

A photograph of two women embracing outdoors. The woman in the foreground is wearing a dark blue dress and a white cardigan, holding a smartphone. The woman behind her is wearing an orange headband and a blue top. They are standing on a gravel path with trees and a body of water in the background.

women
IN BUSINESS

MORNINGTON
PENINSULA

2025
ANNUAL REPORT

"Women in Business Mornington Peninsula is now into its fourth year, and I congratulate its dynamic leadership team for the impact that this network of passionate, committed and inspiring women is having across our community.

The Mornington Peninsula is a small business region – many – if not most of them – run by brilliant, resilient and courageous women. As a network, WiB demonstrates what happens when our community-minded female business leaders on the Peninsula and Frankston get together and get to work.

Before politics, I ran my own business in global trade, building export opportunities for Australian businesses and bringing investment to our shores. There are so many women in our beautiful little part of the world with a story just like mine who now have the opportunity to be supported and empowered by the various events, programs, and advocacy offered by WiB.

I sincerely thank the WiB team for the wonderful energy and professional know-how you bring to the community of the Mornington Peninsula and Frankston."



ZOE MCKENZIE MP -
FEDERAL MEMBER FOR FLINDERS

"There's a lot to celebrate—nationally and right here on the Mornington Peninsula and Frankston. As women continue to break new ground in Federal Parliament—with a historic majority in Cabinet and 56% of Caucus now women—it reflects a broader shift in how leadership is shaped in Australia. With women shaping policy, we've seen real impact - Australia rose 11 places to 13th in 2025 global gender equality rankings.

That momentum is echoed in the work of Women in Business. While national policy is creating more opportunities for women to thrive, Women in Business is ensuring those opportunities reach women in our region—supporting purpose-led business owners, advocates, creatives, and change-makers to rise.

Your network is more than a community—it's a movement. Through connection, advocacy, and practical support, Women in Business:

- Builds space for women to lead with confidence
- Champions real conversations around challenges like burnout, balance, and access
- Hosts events that deepen connection and shared learning
- Elevates the collective voice of women in our region to influence real change

The impact is visible. From local networking nights to impactful masterclasses and a powerful presence at IWD, Women in Business members are shaping what leadership looks like—grounded in collaboration, compassion, and courage.

There's more work to do, but we're not doing it alone. Together, we're moving the dial—for ourselves, for our daughters, and for future generations of women in business and community leadership.

I look forward to seeing this powerful network continue to thrive and lead the way."



JODIE BELYEA MP -
FEDERAL MEMBER FOR DUNKLEY

This year was our fourth full year of our Association and we continue to grow in meaningful ways, broadening our reach and impact across our community.

Similar to each of our founding years post COVID, this previous year brought plenty of new opportunities and challenges for our community. We are hearing that the financial stability and economic outlook in Australia is improving but for most of us, this isn't the experience on the ground. We see cost-of-living increases, supply chain disruptions, rising operational costs, cautious consumer confidence and record closures continuing to exert pressure on our businesses. Ongoing workforce shortages and the shift toward increasingly more flexible, sustainable business practices demand adaptability, resilience, and innovation.

And beyond the economic pressures, there are the personal challenges that deserve recognition and that impact our members disproportionately. In Australia, women account for over 80% of informal caregivers and if you're a mother - you're managing 70-80% of the mental load for your family. The women in our community are doing this on top of running businesses and organisations, leading community initiatives, volunteering time and navigating the emotional labour of it all.

Our organisation has not been immune to these broader pressures. Like many not-for-profit and member-based groups, we faced the challenge of sustaining momentum in a climate where time and energy are stretched, and volunteer engagement has been harder to maintain.

Despite all of this, we continue to thrive. Focused on the connections that nourish us, the inspiration of our community here and across our spaces, we embrace opportunities for growth and impact and we remain focused on how we can share these within our community.

Over the previous year Women in Business expanded our regional reach into Frankston City and deepened our connections with local government, business networks, and community leaders across this expanded area. Our events were more than just well-attended—they were energising, generative spaces that sparked new collaborations, friendships, and mentoring relationships that continue to flourish.

The Association now has more members than ever, while maintaining our commitments to our community and to growing with purpose and vision. We continued to celebrate your achievements, to promote and prioritise your services both at our own events and to our broader region - we learned from one another and advocated for equity, support and representation.

