

Women Leading Locally

Masterclass #6: November 23rd 2022

Halfway mark! Time to check in…

With Licia Heath CEO Women for Election and Ruth McGowan OAM

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Our Fellowship journey so far...
5 Masterclass reflections

Wednesday 24 August 2022: Masterclass 1 - Power Up Your Community

Thursday 8 September 2022: Masterclass 2 - Governance for Local Government Leadership

Wednesday 14 September 2022 & Wednesday 12 October 2022: Masterclass 3 Successful election campaigning for Local Government in Victoria, Part 1 and 2

Wednesday 5 October 2022 & Wednesday 19 October 2022: Masterclass 4 (Politics in Colour: Successful election campaigning for Local Government in Victoria, part 1 and 2)

Wednesday 2 November 2022: Masterclass 5 - Navigating difficult conversations

POWER LIKE YOU'VE NEVER SEEN

"Feminism isn't about making women stronger, women are already strong… **it's about changing the way the world perceives that strength.**"

G.D. Anderson, Founder The Cova Project

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Vote 1
Penny Iddon
Youth Workers
IGNITE

Recap on Actions from Sept Campaign Masterclass



- ✓ Check obligations and eligibility
- ✓ Set up systems – Budget, FR & Diary dates
- ✓ Start to plan messages (3x4 tool)
- ✓ Practice elevator pitch
- ✓ Do the skills audit & pre-selection exercise
- ✓ Do the 'maths' of electorate
- ✓ Set campaign goals

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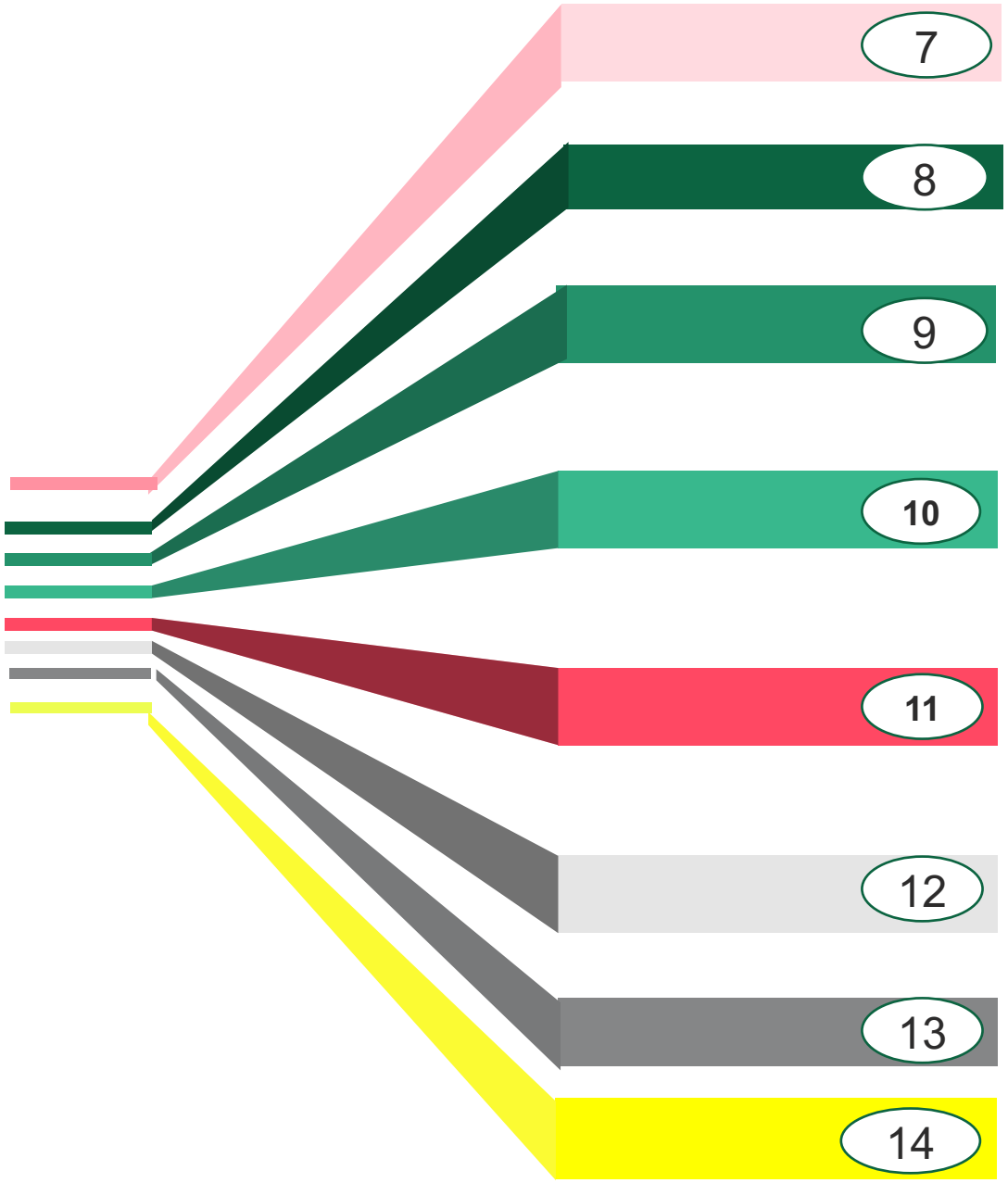
Hit the campaign trail. Sustain yourself. Beyond e-day



