



2021 - 2022

ANNUAL REPORT

HEALTHY WOMEN
HEALTHY GIPPSLAND



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2022

ACKNOWLEDGEMENT OF COUNTRY

Gippsland Women's Health acknowledges Aboriginal and Torres Strait Islander people as the Traditional Owners and Custodians of country and pay our respects to elders past, present and emerging for they hold the stories, traditions and culture.

We acknowledge the Gunaikurnai and Bunurong as the Traditional Custodians of the land and waters now known as Gippsland and acknowledge that they have never ceded sovereignty. We recognise the Gunaikurnai and Bunurong long and continued connection and protection of the beautiful coastline from the oceans through inland areas to the rugged southern slopes of the mountain ranges.

Gippsland Women's Health commit to respectful truth telling and working in partnership with Gunaikurnai and Bunurong to improve the health and well-being and security and safety of all Aboriginal and Torres Strait Islander women.

ACKNOWLEDGEMENT OF FAMILY VIOLENCE

The Board and staff of Gippsland Women's Health acknowledge and honour the victims and survivors of family violence, those that have died, and the family and friends who have been impacted by these appalling crimes.

Gippsland Women's Health 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, Gippsland Women's Health 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.

We would like to acknowledge the many partner organisations with whom we collaborate to improve women's health, wellbeing and equity in Gippsland and to also acknowledge the support of the Victorian Government.

Gippsland Women's Health remains committed to safe and inclusive work places, policies and services for our LGBTQIA+ community.

Gippsland Women's Health is a member of the Victorian Women's Health Service Council and Gender Equity Victoria (GEN VIC), the peak body for gender equity in Victoria. In partnership with the WHS Council and GEN VIC, Gippsland Women's Health 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.

We would like to acknowledge the many partner organisations across Gippsland and Victoria with whom we collaborate to improve women's health, wellbeing and equity in Gippsland and to also acknowledge the ongoing support of the Victorian Government





CHAIR REPORT

DR. SUE BARKER
GIPPSLAND WOMEN'S HEALTH BOARD CHAIR

What a year 2022 has been for Gippsland Women's Health (GWH). Happy 30th Birthday GWH. This year GWH have celebrated their milestone with the Regional Roadshow and events across the Gippsland Region.



"Gippsland Women's Health was founded through the vision of a group of professional women who saw a gap in the needs for women in the region."

Gippsland Women's Health was founded through the vision of a group of professional women who saw a gap in the needs for women in the region. After considerable lobbying funding was received, a Committee of Management established and Gippsland Women's Health Service was born. In the early stages, the Committee had both operational and governance functions. The Committee would later become The Council and the roles were less blurred. In October 2014 GWH officially became an Incorporated Association with a Board of Management, with a clearer demarcation of roles and purpose. It was several more years before we removed Service from our name, the rationale being that we provided no direct services to women.

Today, our Board of Management has a clear delineation between governance and operational activities. We provide contemporary governance and oversight of the organisation. Several Board members have undertaken courses through the Australian Institute of Company Directors, giving them greater insight into the importance of the Board providing open and transparent governance at every level.

Gippsland Women's Health prides itself on being an organisation that is inclusive at all levels including the Board.

Our Constitution underpins all that we do as a Board of Management and our policies and procedures support this. A critical policy in our framework is the Board Recruitment Policy which provides detail of the recruitment process for new Board members and re-election of current Board members. All women who have been GWH members for a minimum of six months are welcome to apply for Board positions when vacancies become available. We welcome and encourage all eligible women to apply and make every effort to minimise barriers for women from diverse backgrounds and we do not require tertiary education as a pre-requisite for Board nomination.

The Board Nominations Committee provides oversight for Board recruitment including interviewing applicants. An open and transparent Board recruitment process ensures there is an understanding of what the Board's role is within the organisation and that individuals values are aligned with those of GWH. This assists in minimising the risk of conflict at a governance level regarding ethical or moral dilemmas in regard to our funded programs. Additionally, an interview process enables women to change their minds and withdraw their nomination before election occurs.

"We have learnt much from these women telling their stories. Hopefully this will translate into a better understanding of how women live their lives in this extensive region of ours and provision of a better and safer space for all women."

As with other Women's Health Services across Victoria, it is the responsibility of the CEO and the staff to operationalise programs and lobby for funding whilst the Board's role is to provide effective governance of the organisation.

As mentioned in my address last year, the Constitution has had a significant review over the past year. Rather than having taken it to you, our members, at this Annual General Meeting we have decided that we will convene a Special General Meeting next year that will allow sufficient time for any discussion or questions on the changes. This year our AGM and the event following it, is to celebrate the 30 years of GWH.

My thanks to Kate Graham, our CEO for her care of GWH, for her enthusiasm and passion for the women of Gippsland and the organisation and for her care of our greatest asset, our staff - the women who make everything happen. This year, celebrating 30 years has been enormous in many ways and the staff have provided the women of Gippsland with opportunities to tell their stories whilst learning about important issues that affect them in their daily lives. We have learnt much from these women telling their stories. Hopefully this will translate into a better understanding of how women live their lives in this extensive region of ours and provision of a better and safer space for all women. So thank you Kate and all the staff of GWH, for not only your day to day work, but for the fabulous Roadshow that you took to all parts of Gippsland. An extraordinary feat on many levels which has lifted our profile to a new high.

To you our members, thank you for your continuing interest in what GWH does. To our new members, welcome. We hope that you all gain something from belonging to this organisation and that we in turn gain from having you as part of us.

To all the members of our Board of Management, my heartfelt thanks to all of you, not only for your ongoing commitment in the time that you give to ensure we undertake good governance, but also for your support of me in my role as the Chair of the Board. None of us can function effectively without each other so thank you all.



