



# BPW Australia

# Governance Summit

## Agenda - 17<sup>th</sup> October 2021



**17 OCTOBER 2021**  
**GOVERNANCE SUMMIT**

**BPW Australia**  
Business & Professional Women

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**FREE VIRTUAL EVENT**  
**WE'RE IN THIS TOGETHER**

## **A Message from the Executive Secretary**

To All BPW Australia Members

As you are aware, the BPW Australia Board decided to cancel the face to face 39th BPW Australia National Conference, which was to be held in Adelaide from the 15th – 17th October 2021. This was due to public health orders, related to COVID-19, from the various States and Territories across Australia and the possible burdens of quarantine requirements on returning from the Conference.

As the Conference had been due to be held in October 2020 and as voted by you as Members to defer the Conference until October 2021, the BPW Australia Board decided that the business of BPWA could not be delayed further.

Therefore, a decision, which has been previously advised to you, has been made to carry out the business of our organisation, through electronic means on Sunday, 17th October 2021 commencing at 12.00 noon (AEDST).

This document is a precursor to the full Governance Summit proceedings that will be distributed to you in early October. It contains the Resolutions and Nominations that you can discuss prior to the Governance Summit, with your Club.

You will need to register for the Governance Summit and details and the link below will take you directly to the registration site:

<https://bpw.com.au/event-4477004>

If you need any clarification on any matters, please do not hesitate to contact me.

**Margaret Tipper**

**Email:** [secretary@bpw.com.au](mailto:secretary@bpw.com.au)

**Phone:** 0408404032



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# Governance Summit Agenda

<b>SATURDAY</b>	<b>17<sup>th</sup> October 2021</b>
12.00pm	Registration of Members, including Delegates/ Alternates, Board Members and Guests, registration process online
	Acknowledgement of Country  Welcome and Address by BPW Australia National President
Guest Speaker	To be announced shortly
	Roll Call Credentials Report Adoption of Standing Orders Appointment of Conference Officers Adoption of proceedings of the 38 <sup>th</sup> BPWA National Conference
	Elections Officer – Voting Instructions – Chaired by Elections Chair, Margaret Tipper, BPW Executive Secretary.
	Board Nominations Executive Candidates – Questions to nominees Elections
	Break
	Resolutions – Chaired by Resolutions Chair, Gillian Lewis, BPW South Australian Representative
	Constitutional Amendments - Nil
	Elections Officer Outcome
	44 <sup>th</sup> Annual General Meeting of BPW Australia 2020 to 2021. Presentation and adoption of Board Reports, Executive Recommendations and Budget
15.50pm	Vales
	40 <sup>th</sup> BPW Australia National Conference – April 2022 Next Host Club
<b>16.00</b>	<b>Thank You and Close</b> <b>Promotion of BPWA Conference in April 2022</b>

## Nominations

Session run by the Elections Chair,  
Margaret Tipper, BPWA Executive Secretary

### Nomination for BPWA President

**BPW Melbourne nominates Jacqueline Graham for the position of BPW Australia President**

**Nominees:** Emma Manser and Leah Sawell

**Summary of BPW experience:**

**International:** Delegate to International Virtual General Assembly 2021, Delegate to APac Conference 2018, Member of International Board 2018 - 2021

**National:** BPWA President 2018 – 2021, BPWA Vice President & Director of Marketing 2016- 2018,

**State:** Victorian State Rep 2013 - 2016

**Club:** Member BPW Melbourne, 2012 – 2018, BPW Geelong 2018 – 2021 Club executive Management Committee 2012 - 2014

**Summary of work and other experience:** Expertise in General Management, developed in multiple retail environments, business coaching and franchise development. Management control of multi-million-dollar retail businesses.

**Occupation:** Business Performance Specialist

**Academic, business, professional qualifications** (attach CV as necessary): Graduate of the Royal Society of Chemistry, Manager Coach, (IMS), Assessor Specialist (NZQA); Delivering Innovation in the Workplace, Swinburne University 2013; Strategic Retailing and Management, William & Mary Mason School of Business 2012; The Science of Customer Behaviour and Shopping, short course 2011; Workplace Assessor, NZQA and Pitmans (U.K.); Certificate; Manager as Coach, Institute of Management Studies (U.K.) 2007; Certificate in Risk Assessment and Management, Institute of Health and Safety (U.K.) 2006; Structured management development training with J Sainsbury plc, and Somerfield plc; Graduate (Hons 2.1), Royal Society of Chemistry (Napier University, Edinburgh) 1994.