Federal elections gave us opportunities to meet with candidates across our electorate and to celebrate the election of women representing both the electorates of Flinders and Dunkley. We're thankful to call Zoe McKenzie, MP and Jodie Belyea, MP - friends (and in Jodie's case, long term member) of the Association and are grateful for their ongoing support.

It is a testament to the strength, creativity, and tenacity of our members that we not only made it through another demanding year, but did so with purpose, connection, and an unwavering commitment to lifting each other up.

There are too many thank yous to include in this report, we have detailed those later but the support from our sponsors, members and government have been integral to the success of the Association in this last financial year. From our entire board and on behalf of the Association more broadly - we thank you, our members for all of the seen and unseen work you are doing on behalf of our community. We look forward to another year of advocating for you, supporting you and learning with and from you.

Melissa | Chair





our mission

We're a female-led community business and leadership organisation which aims to empower and inspire local women by strengthening collaboration, support, collective problem solving in order to deliver positive impact on the Mornington Peninsula and City of Frankston.

our values

community
sustainability
inclusivity
purpose
integrity

Women in Business members are at the heart of all we do. Running underneath everything that we do is a consideration for what our members need, how our members will benefit and what we can do to fulfill their needs.

We know women are in need of seats at the table and are particularly poised to be heard in this moment and able to provide supportive and innovative paths toward a better community.

FORCE FOR GOOD:

Collaborating to grow our collective social and environmental impact, incl.

1. Supporting purpose aligned non profits who work to address local challenges
2. Supporting and empowering women in the wider community
3. Supporting young females to support their wellbeing and careers

activating our strategic plan 2022 - 2025

Our Building Capacity program empowers members' development and business growth. Last year's events focused on connection, inspiration, and smart business practices. Advocacy efforts aimed to understand challenges for female leaders and businesses.

We gathered feedback and engaged with local government and consultants to shape community collaboration. Partnerships with Business for Country and politicians were nurtured. Our Brand & Storytelling initiative boosts Women in Business through sharing stories on various platforms, including social media, our website, and partnerships with local magazines. We showcased members' remarkable achievements at events and within the community.



organisational sustainability & governance

THE WHY

Strengthening our organisational capability & capacity to deliver on our goals.

THE HOWS

- Evolve our leadership and governance to maximise outcomes for women in our region
- Ensuring that we are financially strong and sustainable
- Ensure that operational structure allows for delivery and growth
- Develop relationships with partner & sponsor organisations that mutually benefit and promote sustainability
- Ensure membership growth to support ongoing viability and responsibility is understood, tracked and reflected upon

FORCE FOR GOOD

By ensuring that our Association remains viable and sustainable, we are able to achieve our impact goals.

MEMBERSHIP & COMMUNITY

Through good governance we are able to better serve members with integrity and transparency.



brand & storytelling

THE WHY

To build and strengthen the profile of WiBMP, women-led business and community leaders

THE HOWS

- Publicising the role of female led small and medium-sized businesses
- Profiling local business to locals and visitors to activate community spending and support for local business #buylocalfirst
- Sharing member stories, paths and impact roles in the community (including qualitative and quantitative info)
- Recognising and celebrating the achievements of local business women

FORCE FOR GOOD

By promoting local industry and female-led businesses we are nurturing our broader community, contributing to local jobs and the economic prosperity of our communities. By investing in the stories and achievements of female leaders within our community, we are strengthening the financial security, career opportunities and prosperity of our existing and next generation of female leaders.

By understanding the good work that member businesses are doing, we can learn from them and extend their positive impacts.

MEMBERSHIP & COMMUNITY

Through storytelling we are able to promote and extend member businesses and leadership experiences that will support them to thrive and strengthen community ties.



research & advocacy

THE WHY

To better understand and advocate for the unique opportunities and challenges facing female business & community leaders

THE HOWS

- Develop and nurture relationships with government and local bodies for information sharing, resource attraction and developing opportunities for member businesses and community
- Developing, sharing and utilising research that qualifies and quantifies our challenges, value and successes
- Influence through research, advocacy & collaborations.
- Empowering partners, communities and stakeholders to support actions for women-led businesses and community leaders.

FORCE FOR GOOD

Through research we can better understand the needs of our community and be able to best serve those. Through advocacy we can promote the purpose-led businesses within our membership and support them to thrive.