GIPPSLAND WOMEN'S HEALTH ROADSHOW - SAW OUR TEAM HOLD 22 POP-UPS, 15 WORKSHOPS, VISIT 24 TOWNS, INTERVIEW 30 WOMEN AND TRAVEL OVER 2000 KILOMETERS. ALL WITH THE PURPOSE TO RECONNECT WITH GIPPSLAND COMMUNITIES AND SHOWCASE THE NEED FOR CHANGE IN WOMENS HEALTHCARE.

GWH BOARD

MEET OUR BOARD MEMBERS



DR. SUE BARKER - CHAIR

Registered Nurse with a Master of Nursing Studies (Women's Health) **PhD in medical/cultural anthropology examining the effects of colonisation on the tradition and culture of the people of Nauru.** A committed mentor, volunteer, counsellor, leader and committee member across multiple associations.



ALISHA GILLILAND
DEPUTY CHAIR

Woman, mother, partner, daughter, friend, sister, advocate, leader, mentor, feminist, scientist. **Passion for gender equity, violence prevention and the inclusion of people from diverse communities.** Aspires to create social inclusion and a safe, equitable community.



JENNY O'NEILL
TREASURER

Social work degree focusing on mental and community health. **Values fun, social justice, equality and the outdoors.** Dedicated to giving time and resources to social causes, including 'social' housing over the last 25 years. In 2019, initiated the nursing scholarship amyandnancy.



DR. DEBRA MANNING

Longstanding GWH Board Member. **Retired Monash University academic with a PhD in Education.** Spent three life-changing years in a remote village as a community development worker. Passion for PVAW and exploring issues of power and privilege in society.



ALISSA WALLACE
BOARD SECRETARY

Registered nurse with a graduate certificate in Emergency nursing. **Strong sense of advocacy and social justice led to studying law.** Lover of the great outdoors, the ocean, sport, family, friends and travel.



EMILY HARRIS

Cares deeply about the lives of regional women and their interactions with the health care system. Has a Master's in Public Health and loves using this knowledge with her passion for health literacy, advocacy for informed and person centred decision making and creating physical environments that are more inclusive, safe and accessible to all.



MADELEINE FORBES

Accredited Practising Dietitian working in a public hospital, specialising in Paediatric Nutrition. A new mother, upskilling in breastfeeding education to complement skills with maternal, child and infant nutrition. A keen Football player, advocating for women in sport.



JESSICA SAUNDERS

Has spent over half of her career living and working in Gippsland. Passion for advocacy and social justice with a focus on the areas of child welfare and family violence. A former practising lawyer, Jess has recently **commenced a new role in community development with local government.**

OUR GOVERNANCE

The Board of Gippsland Women's Health continue their commitment and approach to contemporary governance and strategic oversight of the organisation.

Over the past year, the Board have ensured oversight of a range of governance improvements including:

- Finalisation of a detailed Risk Register and drafting of a formal Risk Management Framework
- Successful application to VCAT Human Rights List to ensure our Equal Opportunity Exemption under the Act
- A major review of the GWH Constitution for further consideration by membership in 2023
- Adoption of and development of the Child Safety Standards and Disclosure of Harm to Children policies and procedures
- Refreshed Calendar of Obligations to assist in timely regulatory and legislative compliance

- Commissioned a formal IT architecture and security review to ensure compliance with current requirements
- Commissioned a redevelopment of the GWH web page and development of an intranet portal
- Finalisation and adoption of a range of new and reviewed governance policies including financial management and procurement and delegation of authority along with a range of other operational policies and procedures.

This year has seen a significant improvement in the end of financial year audit processes and internal systems to support that work. As a result, the Board and executive were extremely pleased to receive a 'clean' audit report with very positive Auditor feedback well ahead of schedule.

The past year has also seen a significant increase in GWH membership across the region.





CEO REPORT

KATE GRAHAM
GIPPSLAND WOMEN'S HEALTH CEO

To say the past year has been eventful for Gippsland Women's Health would be an bold understatement.

Over the past 12 months, Women's Health Services across the State, in collaboration with GEN VIC undertook a major business case to State Government Treasury to shine the light on the importance of improved funding for Women's Health Services. It was truly a cause for celebration when \$19.4 million was announced in the 2022-23 Victorian State Budget to be shared across Women's Health Services over the next two financial years. This time limited funding, in addition to our existing funding enables us to retain staff and commence important work on 'outcome indicators'- how we measure the impact of the work we do in the health promotion and prevention space.

This year, we have continued to participate in the Statewide review and finalisation of the refreshed women's health program guidelines and along with our sister organisations we have actively participated in the development of a set of outcome indicators to measure our work.

During 2021 – 2022 we worked alongside the State Government and our Primary Care Partnerships to transition the Wellington Primary Care Partnership (WPCP) to the Gippsland Region Public Health Unit (GRPHU) in line with government policy direction. GWH have auspiced the WPCP for many years and this transition of business was a major undertaking for our organisation. Our thanks are extended to the WPCP team and to the GRPHU for their work during this transition.

The past year also saw the transition of the McGrath Breast Care Nurse from GWH to Central Gippsland Health (CGH). The decision to transition this role will enable women greater access to McGrath Breast Care services through the multidisciplinary services provided within the health sector at CGH. A huge

thank you to Marg Centra for her tireless work in this role at GWH and to the McGrath Foundation team for their professional support during this time.

GWH continues to build on our formal partnerships across the region including formalisation of a Memorandum of Understanding (MOU) with the Gippsland Primary Health Network (GPHN). We have engaged with all GPHN clinical councils across Gippsland, developed a Family Violence position paper and collaborated on a Latrobe Multicultural Women Cancer Screening Project with the GPHN. We have commenced development of a MOU with the Gippsland Region Public Health Unit and shored up our work with the Latrobe Health Assembly along with a range of other partners including Local Government entities and community health services.