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### Nomination for Director of Finance

**BPW Joondalup-Wanneroo nominates Helen Toon for the position of Director of Finance**

**Nominees:** Kelly Saunders and Lynette Girvan

**Summary of BPW Experience:**

**International:** Nil

**National:** Shadowing the Acting Director of Finance during 2021

**State:** Nil

**Club:** IPP Club President August 2019 to present, Secretary June 2017 to July 2019

**Summary of work and other experience:** Quality Assurance & Risk Lead, Health Care Quality Assurance at Amana Living (Aged Care Provider): providing quality management advice, developing and completing internal audits. Identifying areas for and driving continuous improvement. Leading, identifying and coordinating risk management strategies organisation wide.

**Occupation:** Quality Assurance & Risk Lead, Health Care Quality Assurance at Amana Living

**Academic, business, professional qualifications:** MBA, Cert 4 Training and Assessment

**Offices held in national, state, local organisations:** Partnership Manager, Dept of Work and Pensions (UK Government): Developed partnerships with local authorities, police and NFP organisations. Senior Learning and Development Manager, Dept of Work and Pensions, (UK Government): Led the design, development, delivery and evaluation of 120 hours of key learning products to support UK Welfare Reform

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### Nomination for Director of Marketing

**BPW North Lakes nominates Astrid Kuenne for the position of Director of Marketing**

**Nominees:** Sara Gault and Debbie Ford

#### **Summary of BPW Experience:**

**International:** Attended the BPW International Asia-Pacific Regional Conference in Auckland, New Zealand in April 2016; Attended the 2021 BPWI online Congress

**National:** Current Director of Marketing BPW Australia (November 2018 – current); Host club BPW North Lakes Qld and Co-Ordinator for the BPW Australia National Conference (November 2018) – created all the graphics and programs and assisted board on organising the National Conference; Qld State Representative on the BPW Australia Board (October 2015 – November 2018); Attended several BPWA Conferences and was a delegate for BPW Caboolture in 2013 and BPW North Lakes in 2016; Assisted in the BPW Australia National Conference in Geelong 2016 – supporting and doing graphic design (logo & booklet); Assisted BPW Australia with preparing the 2013 National Conference Agenda for the 36th National Conference in Ettalong Beach NSW: The Gender Agenda – It's Front Page News; Assisted in the 2009 BPW National Summit for Women - Power to Make a Difference held in Caboolture with artwork and in workshops

**State:** Qld State Representative (October 2015 – November 2018)

**Club:** Committee doing Social Media for BPW North Lakes – current; President of BPW North Lakes steering committee from June 2015 until Charter in February 2016, appointed BPW North Lakes President until AGM in August 2016; Member of BPW Caboolture for 10 years, serving 8 years on the Management Committee and 2 years as Club President 2013-2015, joined BPW in June 2005; Supporter and Mentor of all BPW members

**Summary of work and other experience:** Active, self-employed. Website & Graphic Designer (Your Brand Management/Webnart) – current; Franchisee in Juice Plus - Network Marketing / Whole Food Nutrition – current; Builderall Ambassador – Digital Marketing Online Platform Professional

**Academic, business, professional qualifications:** Diploma of Graphic Design: (2011); Level 3 Certificate in Information Technology (2010); Certificate IV in Financial Services (Finance / Mortgage Broking - 2004)

**Offices held in national, state, local organisations:** Queensland Government, Office of State Revenue (OSR) 1986 to 2008: Worked for 21 years in the government in various roles, starting in typing pool, went onto accounts, assessor, marketing, word proforma documents management program, Lotus Notes databases, desktop publishing / graphic design, website design in marketing team; Queensland Government (OSR): Project Manager for the redevelopment of the department's government website – incorporating 7-8 different departments; Queensland Government OSR – Project Assistant: Logo redesign and implementing new logo on all flyers and documentation throughout office; Queensland Government OSR – Assistant on the Year 2000 project, aligning all computer and ensuring all documents were compatible with Y2K.