MEMBERSHIP & COMMUNITY

Through research and advocacy we can better understand the needs of our membership and use our collective voice to create improvements in the lives of our members and our community.



business & individual capacity building

THE WHY

To empower the development and growth of our members and their businesses / organisations

THE HOWS

- Enabling women to progress career choice and growth
- Addressing barriers, attracting and retaining local talent
- Enabling businesses to start and remain on the Mornington Peninsula and within the City of Frankston
- Supporting and promoting women into leadership roles
- Collaboration and advocacy to move through the barriers facing women-led businesses.

FORCE FOR GOOD

Through events we can identify areas of need for our community and meet those. Focusing on not just the intellectual and logistical but psychological wellbeing and capacity building to support individual growth and prosperity. Through our community we can provide a support system to navigate the sometimes isolating and difficult experience of being a female leader.

We can support other local orgs doing on the ground work to improve the lives of women.

MEMBERSHIP & COMMUNITY

Through our business and individual capacity building, we can build programs and events that support the needs of our members and community.

alignment with UN sustainable development goals

5 GENDER
EQUALITY



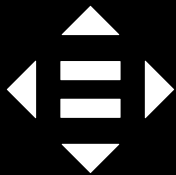
8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



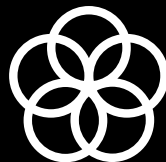
12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



17 PARTNERSHIPS
FOR THE GOALS





WHO WE ARE

BOARD MEMBERS:

Melissa Goffin - Chair

Laura Wattie - Vice Chair

Position Vacant - Treasurer

Carli Phillips

Genevieve Sullivan-Tailour

PAST: Andrea Hayden, Sarah Race

ASSOCIATION OFFICERS:

Amanda Jacobs - Association Secretary

Birte Moliere - Impact Officer

acknowledgements & thanks

Our achievements and impact are made possible through the generosity, dedication, and passion of our incredible community. We extend our heartfelt thanks to the following Sponsors & Partnerships: Small Giants and Mornington Peninsula Shire - as well as the ongoing support of Grendesign and SMART Business Solutions. We would like to give special recognition to outgoing WiB member, Lisa Walton, former owner of Mornington Peninsula Magazine, for her years of championing local women, our community, and the Women in Business association.

Thank you to the countless volunteer hours of our Women in Business Board, whose vision and leadership guide us forward. Thank you to our 2024 outgoing Board members, Andrea Hayden and Sarah Race - for their service and dedication - we know you will continue to remain connected and active in our work. And an official welcome to this year's incoming Board members, Carli Phillips and Gen Sullivan who since last August

have been making their impacts felt across our events, programs and communication spaces.

To our broader Community & Volunteers - Kim Michod, for almost 3 years of expertly guiding the organisational ship and more recently Amanda Jacobs for their commitment and contributions across our Secretary and Memberships & Partnerships role. To our broader volunteer community who help make our events possible. And to our Charity Partners, Women's Spirit Project and Women's Community Shelter for their tireless work in our community to lift and support women in need - on behalf of our community - thank you.

To each of you, our members, supporters, advocates and friends - thank you for standing with Women in Business and empowering women to connect, grow, and lead. Your support fuels our mission and inspires our future. We look forward to another year of driving lasting change together.