Our health promotion work has included another very successful annual Sexual Reproductive Health (SRH) Forum in April and we commenced work on the Are You Covered magazine, which was released in September 2022.

The WoMHen multicultural health educator workforce project was finalised this year. This project in collaboration with Gippsland Multicultural Services delivered health education sessions to migrant and refugee women in 18 different community languages to address barriers to vaccine literacy and uptake, vaccine hesitancy, and service navigation of migrant and refugee women.

This year we also collaborated with the grassroots Women in Gippsland collective in campaigns such as International Women's Day and the 'Meet the Candidates' Federal Election webinar. This activation saw eight Federal candidates address their commitment to women's health and the elimination of violence against women and we were extremely pleased that almost 200 people registered for this event.

Our prevention of violence against women work continues to gain momentum with a major overhaul of our Gippsland Free from Violence Partnership. This critical piece of work will see a re-launch of the Partnership approach to the prevention of violence later in 2022.



THE WOMHEN PROJECT LAUNCH

This past year has seen increased activity and partnerships across many prevention campaigns such as the Candlelight Vigil and 16 Days of Activism. 2021-2022 saw the development of the '16daysgippsland' web page that provides a range of resources, links and supports for organisations and community members to assist with the 16 Days campaign and other prevention of violence strategies.

Our team have continued to develop a suite of training packages entitled "Making the Link" and our Active Bystander training has been presented to hundreds of people across the region this year.

We continue to work with the East Gippsland community through the Primary Prevention of Violence against Women and Bushfire Affected Communities Program and this fixed term project has been extended until November 2022. The project aims to build capacity and collaborative primary prevention approaches between Gippsland Women's Health and the East Gippsland Shire Council to increase the capacity of the community in ensuring safety and wellbeing for women across multiple levels of intervention.

Our work in providing information, data and collaboration opportunities across the region and further afield continues to increase with formal presentations at the Bass Coast International Women's Day event, the Sale Police and Corrections services IWD event, the Jobs Australia Conference and a range of other forums.

Our communications and marketing work has seen an incredible increase in engagement through our social media platforms this past year. Our improved approach to contemporary and directed marketing could not have happened without the skills, expertise and passion of the Communications and Marketing team.

Our Communications and Marketing team have also shouldered the responsibility for the planning and activation of the 2022 GWH Regional Roadshow - a 6 week inplace consultation across Gippsland to hear the voices of women and to use those stories to help shape our future work.

We continue to auspice the Gippsland Family Violence Alliance (GFVA) along with responsibility for providing Chair commitments to the Governance Group. The GFVA now has 68 network members across Gippsland and 40 Governance group members who collaborate to improve outcomes for women and children experiencing family violence.

The GFVA facilitates MARAM collaborative practice training across the region along with Practice and Connection Groups. Communities of Practice facilitated by the GFVA include the Behaviour Change, Supervisors and Supervisor Capacity Building groups.

There has been a significant uptake in subscribers to the GFVA newsletter and the Community in Focus newsletter and work continues on re-building the web site to enable the introduction of self-directed learning packages.

The GFVA also facilitates Gippsland based organisations access to the Social Work Graduate Program along with conducting the Systems Integration Survey across the region.

This year, we were delighted to host a three day visit by Jan Shuard, Family Violence Royal Commission Implementation Monitor. This was a tremendous opportunity for us to represent both the family violence response and prevention issues and concerns in Gippsland. The itinerary covered three days with meetings organised for a range of service providers, consumers and leaders across Gippsland.

Finally but most importantly our work would not be as successful without the passion and commitment of the women who are GWH. My greatest respect and appreciation goes to all of our staff who work tirelessly to improve women's health, well-being and safety and to our Board of Management for their work in ensuring good governance and guiding the strategic direction of the organisation.

Kate Graham
Gippsland Women's Health CEO



JADE WILLOX
EXECUTIVE ASSISTANT



SEXUAL & REPRODUCTIVE HEALTH

MARLEIGH ANDREWS
HEALTH PROMOTION OFFICER

ARE YOU COVERED – GIPPSLAND SEXUAL AND REPRODUCTIVE HEALTH FORUM

The much anticipated Annual SRH forum was held on Wednesday April 27th 2022 and provided the opportunity to hold a soft launch of the new Are You Covered? branding. Each year the event coincides with Denim Day, in honor of Sexual Assault Awareness month. All attendees wore denim on the day in solidarity with sexual assault victims.

GUEST SPEAKERS

- **Sue Moreira** Sexual Health Victoria (formally known as Family Planning Victoria) - **Consent - sounds good, looks good, and feels good**
- **James Bush** East Gippsland H.E.Y Project (Healthy Equal Youth). - **Working with Pronouns and the young people attached to them**
- **Gippsland Centre Against Sexual Assault** (GCASA) REFOCUS Team - **What is considered normal or typical sexual development?**
- **Sexual Lives and Respectful Relationships Gippsland Team** - Sexual Lives & Respectful Relationships (SL&RR) is a program for talking and learning about sexuality and relationship rights, sexual health, and violence and abuse prevention. SL&RR is centred around the real-life stories of people with intellectual disability, delivered by people with intellectual disability (Peer Educators), in partnership with local community and health professionals (Program Partners).
- **94%** of attendees reported they would recommend the forum to colleagues
- **96%** reported that what they learnt was applicable to their work role
- **83%** reported an increase in knowledge and awareness after attending the forum
- Launch of the new Are You Covered branding



ATTENDEES AT THIS YEARS SRH - ARE YOU COVERED FORUM

YOUNG PEOPLE CONSENT & PORN WEBINAR – 22ND OCTOBER

- Hosted by Sue Moreira From Family Planning Victoria
- Gippsland professionals who work with young people
- Number of Attendees: **77**

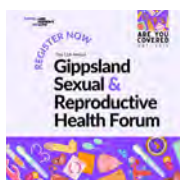
SURVEY RESULTS

- **91%** of those that completed the survey stated they learned something new and/or relevant to their work
- **83%** said they would pass this information on to others
- The content delivered had an average of **4.2 out of 5 rating**.