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## Nomination for Director of Membership

**BPW Caboolture nominates Patricia (Trish) Springsteen for the position of Director of Membership**

**Nominees:** Gail Hudson and Amanda Potter

### Summary of BPW Experience:

**International:** Nil

**National:** BPWA Board as Queensland Representative (non-Executive)

**State:** BPWA Queensland State Representative, appointed October 2018 to October 2021

**Club:** Treasurer 2020 to present; President 2016 to 2018; Assistant Secretary and committee member Caboolture Club 2014 to 2016

### Summary of work and other experience:

**Occupation:** Owner and Co-Founder Trischel – Innovative Communication. Self-employed: Creative Marketing Consultant, Mentor, Coach, Speaker, Author, Trainer

**Academic, business, professional qualifications:** Bachelor of Business (Health Administration) Queensland University of Technology; Assoc Diploma Medical Record Administration Lincoln Institute Melbourne; Certificate IV Training & Assessment (TA40110); Certified Trainer of How To Get A Bigger Bite Out of Life; Qualified DISC Profiler; Certificate of Completion – Seven Figure Speaker System; Certificate Graduation Best Coaching Program - Internet Marketing; Basic Course in Personnel Management; Distinguished Toastmaster, Toastmasters International

**Offices held in national, state, local organisations:** Vice President and committee member Moreton Bay Central Commerce, District 69 Toastmasters: District Governor, Lieutenant Governor Education & Training, Lieutenant Governor Marketing, Division Governor, Area Governor, All club roles in 5 different clubs – President, Secretary, Treasurer, VP Education, VP Membership VP Public Relations, Sgt at Arms, Chairman Business Enterprise Centre Ipswich Region Board, Ipswich. Other Memberships: Toastmasters International, the International Women's Leadership Association, Women Speakers Association – Premier Member, Women's Network of Australia

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## Nomination for Director of Policy

**BPW Darwin nominates Angela Tomazos for the position of Director of Policy**

**Nominees:** Jaya Srinivas OAM and Jayne Lomas

### Summary of BPW Experience:

**International:**

Attended the online BPW International Congress March 2021. Voting delegate for BPWA and presented at the General Assembly

**National:** BPWA Director of Policy and Vice President and BPWA Executive 2018-2021, first term; Attended BPWA Conference 2016 in Geelong as a voting delegate for Darwin; Attended BPWA Conference 2018 in Redcliffe as a voting delegate for Darwin;

**State:** Nil

**Club:** Joined BPW Darwin Club in 2012. Treasurer and President role during 2015-2018

### Summary of work and other experience:

**Occupation:** Business Bank Executive – National Australia Bank Ltd since 1990

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### ***Academic, business, professional qualifications:***

***Offices held in national, state, local organisations:*** Developing the North Conference-Program Advisory Committee member January 2021 to present; Hellenic Australia Chamber of Commerce & Industry (NT) Inc, Chair May 2019 to present; Northern Australia Agenda, Advisory Group Member March 2020 to March 2021; Commonwealth Businesswomen's Network, Co-Chief Operating Officer May 2018 to July 2020; Casuarina Senior College-Secretary Independent Public School Board July 2015 to February 2019;

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**Nomination for Executive Secretary: *Nil received.***

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## Nominations for State Representatives

### Nomination for New South Wales Representative

**BPW Coffs Harbour nominates Julianne McKeon for the position of New South Wales Representative**

**Nominees:** Helen Morschel and Deborah Petlueng

**Summary of BPW Experience:**

**International** Nil

**National:** Acting NSW State Representative since February 2021 (on BPWA Board)

**State:** Acting NSW State Representative since February 2021

**Club:** President 2014-16 and 2018-2019; VP Membership 2019-21; VP Marketing 2016-2018

**Summary of work and other experience:**

**Occupation:** Business Mentor and Consultant, Teacher, TAFE Trainer, Project Manager (Qld Public Service), Travel Consultant (now retired)

**Academic, business, professional qualifications:**

Bachelor of Arts, Diploma of Education, Graduate Diploma in Human Resources and Industrial Relations

**Offices held in national, state, local organisations:**

On the Board of the National Business Travel Association 204-06, Director-Coffs Harbour Regional Conservatorium 2013 to present.