our financial members

as at June 30, 2025

Aisling Harris | Peninsula Pilates Studio

Alex McCabe | Kip&Co

Amber Gardener | Naturalight
Photography

Amy Campion | Amy Campion

Andrea Hayden | Mr Velvet Ears

Birte Moliere | SEED Sustainability
Solutions

Carli Phillips | Corporate Wellbeing Hub

Cathy Love | Nacre Consulting

Claire Jones | That Health Hub

Claire Russo | Butterfly Red Hill

Claire Scorpo | Agius Scorpo Architects

Clare Compaan | Eliza Legal

Dianne Gardiner | Rahona Valley

Dr. Lauren Davis | Dr. Lauren Mobile Vet

Elise Hedley Dale | Media Words

Emma Reddie | Emma Reddie Connection

Genevieve Sullivan-Tailyour | Penni Ave
Distillery

Gina McNamara | Cassis Red Hill

Hannah Nowlan | Lander—Se

Hannah Ward | Mother Mary Bakes

Holly Klintworth | Bass and Flinders
Distillery

Jackie Prossor | Prossor Town Planning
Pty Ltd

Jodi Neary | The Ranch Mornington
Peninsula

Jodie Belyea | Women's Spirit Project

Jorjia Noelle Bessell | Mane Haven

Josie Jones | SHARE Agency

Judy Gouldbourn | Driving Miss Daisy
Mornington

Karen Golding | Red Hill Brewery

Kate Kapovic | Carbon Bookkeeping

Kerrie Canning | HR Advice Online

Kim Steel | Property Mums

Laura Wattie | Grendesign + Gresco

Leanne Nicholson | Oraco Agency

Liz Lor | Green Dragon Consulting

Marion Lecesne | Celine Martine

Melanie Hunter | The Aligned Phoenix

Melinda Spargo | Cusp Architecture Pty
Ltd

Melissa Goffin | Red Gum BBQ

Michelle Stanton | Complete Success

Pippa Hanson | The Sports Injury Clinic

Rohani Bixler | Olivetree Lega

Ruth Stuetngen | Ruth Stuetngen
Coaching & Hypnotherapy

Sarah Race | Mornington Peninsula Shire

Shae Lawrie | Exclusive Property
Management

Shannon Smit | Smart Business Solutions

Sharizaar O'Heart | O'Heart & Associates

Sian Swift | Adworks Creative

Sophie O'Neil | Torello Farm

Sophie Panigirakis | Women's Community
Shelters

Sue McMillan | Rosebud Country Club

Sue O'Donoghue | Green Olive at Red Hill

Tamsin Ries | Tamsin Ries Consulting

Tara Van deligt | Building Dreams Group

Tessa Robbins | Tesselu Coaching

Unna Goldsworthy | Unna Movement

Vicki Lawrenson | Moonface Signs

Zoe Crittenden | Crittenden Estate

current members

56

our membership
grew by 8%





IWD 2025

5 March 2025 - International Women's Day at Mr Velvet Ears.

In 2025, our International Women's Day event took place at the beautiful **Mr Velvet Ears** in Moorooduc, marking another milestone moment for Women in Business Mornington Peninsula. 150 guests—local women, business owners, community leaders, and allies—gathered to connect, reflect, and commit to action under the theme #MarchForward.

This year's event was more than a celebration—it was a call to accelerate gender equality and challenge the systems that hold women back. Our incredible speakers inspired us with stories of resilience, leadership, and bold action. We were honoured to be joined by guest speaker **Berry Liberman**, co-founder of Small Giants, who shared a powerful message on ethical leadership and creating systemic change. Our speaker lineup featured **Pippa Hanson**, **Kristy Kendall**, **Josie Jones OAM**, and **Gab Banay**, who each brought unique perspectives from business, education, sustainability, and social impact.

Our event was masterfully guided by **MC Candice Taylor**, whose energy and warmth tied the day together. Together, we shared not only stories but also pledges—captured on cards throughout the day—to take our inspiration forward and make meaningful change in our communities and industries.

We're proud to share that our online auction raised **\$5,485**, which has been equally donated to our two charity partners: Women's Spirit Project and Women's Community Shelters (Moonah House). These funds will support critical work empowering and protecting women across our region.

This year's event showcased the power of local leadership, community collaboration, and the collective drive to build a more equitable future. We are grateful to our sponsors, suppliers, and every individual who helped bring this event to life. Most of all, we thank our members and guests—your presence, energy, and commitment to #MarchForward is what makes this movement thrive.

The event featured almost exclusively local female businesses such as:

