedding specialist theory into practice, and the Family Violence Multi-Agency Risk Assessment Management Framework (MARAM), formerly known as CRAF.

### **Enhanced CRAF training**

This training was delivered to 400 Gippsland practitioners and support staff, resulting in an increased family violence response capacity at many levels.

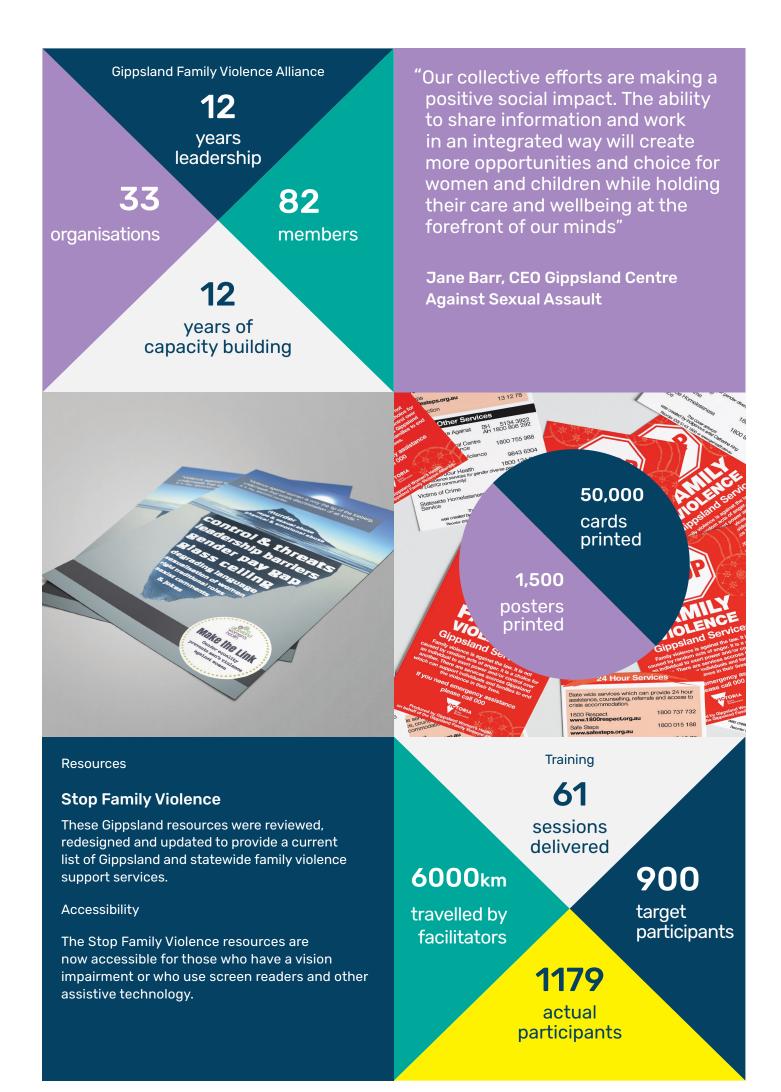
# Common Risk Assessment Framework (CRAF) training

CRAF training is aimed at helping people identify family violence, understand the dynamics which drive it and respond appropriately, including using correct referral pathways. There are three levels: 01 Identifying Family Violence, 02 Risk Assessment and 03 Specialist.

### Additional training

Training sessions were tailored for different audiences, making them industry specific. Examples include:

- Strengthening Hospital Responses to Family Violence training
- Department of Education and Training, Respectful Relationships rollout
- Training session for Monash medical students on identifying referral pathways
- The creation of an online training package for Bush Nurses



### Sexual and Reproductive Health

GWH continues to lead the Gippsland Sexual and Reproductive Health Alliance. The Alliance has developed a Gippsland Strategy to realise the vision, 'For people in Gippsland to have positive, respectful, safe sexual relationships and reproductive choice.'