WOMEN'S HEALTH WEEK 2021 - HEALTH WOMEN, HEALTHY GIPPSLAND.

Five days of priority women's health education including two online health sessions. Topics – Dr Fiona Jane, Jean Hailes Foundation Our Hormones and Women's Health Webinar 26 attendees.

- **100%** of respondents stated they learnt something new and/or relevant
- **100%** they would pass on this information to others



NEW ARE YOU COVERED LOGO & BRANDING



SLEEP SEMINAR WITH SLEEP EXPERT OLIVIA AREZZOLO

Webinar session 36 attendees.

Pre survey results:

- **52%** Believed they have a sleeping problem
- **48%** Report their sleep is a problem most nights
- **48%** Have had a sleeping problem for over 2 years
- **52%** wake **3 or more** times through the night
- **51%** Are fatigued through the day
- **48%** Are unrefreshed in the morning
- **97%** Want to improve their sleep

POST SURVEY RESULTS

100% of respondents stated they learnt something new and/or relevant

SRH WEEK 2021 – KNOW YOUR RIGHTS

Social media campaign – 23 tiles (Menstrual Health, Abortion, Pleasure, Sex Education)

SEXUALLY TRANSMITTED INFECTIONS

- Chlamydia is the most common STI in Gippsland
- Higher rates of Chlamydia in **Baw Baw with 28.1 notifications per 10,000 females** (Vic 18.5) and 17.3 notifications per 10,000 males (Vic 16.8)
- People aged **15 to 29 years account for around 80% of notifications**
- Modelling suggests that **77%** of chlamydia cases remain undiagnosed
- Asymptomatic infection results in untreated disease, ongoing transmission and increased risk of complications
- Gonorrhea notifications are **increasing in Gippsland**
- Syphilis notifications are increasing in women as well as in men who have sex with men
- Rates of STIs among Aboriginal and Torres Strait Islander people in Victoria are around twice as high compared to non-Aboriginal people
- People in rural and remote areas have lower STI testing rates and experience poorer health outcomes

PREGNANCY AND BIRTH IN GIPPSLAND

- **16.7%** of women smoke during pregnancy (first 20 weeks) (compared to 9.1% in Australia) - highest in **Latrobe at 23.4%**
- **30%** more live births by mothers aged 15-19 years per population in Gippsland compared to Australia - twice as many in Latrobe
- **6.3%** low birth weight babies
- **51.3%** of Aboriginal and Torres Strait Islander women in Gippsland smoke during pregnancy – this is the **highest rate of any PHN in Australia** (43.4%)
- **15.4%** of Aboriginal babies in Gippsland were low birth weight – this is the highest rate of any PHN in Australia (11.2 %)

ABORTION

- In Australia it is estimated that half of all pregnancies are unplanned and half of those will be terminated
- Between one quarter and one third of Australian women will experience abortion in their lifetime
- In Gippsland 5 out of 6 LGAs had above state LGA average demand of Medication Abortion by patients location Rate (per 1,000) However only 1 out of the 6 LGAs in Gippsland had above the state LGA average of Medication Abortion prescribers location Rate (per 1,000). This means that the majority of women who have accessed a medication abortion have had to do so outside of their own LGA.

ENDOMETRIOSIS AWARENESS MONTH – ARE YOU COVERED

Social Media Education Awareness which included up to 24 tiles.



A SAMPLE OF THE ENDOMETRIOSIS SOCIAL MEDIA CAMPAIGN



FREE FROM VIOLENCE



MELANIE BROWN
REGIONAL MANAGER -
HP, GE AND PVAW



FIONA PASSARIN
PROJECT COORDINATOR - GE AND PVAW

PREVENTION OF VIOLENCE AGAINST WOMEN

- Supporting 7 prevention of violence against women subregional networks.



Regional Prevention of Violence Against Women approach for 16 Days of Activism. **28 partners** engaged in the campaign with **95%** of respondents indicated they felt supported by GWH to implement the Let's Chat Gippsland Campaign and **100% of partners indicated they would engage with Let's Chat again**. Two community groups engaged in PVAW communication for the first time.

Activities undertaken:

- 16x localised social media tiles and text
- 2x podcast episodes
- 10x news items/media releases in 8 different local papers, 1x radio interview
- 1x film campaign workshops
- 5x outdoor canvas banners displayed across all 6 LGAs
- **1100** face masks distributed
- **100** stickers distributed
- **6x** indoor pull up banners distributed
- **6x** leadership videos produced
- 1x email signature
- 1x zoom background
- 1x social media story filter
- 1x campaign website
- 2x short film submitted

PRIMARY PREVENTION OF VIOLENCE AGAINST WOMEN IN BUSHFIRE AFFECTED COMMUNITIES GRANTS PROGRAM

A primary prevention initiative supporting local government and women's health services to deliver prevention of violence against women activity in bushfire-affected East Gippsland. A collaborative project between GWH and East Gippsland Shire Council, GWH delivered Making the Link capacity building sessions to staff which will assist and support in future planning, evaluate primary prevention initiatives when responding to the gendered impacts of bushfires and other disasters.

- Number of sessions run - **22 sessions**
- Number of staff - **96 staff**
- 3 community of practice sessions held in partnership with Women's Health Goulburn North East supported the local government organizations in bushfire affected communities. This community of practice will continue into 2022-2023.



Make the Link is GWH PVAW Capacity Building Strategy.