VENUE BY: Mr Velvet Ears

EVENTS PHOTOGRAPHER: Lisa Atkinson Photographer

MUSIC BY: Hazel and The Thief

COCKTAILS BY: Penni Ave Distillery

WINE BY: Mr Velvet Ears

WINE BY: Crittenden Estate Winery

FOOD/PLATTERS BY: Janey B's

FOOD BY: Red Gum BBQ

DESSERTS BY: Mother Mary Bakes

BAGS BY: Boomerang Bags Mt Martha

SOCIALS BY: Grendesign

GRAPHIC DESIGN BY: Grendesign

PROMOTIONS AND ADVERTISING BY: Mornington Peninsula Magazine

POSTER & EVENT ARTWORK BY: Fi Foott

THANK YOU TO OUR 2025 SILENT AUCTION DONORS

Bass & Flinders Distillery

Celine Martine Headwear

Corporate Wellbeing Hub

Crittenden Estate

Dear Reader Books

Empowered with Spirit

Fab Over 40 Wellbeing

Green Olive at Red Hill

Grenco

Iluka Retreat

Kip & Co

LA-BEK Semi-Cured Nails

Lancemore Lindenderry

Learn How to Photograph

Lisa Atkinson Photography

Main Ridge Dairy

Mistlewood Flowers

Mornington Peninsula
Magazine

Mother Mary Bakes

Mr Velvet Ears Wines

Naturalight Photography

Nurse Ella

O'Heart and Associates

Organic Bay Distillery

Paint Your World

Peninsula Pilates

Penni Ave Distillery

Red Gum BBQ

Rhino Tiger Bear

Small Giants Academy

Smart Business Solutions

Style Squad

Tesselu Coaching

The Ranch Mornington
Peninsula

The Sports Injury Clinic

Torello Farm

Women's Spirit Project

\$5485

We raised \$5485 in donations to our two local organisations, Women's Community Shelters and Women's Spirit Project.

IWD PARTNERS THANK YOU



Small Giants
Academy



MORNINGTON
PENINSULA
Shire

impact survey results

The results you'll see here represent more than just survey responses—they are the foundation of our advocacy efforts. By capturing a clear picture of the challenges, opportunities, and successes of women-led businesses in our region, we can influence decision-making and ensure your voices are heard. This data is shared in our annual Impact Report and used in meetings with stakeholders to highlight the needs, strengths, and contributions of our members. All data is collected confidentially and reported only in aggregate.

our member impact survey

72%

of our member businesses described their social and environmental impact as either consistently part of their decision-making or an explicit measure of success for their organisation, prioritising it even in circumstances where it may not drive profitability but because they believe it to be important.

WiB member businesses collectively contributed an estimated 40 million dollars to our local community

\$40M

The money we make here - stays here.

60%

of WiB businesses describe both their suppliers and their Customers as based in our region.

Women employ women.

70%

of WiB workforces are women.

In a poll asking members for the issue that they are most concerned about and having the greatest impact on them, our members said:

1. Increasing financial pressures from govt policy (wage increase, tax, etc.)
2. Balancing work and personal /family commitments