# Pharmacy and Non-Directive Pregnancy Options Counselling Surveys

Gippsland pharmacies were surveyed to determine the availability of sexual and reproductive health pharmaceuticals. The survey found that while most pharmacies provided the emergency contraceptive pill some placed arbitrary conditions on supply including age restrictions highlighting the need for standardised practice. Less than half (41%) of the pharmacies supplied medical termination of pregnancy medication on prescription. These results will inform further work within the Gippsland Sexual and Reproductive Health Strategy to improve reproductive choice for women in Gippsland.

Non-directive pregnancy options counselling is an unbiased and non-judgmental service to support pregnant people to make a decision about whether or not to continue a pregnancy. Gippsland Women's Health survey of 45 publicly listed counselling services in Gippsland found that there were no counsellors registered with Medicare who provided this service. Six counselling services provided non directive pregnancy counselling however these services incur a fee

The results from these surveys will inform further work within the Gippsland Sexual and Reproductive Health Strategy to improve reproductive choice for women in Gippsland.

### A Theory of Change in Sexual and Reproductive Health for Victorian Women

Gender Equity Victoria's Sexual and Reproductive Health Community of Practice, convened by Gippsland Women's Health, developed Victoria's first theory of change to address inequities in women's sexual and reproductive health. This theory of change will guide the collective and individual work of women's health services to achieve our shared vision for the full realisation of rights of all Victorian women to optimal sexual and reproductive health and wellbeing.

### **Condom Vending Machine Project**

There are now 33 condom vending machines across the six local governments in Gippsland, with four of the councils managing the machines independently. This year over 5,100 condoms were dispensed from the machines.

### Gippsland's 8th Annual Sexual Health Forum

The annual forum was held in December with 60 health, community services and education professionals attending from across Gippsland. Speakers presented on topics including sexually transmitted infections (STI) health pathways in Gippsland; sex, relationships, pornography and young people; sexual and reproductive health services mapping; an STI awareness campaign for the Aboriginal community; teaching gender diversity and inclusive language; and reproductive coercion.

### **Relationships & Sexual Health School Grants**

These grants continue to be successful in increasing the capacity of schools to deliver comprehensive, inclusive, evidence-based sexual health education, including training in specialist schools. This has been possible due to a strong partnership with Family Planning Victoria. This year 22 grants were awarded, with four schools achieving the Sexual Health and Wellbeing benchmark in the Achievement Program.



"Excellent day of information. Well organised. Great speakers. Well done & thanks."

Sexual Health Forum Attendee

Victorian Women's Health Services are leading advocates of women's sexual and reproductive rights, health and wellbeing



### Vision

Rights of all Victorian women to optimal sexual and reproductive health and wellbeing are fully realised

### Cancer Support

GWH continues to support women experiencing cancer.

### McGrath Breast Care Nurse in Wellington

This year marks 10 years since the establishment of a McGrath Breast Care Nurse (BCN) role to assist those diagnosed with breast cancer in the Wellington region. This has enabled women and their families the opportunity to be supported through all phases of their treatment, whether it be as a newly diagnosed patient, or someone with recurrence or advanced disease.

### Highlights:

- ▶ Facilitated the Field of Women, Sale
- Provided education to the community
- Assisted the Sale Pink Ribbon and Blossoms Young Women's Support Groups
- ► Facilitated and hosted quarterly McGrath BCN Peer Support meetings
- ▶ Continued advocacy for a local lymphoedema clinic

### Wig Bank

The Gippsland Women's Health Wig Bank provides wigs free of charge to women living in Gippsland who experience hair loss due to cancer treatment or other health conditions requiring chemotherapy. In its ninth year of operation, the Wig Bank continues to provide a valuable service to the women of Gippsland.

In the past year a number of wigs in the Wig Bank were identified as having served their purpose and were either discarded or rehomed. With new wigs purchased, along with donations from other sources, there are now 130 wigs available for loan.



"It has also been wonderful to witness the amazing new treatments which are becoming available, giving promise to brighter futures and more manageable treatment programs for women. I feel privileged to work with those families and the medical teams that strive to meet the needs of those experiencing breast cancer."