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### Nomination for Northern Territory Representative: *Nil received*

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### Nomination for Queensland Representative

**BPW North Lake nominates Terri Tonkin for the position of Queensland Representative**

**Nominees:** Trish Springsteen and Sara Gault

**Summary of BPW Experience:**

**International** Nil

**National:** Nil

**State:** BPW National Conference 2018 Expo

**Club:** Attendee for 4 years, member for 3 years, sub-committee member for 2 years, committee member for 1 year

**Summary of work and other experience:**

International Best Selling Author/facilitator/speaker/coach

**Academic, business, professional qualifications:**

The Coaching Institute; Mastering Communication for Influence – The Speakers Institute; Diploma of Career Guidance; Cert III in Volunteer Tutoring

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### **Offices held in national, state, local organisations**

Pine Rivers Chamber of Commerce Committee Member

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## Nomination for South Australia Representative

### **BPW Coffs Harbour nominates Gillian Lewis for the position of South Australia Representative**

**Nominees:** Alison Collins and Dr Jean Murray

#### **Summary of BPW Experience:**

**International** Attendee at Melbourne, Mexico and Helsinki BPW International Congresses and attended CSW as BPW member observer in 2010

**National:** SA State President, BPW Australia Board 2002-08; SA State Representative 2021

**State:** State President 2002-08; SA Woman of Year 2010-2012; Project 5-O - Initiator & Coordinator for SA 2007 which evolve into the Adelaide White Ribbon Breakfast Committee; since then, represented BPW as Co-convenor of the White Ribbon Breakfast with Zonta

**Club:** Joined BPW Hobart June 1996 and transferred to BPW Adelaide in October 1996; Held positions of BPW Adelaide President, Treasurer, Communications, VP Policy/Advocacy

#### **Summary of work and other experience:**

**Occupation:** Most recently Senior Policy Officer SA Health (ethical and legislative policy)  
Semi-Retired / Active

#### **Academic, business, professional qualifications:**

Bachelor of Arts (Social Work); Dip Teaching Early Childhood)

#### **Offices held in national, state, local organisations:**

Founder and Co-convenor of the Adelaide White Ribbon Breakfast (14<sup>th</sup> Year in 2021); White Ribbon SA State Committee (Former secretary) 2013-18; Co-founder of Adelaide White Ribbon Night 2019; Co-founder of Pay Our Respects (Honouring Women murdered in Australia each year) 2019

**Membership of other organisations:** White Ribbon SA State Committee 2013-18; Emily's List; Life Member Muriel Matters & Executive Member

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## Nomination for Victoria Representative: *Nil received*

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## Western Australia

BPW Western Australia has retained their State Division arrangements, as permitted by the BPW Australia Constitution. This means the clubs in Western Australia elect a State President who is then appointed to the national role of Western Australian State Representative on the BPW Australia Board.

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## Young BPWA: **Advisory role only** *Nil received*

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## **RESOLUTIONS**

**Session run by the Resolutions Chair,  
Gillian Lewis, BPW South Australian Representative**

**To Note:** All Resolutions received, four in total, were Operational Resolutions.  
No Advocacy Resolutions were received.

### **Operational Resolutions:**

#### **RESOLUTION 1**

BPW Adelaide submits for consideration by the Resolution Committee the following motion for debate at BPW Australia National Conference 2020.

Submitted by Alison Collins, Club President  
Submitted by Jean Murray, Club Secretary

#### **MOTION:**

BPW Adelaide moves that:

The Procedure Manual be amended to insert into section P8.2R\_a requirement for the BPW Australia Board to call for bids to host a BPWA National Conference 3 years prior to the likely date of the Conference.

#### **RATIONALE:**

Section P8.2R of the Procedure Manual refers to National Conference bids. It states that bids to host a National Conference can be submitted by clubs, and that the criteria and requirements to be met are set by the BPW Australia Board. It makes clear that it is the responsibility of the BPW Australia Board to call for bids from BPW clubs to host the Conference, but it doesn't state when that call should be issued.

Between 2004 and 2016, the term between National Conferences was 3 years; prior to 2004 we had 2-year terms [with 2 exceptions] since 1958. In 2016, the National Conference agreed to amend the Procedure Manual to reduce the term from 3 years to 2 years. BPW Adelaide is hosting this 2021 National Conference, which was originally scheduled for October 2020 but was deferred due to COVID-19 restrictions.