- GWH Active Bystander - **43 trained community facilitators**
- GWH Active Bystander Sessions - **10x sessions**
- Making the Link Sessions - **12x sessions**
- **58** people completed Making the Link Sessions



The first four years of funding for the Gippsland Free From Violence (GFFV) partnership was completed in 2022 and another four years of funding has been received to continue our Workforce Capacity Building program through until 2026.

CANDLE LIGHT VIGIL GIPPSLAND

4th May 2022, regional PVAW event for Domestic Violence Awareness month, remembrance of women and children killed by family violence in Australia. In Gippsland, women and girls are 39% more likely to experience family violence than anywhere else in Victoria. In East Gippsland and the Latrobe Valley, women are at double the risk of rape and sexual assault than any other LGA in Victoria.

- Two Gippsland community Vigils – Wellington and Latrobe
- One organisation vigil
- Social Media campaign across five LGAs
- 17 Gippsland Partners
- 7 regional locations lit up in purple

ORANGE ROUND

The Orange Round originates from the United Nations International Orange Day; an Initiative which aims to raise awareness about Violence against Women and Girls. On the 25th day of any month, anyone in the world, can organise an event that has the potential to reduce violence against women and girls.

Orange Round aims to target sports clubs across Gippsland to raise awareness about family violence, sexual assault and violence against women and girls, but also to raise awareness about how we can create a culture that promotes equality and respect.

Orange Round started in 2015 when the Gippsland Centre Against Sexual Assault formed a local partnership with AFL Gippsland, GippSport and Gippsland Women's Health to raise awareness about the issue. This was because they recognised that our football and netball communities are a vital part of a healthy wider community and that sporting clubs are in a powerful position to influence social attitudes.

Since this time the Orange Round has continued to grow and gain support from sporting clubs across all the Gippsland Football Netball Leagues as well as

having opened to all the sporting codes, including basketball, soccer and athletics.

November 2021 saw the beginning of our first ever Summer Orange Round event with the Traralgon West Cricket Club as host with backup from the Jeeralang/ Boolarra Cricket Club. Two more summer events were also held at the Venus Bay and Seaspray Surf Life Saving Clubs.

The Seaspray Surf Life Saving Club held a 'Girls Can't Surf' Outdoor Film Screening event on the 25th of January, 2022 as part of the summer Orange Round. The event was a fundraiser for SLSC Youth Involvement Program and to promote the importance of gender equality in sport.

The film was particularly relevant and engaging for the audience of 60+ patrons, with the majority being SLSC members, Seaspray locals/residents or holiday makers who were mostly families, youth and young adults.

The 2022 Winter Orange Round experienced unprecedented demand with a record 10 sports clubs hosting events with backup from as many visiting teams from June – August 2022. One on-line information session for clubs and two in-person sessions at Mirboo North Football Netball Club and Lucknow Football Netball Club events were also held in June.

We're delighted to see so much community interest and support for this program and look forward to even more events in the future.

SUMMER ORANGE ROUND HOST CLUBS - NOV 21 - JAN 22

- Traralgon West Cricket Club
- Venus Bay Surf Life Saving Club
- Seaspray Surf Life Saving Club

WINTER ORANGE ROUND HOST CLUBS - JUNE - AUGUST 2022

- Boisdale Briagolong Football Netball Club
- Neerim District Junior Basketball Club
- Yallourn Yallourn North Football Netball Club
- Mirboo North Football Netball Club
- Swifts Creek Football Netball Club
- Buchan Football Netball Club
- Phillip Island Soccer Club
- Lucknow Football Netball Club
- Warragul Industrials Football Netball Club
- Traralgon Harriers

WINTER ORANGE ROUND INFORMATION SESSIONS - JUNE 2022

- One on-line session
- In person sessions at Mirboo North Football Netball Club and Lucknow Football Netball Club

OUR DIVERSE GIPPSLAND

THE WOMHEN PROJECT

- **250** migrant and refugee women engaged in Latrobe
- **18** health education sessions
- **87%** increase in knowledge and awareness of COVID-19 and health after the session
- In partnership with Gippsland Multicultural Service
- **15** Community Education Sessions with local supports and services

A statewide project initiated in response to the pandemic. The project was designed to integrated women's health educators within local communities to increase the health literacy of migrant and refugee women through the provision of in language sessions and resources.

COVID MEMORY MUSEUM

The project was completed with 32 Latrobe migrant and refugee women participating in the activities and discussions. Our sincerest thanks to Gippsland Multicultural Services (GMS) for their energy and support of this project.

- **90%** of participants reported in increase in knowledge and awareness of mental health and wellbeing during COVID
- **77%** of participants reported an increase in knowledge of mental health and wellbeing supports and services in Latrobe
- **100%** of participants reported COVID had an impact on their health and wellbeing, with 70% indicating a significant impact resulted from the loss of their social interacts and structure



PARTICIPANTS OF THE COVID MEMORY MUSEUM PROJECT



PARTICIPANTS OF THE BREAST SCREEN PROJECT

BREAST SCREEN PROJECT

An important project working in collaboration with local migrant and refugee women's groups and migrant and refugee organisations in a community led culturally safe project that enabled the voices of local culturally and linguistically diverse (CALD) women and created opportunities for health literacy growth and confidence in relation to breast cancer screening and health care. Funded by GWH and Gippsland Primary Health Network (GPHN) with partners including BreastScreen Victoria, Gippsland Multicultural Services and TAFE Gippsland. The project engaged and consulted with CALD women residing within the Latrobe Valley to identify existing barriers currently preventing local regional migrant and refugee women from commencing initial screen and re-engaging with recommended regular breast cancer screening processes.