**Marg Centra** 

# Women with Disabilites

### Here We Are-Gippsland

A six-month project funded by the National Disability Insurance Scheme (NDIS), supported by Women with Disabilities Victoria, and with assistance from the Wellington Leadership Network Hub, this project aimed to build the capacity of the local community to be more inclusive of women with a disability.

The outcome of the project was the creation of two booklets. My Community: How to make community engagement part of your NDIS plan was designed to assist people with disabilities to discover accessible options for community recreation in the Wellington Shire. The second booklet, Our Community: How to include women with a disability in your community organisation, was designed to assist organisations to be more welcoming to women with a disability.

The booklets have been well received, with many libraries, disability support agencies and the NDIS making them available for clients.

# **Enabling Women in Gippsland Leadership Program**

GWH continues to support this program through our partnership with the Enabling Women in Gippsland Leadership Program Partnership Group. In 2018, GWH led an evaluation of the program to identify successes and learnings and to make recommendations to enable the development of a sustainability plan. Eight recommendations were made to better guide the program into the future, with findings passed onto Women with Disabilities Victoria for consideration. Overall the evaluation found that the Enabling Women program has had a significant impact on the lives of women in Gippsland and that it is of great benefit to the community.

# Wellington Leadership Network Hub for Women with a Disability

The Wellington Hub continues to grow in strength with the number of members increasing to 19. Facilitated by Women with Disabilities Victoria and hosted by GWH, the Hub provides an opportunity for participants to develop their skills and knowledge in the areas of leadership, empowerment, human rights and advocacy. This year the Hub collected and contributed 17 bags of personal hygiene products to the Share the Dignity campaign, with the bags going to women experiencing homelessness, poverty and domestic violence.

GWH is proud to support work that addresses the inequities experienced by women with disabilities. This year we participated in one short-term project and continued our involvement in two ongoing programs.



"I can now walk into the (shopping) Centre and meet people who are friends"

**Hub Participant** 

### Communication



Strengthening our connection with all women across Gippsland, sharing our work and expertise to inspire change in Gippsland.

### **Events**

We celebrated International Women's Day with community screenings of the film Colette in Sale, Bairnsdale and Wonthaggi.

The 2017–18 Annual General Meeting was a great success with a panel of young women discussing the importance of gender equality and what it means to them. Leah Radatti performed her moving song, Ziggy Boy.

During 16 Days of Activism and in partnership with the Department of Education and Training, we launched an exhibition of student artwork promoting respectful relationships and gender equality, at Gippsland Art Gallery, Sale. These posters form a suite of resources available for use in schools and other spaces.

### **Accessible Communication**

All our electronic, public-facing documents have been professionally tagged and optimised for improved accessibility for those using screen readers or other assistive technologies. We aim to make our material, including social media posts, accessible and inclusive by using image descriptors and capitalised #Hashtags where possible.

### **New GWH Brand**

This Annual Report presents the fresh look of the new GWH brand identity.

The bold new colours and geometric designs reflect our work in shaping a Gippsland for equality and respect.

### **Election Advocacy**

We produced and distributed: 1000 copies of the two-page brochure, 10 videos, 4 priority area factsheets and 4 audio scenarios.



#### **Newsletters**

# 3900 Newsletters printed 2 Newsletters published:

### **Utopia:**

An ideal world (Summer/Autumn 2019)

### **Women Warriors:**

Leading the revolution, creating change (Winter/Spring 2019)





### **Traditional Media**

19 Media releases and position statements
14 Interviews by staff
(print, TV, video and radio)

### **Presentations**

2 presentations at conferences 1 presentation at a forum

### Campaigns

### **Are you Covered:**

A safe sex project promoting consent.



### Make the Link:

Highlighting the importance of addressing gender inequality to end men's violence against women. www.makethelink.org.au



### eNews

430 people received 9 editions

### Webinars

4 Capacity building webinars developed for remote workers

### Social Media

Facebook reach: 294,474 Instagram reach: 41,700 Twitter impressions : 55,244

Website views: 22,295

### **Operations**

This year was another productive year for Gippsland Women's Health. Delivering our programs requires a range of management, systems and support resources. Our financial position continues to be stable and we have maintained a modest operating surplus.