The ideal situation is that a club advises the BPWA Board prior to a Conference that they intend to bid to host the next Conference, and the host club is announced at that Conference. If there are 2 or more bids, the decision is deferred to the next Board meeting when due diligence on the competing bids is undertaken, and then the endorsed host club is announced some 3 months after the Conference.

When the term was 3 years, that gave the host club less than 3 years to decide and book a venue [which can easily take 6 months], approach speakers, find sponsors, organise associated events and any side events, and work with the Board to deliver the Conference. With 2-year terms, this time is significantly reduced which puts considerable pressure on the host planning team.

Given our recent experience, notwithstanding that we were given an extra year, BPW Adelaide proposes that the Board calls for bids to host a subsequent National Conference at least 3 years

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prior to the period when it would be expected to be held. An exact 3-year period cannot be set because different states and territories choose different months of the year as the optimum time for a Conference in their location.

This means the Board would call for bids midway between Conferences, there would be time for due diligence checks, and the winning bid would be in a position to announce the dates and venue and deliver a substantial presentation to the Conference prior to their hosting opportunity. Members would leave Conference knowing when and where the next Conference would be held, and the current host club could meet with the incoming host club to provide advice and handover Conference documents and materials such as club name plates to the next Conference hosts.

BPW Adelaide recognises that the 2021 Annual General Meeting voted for the next BPWA National Conference to be held in 2023 which will limit the time for the next host committee to plan, prepare and deliver a Conference, but we hope there will be confirmed host for the 2023 National Conference and we can work with that club at the 2021 Conference to conduct an effective handover.

### **PROPOSED IMPLEMENTATION:**

The incoming BPWA Board will amend the Procedure Manual.

**CONTACTS:** Queries in regard to this Resolution, please contact:

NAME: Jean Murray      PHONE: 0407 041 441      EMAIL: [jeanemurray@bigpond.com](mailto:jeanemurray@bigpond.com)

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## RESOLUTION 2

BPW Adelaide submits for consideration by the Resolution Committee the following motion for debate at BPW Australia National Conference 2020

Submitted by Alison Collins, Club President

Submitted by Jean Murray, Club Secretary

### **MOTION:**

BPW Adelaide moves that:

BPW Australia adopts a revised version of the BPW International Collect for use by Clubs, at International Night events and at BPW Australia National Conferences.

The revised version adds the last line of the Collect for Women to the BPW International Collect – refer to appendix.

### **RATIONALE:**

The International Collect for Women is not in fact a BPW Collect. It was written prior to the establishment of BPW International and has been used by BPW and other women's organisations for many decades.

However, BPW may be the only international women's organisation that still uses this Collect since other organisations have drafted their own versions, and many BPW Affiliates have ceased using this Collect since BPW Canada drafted our BPW International Collect for Women's Meetings. Why have they rejected the old Collect?

There are two lines that cause consternation for BPW members, especially in Europe:

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- *Make us grow calm, serene and gentle.*
- *Let us not forget to be kind.*

This Collect was written when women “knew their place” and were pressured to be “ladylike”. The ideal for women, as expected by men, was to be calm, serene and gentle – not like suffragists agitating for the right to vote or those demanding women's rights and equal access to jobs and education who rejected the expectation that women should be passive, obedient and subservient. In the decades after WWII, women around the world grew assertive, confident and even feisty – especially the women who joined advocacy organisations like BPW. But “make us grow assertive, confident and feisty” doesn't read well in the Collect.

You would think being “kind” was a valued attribute, but this word – like all the words in the Collect – is translated into all the languages spoken by BPW members and meanings can vary in translation. It seems “kind” translates to “submissive” in several European languages, and BPW members are anything but submissive.

However, many BPW Australia members particularly like the ideal of being kind, as we understand kindness which does not equate to being submissive, and they want to retain this in the Collect.