- 2 x community consultation sessions
- 1 x Latrobe migrant and refugee women breast screen session
- **86%** of women were breast screening for the first time and had been unaware of the health screening process
- **100%** of the participants reported that they would return for regular screening as part of their health care routine
- **100%** of participants reported an increased knowledge and awareness of breast screening after the project and intended to share their new knowledge with friends and family



AUSPICE SERVICES

KIM ADAMS

PRINCIPAL STRATEGIC ADVISOR, GFVA

The Gippsland Family Violence Alliance (GFVA) provides regional strategic leadership for the family violence and community services sector along with brokerage, training and MARAM.

The GFVA co-designed and implemented the Systems Integration Survey which was designed to provide a snapshot of how MARAM and information sharing was being used by practitioners across Gippsland.

From 145 survey responses:

- **75%** were confident working with adult clients who experience violence in the home
- **70%** were confident working with children and young people who experience violence in the home
- **56%** were confident working with an adult client who is using violence in the home
- **56%** were confident working with an adolescent who is using violence in the home

There were 6 recommendations.

MARAM COLLABORATIVE PRACTICE

- **574** participants trained
- **Target of 588**

PRACTICE AND CONNECTION GROUPS

- Inner Gippsland had **2 sessions with 54 registrations**
- Outer Gippsland had **2 sessions with 93 registrations**

SOCIAL WORK GRADUATE PROGRAM

- Rural and regional program - **14 positions out of 18 recruited to**
- Combined program - **1 out of 5 positions recruited to**

WEBSITE

- The website gained 13,597 unique visitors this year
- The website had 32,326 page visits this year

NEWSLETTERS

- GFVA has **299** subscribers to the newsletter updates.
- GFVA has **297** subscribers to the Community Focus Newsletter

COMMUNITIES OF PRACTICE & FAMILY VIOLENCE IMPLEMENTATION VISIT TO GIPPSLAND

In April Jan Shuard and her team visited Gippsland to consult around the Royal Commission Reforms and how they are being implemented across the area.

During her visit Jan met with:

- Quantum Support Services at Pat's Place
- Inner Gippsland Orange Door
- Perpetrator Services from both Inner and Outer Gippsland
- Prevention Services
- Inner and Outer Gippsland Dhelk Dja
- Gippsland Lakes Complete Health
- YooWINNA Wurnalung Aboriginal Healing Service
- Gippsland and East Gippsland Aboriginal Co-Operative

COMMUNITIES OF PRACTICE

- Gippsland Behavior Change Community of Practice - 55 participants and 5 meetings
- Supervisors Community of Practice - 14 participants and 5 meetings
- Supervisor Capacity Building Community of Practice - 5 participants and 3 meetings

MEMBERS

- Gippsland family violence alliance governance group has **40 members**
- Gippsland Family Violence Alliance Network has **68 members**



JAN SHUARD - IMPLEMENTATION MONITOR TO THE ROYAL COMMISSION FAMILY VIOLENCE REFORMS, KIM ADAMS - PRINCIPAL STRATEGIC ADVISOR, GIPPSLAND FAMILY VIOLENCE ALLIANCE, KATE GRAHAM - CEO, GIPPSLAND WOMEN'S HEALTH



COMMUNICATIONS

SAMANTHA FOAT

MANAGER OF MARKETING AND COMMUNICATIONS

Within the past 12 months, Gippsland Women's Health have supported the Communications and Marketing function to grow from an element within the Health Promotion team to a standalone department area. This timely change – driven by CEO Kate Graham and supported by the GWH Board of Management – in turn saw the Communications team increase in both headcount and productivity, expanding the opportunities for participating in more campaigns, streamlining processes, introducing new digital platforms, fostering new and existing partnerships, and allowing a refresh of existing organisational branding and overall strategic direction.

GIPPSLAND WOMEN'S HEALTH ONLINE

In an ever-changing digital world, it was recognised early that a shift needed to be made in order to expand our audience reach online. Launching a dedicated GWH page on LinkedIn and re-establishing our presence on Twitter were the starting points, as well as maintaining momentum on both Facebook and Instagram.

Between 1 July 2021 – 30 June 2022, GWH achieved:

- 290 posts across each social media account
- Facebook reach of 47,623 people (130% increase from previous year)
- LinkedIn reach of 11,512 people
- Instagram reach of 10,970 people (257.7% increase)
- 2106 Facebook page visits (86.2% increase)
- 1658 Instagram profile visits (100% increase)
- 222 new page likes/follows on Facebook (101.8% increase)
- 153 new followers on Instagram
- 240 new followers on LinkedIn (53% increase)

Facebook continues to be the leading platform for reach and engagements/interactions, with opportunity for focussing on creating content that both aligns with business needs and resonates with our target audience given the strong reach this platform bestows. LinkedIn has proven particularly useful in attracting quality applicants for recruitment and acknowledging online partnerships. Instagram

continues to be our key platform for targeting a younger demographic, which given the current climate can prove difficult with the continual shift towards fast-paced video content which can be attributed to social media platforms including TikTok.

2021-22 KEY CAMPAIGNS

With the COVID-19 pandemic limiting the opportunity for in-person events, social media and digital marketing campaigns continued to drive the GWH communications pipeline. Despite these limitations, **GWH were able to deliver in excess of 30 campaigns over the 2021-22 year.**

Launching the Make the Link rebrand, NAIDOC week, acknowledging the change of government in Afghanistan, Wear it Purple Day, COVID-19 advice, Women's Health Week, R U OK Day, Board of Management applications, Sexual and Reproductive Health week, World Contraception Day, International Safe Abortion Day, International Day of Older Persons, International Day of Rural Women, Anti-Poverty Week, COVID Memory Museum and the 2021 Annual Report / Annual General Meeting were the key campaigns that allowed for increased knowledge sharing and making strong statements across our digital media platforms.