### **Financial Overview**

Our core funding comes from the Victorian Department of Health and Human Services and the Office for Women, Department of Premier and Cabinet. Activities and other income represent costs associated with being an auspicing body, health promotion activities and resource sales including Make the Link products. Unfortunately, donations were substantially lower than previous years, however we continued to support local women with programs subsidised from our gift fund. We were successful in receiving a grant for a telecommunications upgrade which supported our transition to the National Broadband Network (NBN).

Staffing, program and operating expenditure represented the majority of our outgoings, while travel and communication costs increased as our programs and organisational reach continued to grow and expand across Gippsland.

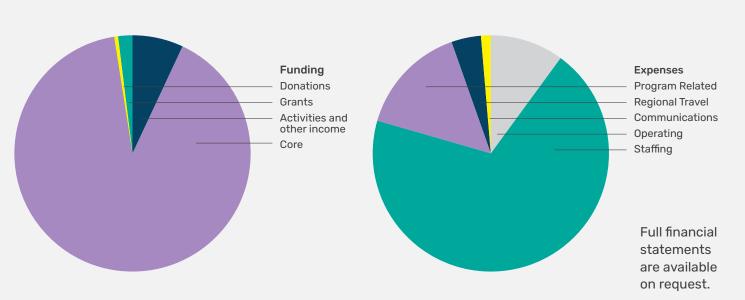
#### **Donations**

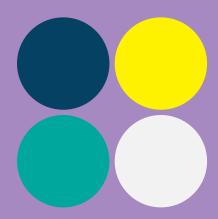
Generous donations to the total of \$2,263.68 were received. Donations have been used to purchase wigs and care products for the Wig Bank; provide support, including food and travel vouchers, to women undergoing breast cancer treatment; and access to other services that support their health and wellbeing.

#### Our kind thanks to:

- ▶ Avon CWA branch
- North Gippsland Group CWA branch
- Waratah Breast Cancer Support Group Legacy (David Lucke's Fresh Food Market and Richies IGA community benefits)
- Stratford Tuesday Craft Group
- ▶ Yoga Day Central Gippsland 2018
- Our Community
- ▶ PayPal Giving Fund
- ▶ Generous donations from several individuals

Gippsland Women's Health's deductible gift recipient status enables donors to claim a tax deduction for donations of \$2 or more.





### **Health Information**

GWH is recognised in the community as a source of information and assistance and we are contacted daily for advice. In person, by telephone or via email, a wide range of situations are raised. Topmost amongst them, but by no means limited to, are questions around unplanned pregnancy, sexual assault, homelessness, and how and where to access personal counselling and family violence support. This means that those who work 'front of house' at GWH need to be across an enormous amount of information and engage with the public in a sensitive and caring manner at a time of vulnerability and angst. At GWH we respect the dignity and autonomy of all of our visitors, and always aim to provide the most up-to-date, relevant information and support that we can.

### Infrastructure

The 2018–19 financial year saw a number of changes in the functional side of GWH. A major upgrade of our telephone system was undertaken during the conversion to the NBN. With the assistance of an infrastructure grant we now have a fully integrated telephone/data system that will stand us in good stead for the digital world that we occupy.

Heavy rain in February saw a major incident in the office with water cascading from the ceiling along the north-west side of the building. Despite power, internet and telephone services being lost for three working days, and considerable physical disruption within the office, staff were able to continue with much of their planned schedules.

### **Volunteers**

We thank Olive Capurso for supporting us with administration tasks and Judith Coby for assisting with the facilitation of the Wellington Pink Ribbon Breast Cancer Support Group. We also thank Leticia Rosenow, Health Sciences student at Deakin University, for her work on mapping sexual and reproductive health pharmaceuticals.

### Memberships

What a year for memberships we had—our highest in 10 years! Having members at Gippsland Women's Health keeps us connected to our base throughout Gippsland. We stand as one as we work to improve women's health, wellbeing and freedom of choice by advancing gender equality and working to prevent violence against women.