BPW Adelaide proposes that we move to the new BPW International Collect but continue to be kind. The BPW Australia Collect would therefore read:

We ask

- ❖ that we meet together as women, not allowing beliefs, religion, nationality, ethnicity or language to come between us
- ❖ that these meetings enable us to move forward and advance the status of women throughout the world
- ❖ that the value of women be recognised in our families, our communities, our workplaces, our country and the world
- ❖ that we use our good ideas, our knowledge, our experience to promote the worth of women
- ❖ that we combine our strengths to move forward in peace, in serenity and in love
- ❖ that women of all generations will do their part to achieve harmony and equality among all human beings, and
- ❖ that we never forget to be kind.

### **PROPOSED IMPLEMENTATION:**

This change can be implemented by communication to members and clubs. There is no cost impost involved.

**CONTACTS:** Queries in regard to this Resolution, please contact:

NAME: Jean Murray      PHONE: 0404 041 441      EMAIL: [jeanemurray@bigpond.com](mailto:jeanemurray@bigpond.com)

## **Appendix**

### **The International Collect for Women**

*This collect has been used by BPW and other women's organisations for many decades, and is the traditional version read at the end of BPW International Night after the Candle-lighting Ceremony.*

Let us keep us from pettiness, and be large in thought, in word and deed.  
Let us be done with fault finding and leave off self-seeking.

May we put away all pretence and meet each other face to face, without self-pity and without prejudice.

Let us take time for all things: make us grow calm, serene and gentle.

Teach us to put into action our better impulses straightforward and unafraid.

Grant that we may realise that it is the little things that create differences; that in the big things of life we are one.

May we strive to touch and know the great human heart common to us all, and

Let us not forget to be kind.

### The BPW International Collect for Women's Meetings

*This collect was developed by BPW Canada and adopted at the 2011 BPW International Congress, and is used for BPW meetings and conferences.*

We ask

- ❖ that we meet together as women, not allowing beliefs, religion, nationality, ethnicity or language to come between us.
- ❖ that these meetings enable us to move forward and advance the status of women throughout the world.
- ❖ that the value of women be recognised in our families, our communities, our workplaces, our country and the world.
- ❖ that we use our good ideas, our knowledge, our experience to promote the worth of women.
- ❖ that we combine our strengths to move forward in peace, in serenity and in love.
- ❖ that women of all generations will do their part to achieve harmony and equality among all human beings.

*Text by Suzanne Garant, BPW Québec Métropolitain (Canada)*

*Translation by Leslie West, BPW Montréal (Canada)*

*Note these collects are written to be relevant to members from a range of religious beliefs and for members who hold no religious beliefs.*

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## RESOLUTION 3

BPW Sydney submits for consideration by the Resolution Committee the following motion for debate at BPW Australia National Conference 2021.

Submitted by: Miriam Cuellar, BPW Sydney President

Submitted by Pat Harrison, BPW Sydney Member

### **MOTION:**

BPW Sydney moves that:

Susan Jones be granted Life Membership of BPW Australia for her service as a Vice President of BPW International in the same way that BPWA confers Life Membership of BPW Australia on Australian members who have served as President of BPW International.

### **RATIONALE:**

The Procedure Manual sets out the process for awarding Life Membership of BPW Australia. P4.2B requires a resolution to Conference to confer Life Membership. Life Members do not pay membership fees; BPW Australia pays the Life Member's fees to BPW International and pays their club fee to their club. Life membership does not confer any special voting entitlements.

BPW Australia awards Life Membership to all Past National Presidents when they have completed their term. The BPW Australia Board can propose that Life Membership is awarded to other members by submitting a resolution to the National Conference; the National Conference has voted to award Life Membership to BPW Australia members who have served as BPW International Presidents.

Susan was a charter member of BPW Chatswood in the 1980s. Since then, she has dedicated her whole membership life advancing BPW. Although she has not been elected and served as a BPW International President:

- she has served terms as Vice President of both BPW NSW and BPW Australia
- she then became involved with BPW International as Projects Chair for 2 terms
- she served as Asia Pacific Regional Coordinator for 2 terms
- and in 2017 was elected First Vice President of BPW International, responsible for Membership.

Susan had to withdraw her nomination for President in 2020 for personal reasons. BPW Sydney acknowledges that our current two Life Members, Dr Pat Harrison and Freda Miriklis, who both served as BPWI Presidents also served as Vice Presidents and, in Pat's case, Regional Coordinator for Asia Pacific. Their Life Memberships recognise their long service as BPW Australia members to BPW International.