The end of 2021 saw an opportunity to ease back into regular events, just in time for the 16 Days of Activism community partnership launch: Let's Chat Gippsland. This partnership, led by Gippsland Women's Health, was based on the theme 'Conversations for Change' and resulted in 28 service partners collaborating and participating in working groups, several community events including panel talks and walks, an event-focussed website (www.16daysgippsland.com.au), podcasts, campaign videos, 16 days of social media content as well as a full suite of digital assets and items to boost visual presence locally.

Our fun and festive season social media campaign – which focused on safe, sex-positive messaging – had strong reactions, and the summer period saw us focussing on #ChangeTheDate campaigns, Girls

Can't Surf event at Seaspray SLSC in partnership with GippSport, GCASA and the Gippsland PHN. The beginning of 2022 also saw us responding to the National Plan to End Violence, we launched our 2022 Aspirations and in the gender equality space, acknowledged Respectful Dating for Valentine's Day, World Condom Day, Teal Ribbon Day, Two Bucks Zero F*cks / #SickOfSmallChange, as well as the month-long campaign: EndoMarch. Whilst delivering each campaign, planning in the background was taking place for the coveted International Women's Day (IWD) 2022.

HEALTHY WOMEN, HEALTHY GIPPSLAND | 30 YEARS OF GIPPSLAND WOMEN'S HEALTH

On the 8th of March, we kick-started our 30 Year Anniversary celebrations and campaign – Healthy Women, Healthy Gippsland – used in conjunction with #HearUsNow as a nod to the inspiration that is Grace Tame and her incredible work in addressing prevention of violence against women and achieving gender equality. Healthy Women, Healthy Gippsland is an acknowledgement of the vital contribution women have to society, and by recognising the need to improve the health, safety and wellbeing of our women, the entire community will benefit.

IWD 2022 began with media interviews, Kate Graham speaking at the Bass Coast IWD event in Wonthaggi, before the GWH team executing a pop-up at the Women in Gippsland IWD event at West Gippsland Arts Centre, Warragul. Approximately 300 Healthy Women, Healthy Gippsland tote bags were handed out to event attendees, filled with branded items and resources, with the branded condoms sparking the biggest reaction of all. The IWD event resulted in a strong number of new membership sign ups and was an opportunity to pre-launch our co-branded Scarlet and Grace candles for Candlelight Vigil 2022.

GWH were thrilled to collaborate with Women In Gippsland and extend our special thanks to Kerry Wilson for the generous opportunity to participate in this wonderfully successful event.



SCARLET & GRACE COLLABORATION - CANDLELIGHT VIGIL 2022

CANDLELIGHT VIGIL 2022 | SCARLET & GRACE COLLABORATION

Our 2022 leading line was 'Time For Change' – a time to look at new ways of working, focus our strategic direction and hone in on our organisational priorities for the year ahead.

The Candlelight Vigil was seen as an opportunity to engage community partners in a way that had not been done before. The aim? To engage a local, Gippsland candlemaker and create a co-branded candle with a portion of sales proceeds being donated to our work in eliminating violence against women and bringing awareness to this violence that continues to increase throughout Gippsland.

Scarlet and Grace – a family-owned, Gippsland Based fragrance company – were the first in mind to bring this campaign to life. Expertly led by Ryan Clancy and Kaitlyn Abrahall of Scarlet and Grace, in collaboration with local graphic designer - Elli Quirk, of Elle's Quirky Designs, together we built a robust campaign which delivered social media marketing, eDMs, collateral and a limited-edition S&G x GWH branded Lotus Flower candle that would spark local attention, featuring in the Gippsland Times, stocked online via S&G and sold throughout several stockists both within and outside of Gippsland. The candle branding detailed the significance of violence against women in our region and the importance of community awareness that then encouraged consumers to light a candle on 4 May 2022 to honour the Candlelight Vigil and pay tribute to the women who have died as a result of family violence.

This campaign resulted in raising in excess of \$1.1k. The GWH team extend our deepest thanks and appreciation to Ryan, Kaitlyn and James Clancy of Scarlet and Grace, and Elli Quirk of Elle's Quirky Designs, for their beautiful support and talented contributions to this collaboration.

CANDLELIGHT VIGIL, 4 MAY 2022 – SUMMARY OF EVENTS:

- Uniting x GWH | Gippsland Art Gallery, Sale.
– 30 attendees with special guests from Victoria Police, Wellington Shire Council and Scarlet & Grace
- Latrobe City x GWH | Gippsland Performing Arts Centre, Traralgon



MEET THE CANDIDATES 2022

On the 2nd of May, Gippsland Women's Health in partnership with Women in Gippsland, were joined by federal members of parliament and candidates for Monash and Gippsland ahead of the 2022 Federal Election. We were joined by eight from The Nationals Coalition, The Greens, The Labor Party, the United Australia Party as well as Independent. The online forum – held via Zoom and hosted by Nicolette Snowden – was an opportunity for the local community to join in and understand each candidate's commitment to prioritising and improving women's health, safety and wellbeing. The forum was a large success, with in excess of 50 community members joining including media representatives.

In attendance:

- **Darren Chester** – The Nationals, Federal Member for Gippsland
- **Janette Langley** – Labor Party, Candidate for Gippsland
- **Marjorie Thorpe** – Australian Greens, Candidate for Gippsland
- **Greg Forster** – United Australia Party, Candidate for Gippsland
- **Deb Leonard** – Independent Candidate for Monash
- **Russell Broadbent** – Liberal Party, Federal Member for Monash
- **Mat Morgan** – Australian Greens, Candidate for Monash
- **Jessica O'Donnell** – Labor Party, Candidate for Monash



SEXUAL AND REPRODUCTIVE HEALTH FORUM

THE YEAR THAT IS 2022

GWH were thrilled to host our major events including the ever-successful Sexual and Reproductive Health Forum at Traralgon Vineyard on the 27th of April, Orange Round in partnership with GippSport and GCASA towards the end of June, promote our Active Bystander sessions through testimonials and scenario-based marketing campaigns, acknowledging Elder Abuse Day and attracting strong candidates for employment due to the expansion opportunities within the GWH team. The Roe v Wade overturn in the United States prompted the importance of bringing attention to the human right of safe, legal abortions. It is clear that while we are fortunate to have abortion legally available in Victoria, there is significant room for improvement in relation to making abortions easily accessible to our Gippsland women. Gippsland Women's Health continue to support the need for safe, legal abortions and will endeavour to increase our advocacy for vital abortion access in our region.