TOTAL NUMBER OF
VOLUNTEER HOURS

13,234

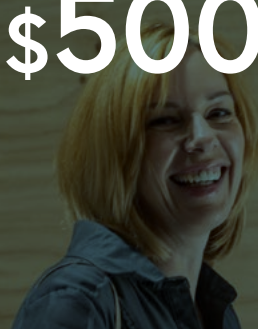
VALUED AT \$707K

APPROX VALUE
OF COMMUNITY
SUPPORT

\$500K

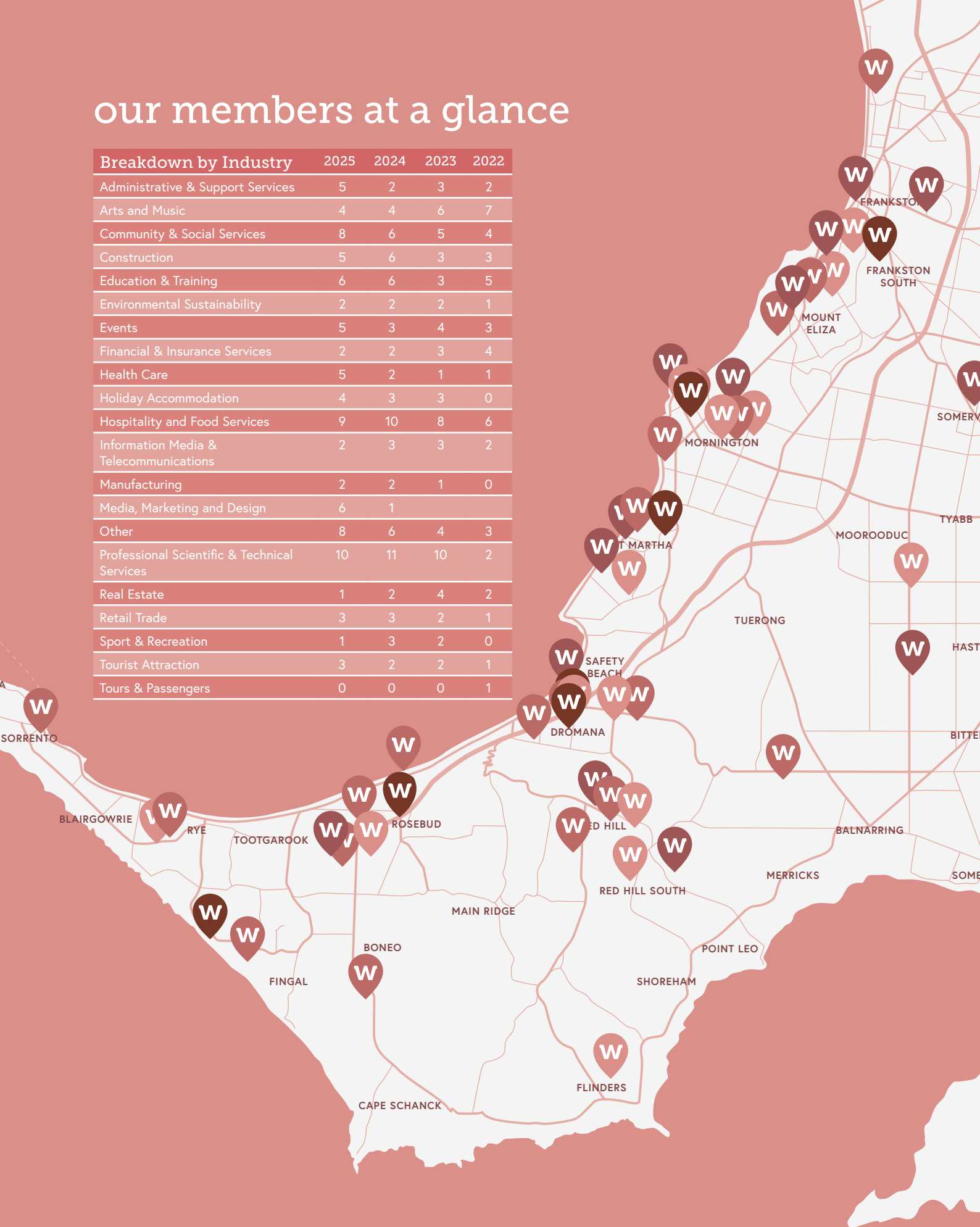
NUMBER OF
EMPLOYEES

660



our members at a glance

Breakdown by Industry	2025	2024	2023	2022
Administrative & Support Services	5	2	3	2
Arts and Music	4	4	6	7
Community & Social Services	8	6	5	4
Construction	5	6	3	3
Education & Training	6	6	3	5
Environmental Sustainability	2	2	2	1
Events	5	3	4	3
Financial & Insurance Services	2	2	3	4
Health Care	5	2	1	1
Holiday Accommodation	4	3	3	0
Hospitality and Food Services	9	10	8	6
Information Media & Telecommunications	2	3	3	2
Manufacturing	2	2	1	0
Media, Marketing and Design	6	1		
Other	8	6	4	3
Professional Scientific & Technical Services	10	11	10	2
Real Estate	1	2	4	2
Retail Trade	3	3	2	1
Sport & Recreation	1	3	2	0
Tourist Attraction	3	2	2	1
Tours & Passengers	0	0	0	1



BONEO, DROMANA, FITZROY, FLINDERS, FRANKSTON, FRANKSTON SOUTH, HASTINGS, MAIN RIDGE, MERRICKS NORTH, MORNINGTON, MT ELIZA, MT MARTHA, RED HILL, RED HILL SOUTH, ROSEBUD, RYE, SAFETY BEACH, SEAFORD, SOMERVILLE, ST ANDREWS BEACH, TOOTGAROOK, TUERONG, TYABB.



W

womeninbusiness.org.au

We acknowledge the Bunurong and Boon Wurrung people of the Kulin nation, Traditional Custodians of the Mornington Peninsula land on which we live, work and play. We acknowledge their Elders past, present and emerging, their ongoing connection to land, culture, their resilience and wisdom.

SUPPORTERS THANK YOU

Thank you to our 2024-25 Supporters:

gren**design**

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