Given Susan has dedicated so many years consecutively to BPW at state, national and international levels, BPW Sydney believes she should be recognised and proposes that such recognition should be Life Membership of BPW Australia, equivalent to what is conferred on Past Presidents of BPW International.

### **PROPOSED IMPLEMENTATION:**

BPW Sydney does not expect to receive club fees, so BPW Australia would need to pay only her International dues.

**CONTACT:** Queries in regard to this Resolution, please contact:

NAME: Pat Harrison    PHONE: 0419013253    EMAIL: [pita171a@hotmail.com](mailto:pita171a@hotmail.com)

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## RESOLUTION 4

BPW Darwin submits for consideration by the Resolution Committee the following motion for debate at BPW Australia National Conference 2021.

Submitted by Ms Jaya Srinivas OAM Club President  
Submitted by Rebecca Forrest, VP – Events and Marketing

### **MOTION:**

BPW Darwin moves that:

- a) membership is half price for persons under the age of 35 years.
- b) membership payments are offered in four fortnightly payment options, (or a payment plan otherwise agreed by the BPWA).
- c) registrations incorporate an age field to capture data.
- d) registrations incorporate an ethnicity field to capture data.



### **RATIONALE:**

BPW Australia is committed to working to achieve equality at work, on boards and in leadership. Sadly, over the past decade, the club numbers have declined, with a number of Clubs across the country closing. The membership demographic is not representative of the community by way of age and diversity and the Clubs need to implement initiatives that support and encourage a younger, more diverse membership base.

BPW Darwin is the largest club in Australia with the most rapid growth in members (an increase of 47% in the past 12 months) and the most diverse. Much effort has been made to support and encourage new members with events targeting a showcase of young professionals and the implementation of our inaugural women's mentoring program.

Consultation with and feedback received from younger members, and young people BPW Darwin liaises with, indicates that the membership fee is a barrier. Many of them are in the beginning of their careers and not on a high income, and many have young families to support. With the current pandemic climate, non-essential items such as membership fees are not a priority which limits our capacity to attract a younger demographic.

Furthermore, future grants and opportunities to engage sponsors and partnerships would be greatly enhanced through the provision of metadata regarding our membership demographic. By incorporating fields in the membership application process to record age and culture, BPWA and clubs around Australia will be able to identify the construct of their membership base. This will also allow clubs to identify gaps in their membership and implement strategies to entice a wider demographic of members. Diversity is invaluable to the future succession of any club, committee, team and workplace.

### **PROPOSED IMPLEMENTATION:**

It is proposed that this resolution, if passed, be implemented immediately and not await a new website being established.

BPW Darwin has a unique opportunity to recruit new, younger members through our women's mentoring program. The pilot of this program will conclude in November/December 2021 and it would be ideal if the club could promote a reduced fee to encourage younger members who are already engaged with our brand to join our club.

The financial implications for BPWA are that we will only receive 50% of membership income from younger members while they are under 35. However, we will then have a strong following of committed Young BPW members who evolve to full paying members, encouraging the next generation to join and remain connected to BPW.

This reduced membership fee would provide an incentive that BPW Darwin hopes to be able to offer for each year our mentoring program is delivered. Our program could be a pilot initiative for other Clubs to follow.

This can be easily implemented by amending the information in the back end of the website and adding additional fields to the membership form. Adding fields to capture age and cultural demographics would not take longer than half an hour and would not incur any costs to BPWA (the fields are added just like any online event booking option within sites such as Eventbrite and Try Booking).

**CONTACT:** Queries in regard to this Resolution, please contact:

NAME: Rebecca Forrest      EMAIL: [rebeccakathleenforrest@gmail.com](mailto:rebeccakathleenforrest@gmail.com)

*End*

**All Members are invited to attend the  
BPW Australia 44<sup>th</sup>  
Annual General Meeting for 2020-2021**

**The AGM will be held near the conclusion of the  
BPWA Governance Summit on  
Sunday 17<sup>th</sup> October 2021**

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When you register for the Governance Summit could you please indicate a separate tick for the AGM, you are also welcome to put an apology in for the AGM if you cannot attend.

*Margaret Tipper  
Executive Secretary  
BPW Australia*