GWH, continue to work on the development of the Gippsland Women's Health rebrand, including the highly anticipated new website launch. In addition, the communications team have introduced new marketing software – Hubspot – which is another example of the innovative ways of working GWH continue to adapt, through streamlining processes, increasing team efficiencies and ensuring our members and general community continue to receive communication that is reflective of GWH's new standards of operation.



IN PARTNERSHIP  **GWH**



In amongst our core communications and marketing work, has been the powerhouse that has been planning for the Gippsland Women's Health 'Healthy Women, Healthy Gippsland' Regional Roadshow to honour and celebrate our 30 Year Anniversary. In order to bring the Roadshow into existence, we were pleased to welcome back Tegan Little – Communications Coordinator and Graphic Designer – from maternity leave, as well as be joined by our newest communications team member and events expert, Elissa Duck. To have our communications crew grow from a solo member to a team of three has been a reflection of both the business opportunities that lie within the comms space, but also the acknowledgement of our senior management and board in recognising the importance of a strong communications department.

Within the year ahead, we are incredibly excited to be showcasing the outcomes of the GWH rebrand, website, Roadshow and accompanying documentary. This important piece will draw much-needed attention to the many voices of local women and the realities of their health, wellbeing and safety as part of their experience as a woman living in rural and regional Gippsland. Whilst we are in the midst of the

Roadshow and still have a significant amount of time left, **what we do know is that our women and vulnerable populations are in desperate need for support – they need greater access to sexual and reproductive health information, they need more opportunities to gain knowledge around their own health and wellbeing, they need men to show up and be part of the conversation to eliminate/prevent violence against women, and they need to be better supported and heard by our health care systems, service providers and our judicial and policing systems.**

As has been said many times before – the past year has been an exciting time to be working with Gippsland Women's Health. Seeing first-hand the significant changes in the ways we are working, fostering new and strong partnerships with the local community, forming new connections, expanding our team and witnessing community growth through shifting attitudes, mindset and actions. Whilst the change we want to see in the world may seem small and painfully slow at times – change is happening and it is with this that I, as well as the team, continue to find motivation in the important work that we do.



TEGAN LITTLE
COMMUNICATIONS
COORDINATOR
& GRAPHIC DESIGNER



ELISSA DUCK
COMMUNICATIONS
COORDINATOR
& EVENTS



TREASURER'S REPORT

JENNY O'NEILL
TREASURER

During 2021-2022 the monthly Finance and Risk sub-committee has, with excellent advice and work from GWH staff, overseen the implementation of a Chart of Accounts within our Accounting system to improve financial management and monthly reporting; an annual budget; monthly financial reports with quarterly in-depth reports to the Board; a risk register and matrix and an annual Calendar of Obligations. The sub-committee has also reviewed and updated eight policies and procedures including Financial Management and Procurement, Delegation of Authority and Child Safety Standards.

This work could not have happened without the excellent leadership of the CEO Kate Graham and the commitment, willingness, expertise, support and drive of Jo Harris and Janine Pilgrim. The workload has been immense and the foundation they have constructed with the subcommittee will serve GWH well into the future as long as the Board actively maintains the subcommittee and reviews and probes the reports.

The Finance and Risk Committee has been enriched by the valuable work and contributions of Board members Jess Saunders and Maddy Forbes. Both are younger women with the usual life responsibilities and have consistently and diligently applied themselves each month to interrogating, querying, understanding and value-adding to Finance and Risk matters. Of note both would agree that this is an area of Board work that did not come naturally to them. However they have more than proven great competence and it's been a privilege to work with them.

The auditor has provided positive feedback to the sub-committee and Board noting the bedding down

of the new revenue standards, improved budgeting and increased transparency. With interest rates increasing, they highlighted the appropriateness for excess cash to be invested in term deposits, which is being undertaken.

The major risk identified by the auditors is managing grant compliance with terms and conditions changing and with more key performance indicators and obligations. They encouraged the Board to put in place processes for oversight of grant operations and acquittals. This has been adopted and is an item in the risk register and a standing item on Finance and Risk subcommittee and board agendas.

We would like it noted that the auditors have confirmed that directors do not require ASIC director identification numbers due to GWH's category of organisation.

An outstanding issue for the Board is GWH relevant Finance and Risk training, which we have delayed until after the 2022 AGM election to ensure all Board members complete it concurrently. It is the most important and for many, the most terrifying aspect of being a Board Director, but it needn't be. Many women manage budgets and risks as second nature activities and the training will build on this.

In early 2023, the Board will review and finalise the new strategic plan utilising information gained from the Roadshow amongst other sources. The strategic plan will be very important in ensuring planning, budgeting and acquittal is undertaken in relation to it.

As of July 2022, Jo Harris accepted the role of Chief Finance Officer at GWH. We welcome Jo and look forward to having her as part of the GWH team.



JANINE PILGRIM
BUSINESS OPERATIONS
MANAGER



KERRY WALKER
FINANCE OFFICER



LYNETTE TEESE
ADMINISTRATION AND
INFORMATION SERVICES

30

YEARS OF **GWH**

FOR MORE INFORMATION
GIPPSLAND WOMEN'S HEALTH
www.gwhealth.asn.au



@GippslandWomensHealth