

INTERNATIONAL WOMEN'S DAY

MARCH FORWARD. IT'S TIME TO TURN PROMISES INTO PROGRESS

Background

Each year as a partnership we celebrate International Women's Day. Gannawarra is proud to have held celebrations for International Women's Day since 2019. The day is a global event where we celebrate the social, economic, cultural and political achievements of women, while also marking a call to action for a gender equal future.

2025 IWD BREAKFAST COHUNA EVENT AIMS

The event aimed to connect, celebrate and hear from local women in the new location of Cohuna.

WHAT DID THE EVENT DELIVER?

- Penny Wilkinson (CEO NDCH) was our MC for the morning.
- The very inspiring Elise Drake and Wendy Lunghusen were our guest speakers.
- Approx. 60 community members attended the breakfast in Cohuna. The community were invited through social media, and personalised emails.
- Community members were provided with coffee from Suzie Q, and a healthy breakfast from the Hippy Harvest Cohuna.
- There were 5 lucky door prizes of local goodies provided by Gateway Visitor Centre, Cohuna.
- 16 attendees responded to the post event survey.

WHAT DID THE EVENT ACHIEVE?

- Attendees enjoyed hearing from local guest speakers and agreed that the event showcased and celebrated the contributions and achievements of local women within our community.
- 100% of respondents were very likely to attend IWD event next year.
- Fantastic event to catch up and connect with other women.



"AMAZING LOCAL PEOPLE CELEBRATED! LOVED THE LIVE MUSIC AND HEALTHY, YUMMY FOOD."

"COFFEE AND BREAKFAST WERE DIVINE. GUEST SPEAKERS INCREDIBLY POWERFUL. MUSIC WAS A LOVELY ADDITION. VENUE NEXT TO THE CREEK WAS MAGICAL. GOOD TO SEE SOME CHILDREN ATTEND AS WELL."

"BEAUTIFUL SETTING, HEARTFELT PRESENTATIONS FROM WOMEN SHARING VULNERABILITY OPENLY..."





SOCIAL MEDIA REACH

IWD invitation flyer was shared via Gannawarra Shire Council and Northern District Community Health social media platforms. NDCH's social media reach is outlined below.

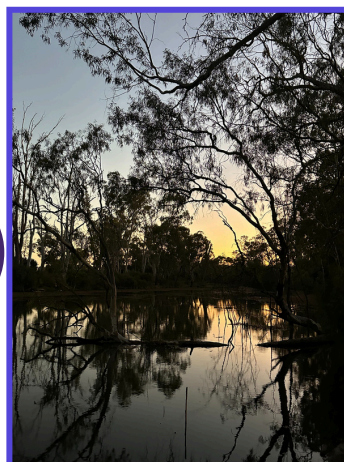


REACH

1.6K

VIEWS

3.8K



- Coffee and breakfast were divine. Guest speakers incredibly powerful. Music was a lovely addition. Venue next to the creek was magical. Good to see some children attend as well.
- Beautiful setting, a nice mix of guest speakers and well planned.
- Setting, speakers, food and beverage options, all excellent. Atmosphere was excellent.
- Amazing local people celebrated! Loved the live music and healthy, yummy food!
- 2 wonderful, driven women sharing their stories and inspiring through their experiences. The food, coffee and venue was terrific.
- Very informative & interesting.
- Starting the day (early) with inspirational speakers sets the positive tone of my day.
- Listening to the personal stories. Meeting up with others and having conversations.
- As a Cohuna person, I loved that it was local and I could attend before work.
- Excellent catering, excellent heartfelt stories, great venue, free opportunity.
- Beautiful setting, heartfelt presentations from women sharing vulnerability openly, as women should.
- Hearing the powerful stories.
- Lovely to have children involved this year.
- Love the local guest speakers who give an insight in the range of inspiring paths women in these areas can take.
- Well done to the organisers of the event. A great morning for Cohuna. Thank you.
- Thank you for putting on this event, it was a special mix of positive energy to celebrate International Women's Day.
- Thank you to the organisers as I can understand the work that goes into days like this. Great job!!

LEARNINGS FOR IWD BREAKFAST

- All attendees agreed the event length was about the right length of time.
- We polled attendees to check what time they would like future events, breakfast was overwhelmingly the most popular time (68.75%).
- Attendees liked the venue and the Cohuna community supported the event well, considering change of venue.
- One attendee mentioned they would appreciate more time to connect.
- One attendee wrote that early mornings can be challenging for mothers and require a bit of coordination of school drop offs and care arrangements.
- Gluten free options could be better labelled and managed if we were to do a Breakfast Grazer again (Options available but not set aside).
- One attendee thought that name tags could be beneficial.
- Clarity over who is the sponsor/s... Shire and/or NDCH.
- Consider a raffle to raise money for a local service specific to assisting women.

OPPORTUNITIES FOR IWD BREAKFAST

- What I love the most about Gannawarra's International Women's Day events is that the event provides a safe space for women to tell their stories and in doing so creates a space for healing, empowerment and discussion between women. This is also a really positive way to role model to young women/girls - perhaps next year some young women/girls could be involved in planning the event. It would be also good to add some diversity.