- Team building
- Risk
- Rise your profile & cut through
- Flyer design principles
- Preferencing basics
- Pace yourself, the home strait
- Post election. What to do if you did/didn't get elected
- What's next?

Moving to action!!

Women taking the lead

Back in the 1960s, there weren't many women in local councils, but Hannah Eisen's grandmother was one of the exceptions.

She wanted a local library in the City of Yarra and ran for council to make sure it happened.

"She was a great lady and never shy of saying what she thought," said Hannah.

"She was very influential in my life."

Although her grand daughter said she's not contemplating entering politics at this point, some of that fire has certainly passed down the generations.

Hannah is one of around 60 women doing a Women Leading Locally Fellowship through the Institute of Community Directors in partnership with the Victorian government.

The course is designed to support women to become leaders in their community, and hopes to increase the representation of women councillors and mayors.

Currently President of the Phillip Island Boardriders Club, and a Senior Project Manager at Bass Coast Shire Council with her own consultancy firm, Hannah said politics is not on her radar. But when she was approached to do the course, she jumped at the chance.

"I think the course framework would apply to someone who wants to help in the community in a leadership capacity," she said.

"I don't want to get into politics, but I think women my age can have an impact on their community. It's about having a proactive approach to the environment you are living in."

She said throughout her life she's had some great mentors and role models, and she's hoping she can offer a guiding hand and advice for younger women.

"If you can empower younger people to be better, there's a ripple effect."



Hannah Eisen, President of the Phillip Island Boardrider's Club, is currently doing a Women Leading Locally Fellowship, a course designed to support women to become leaders in their community. Photo: Tommy Williams Photography.

Gender balance

The Women Leading Locally program hopes to address the gender imbalance in local government, and working in the building and construction industry, it is something Hannah is all too familiar with.

She is often the only woman on site, or around the table, when working on building projects.

She is currently the day-to-day manager of the construction of the Cowes Cultural Centre, the biggest building project in the history of Bass Coast Shire Council.

"Just this week I was at a meeting on site, and I was the only woman," she admitted.

"Some men still get a bit taken aback."

She believes the course will help in all her roles, especially helping to build her confidence as a leader.

In the initial module, they looked at leaders they admired.

"We had to identify why we thought they were good leaders and why we liked them. Then look and see if these are qualities you can have yourself."

The module also looks at "imposter syndrome" (doubting your own abilities and feeling like a fraud).

"Apparently it is very common in politics, but I think it's common everywhere," Hannah said.

Women are frequently characterised as being "too emotional", and many cannot see anything to aspire to in conventional models of male leadership.

"But women in leadership roles have emotional intelligence and that brings a totally different perspective.

"Workplaces are missing out if people can't have both sides."

The course is being run online, with the women from across Australia joining together virtually for group activities, break out groups and talks.

With ages spanning from 25 to 55, Hannah said she's in awe of the talent on show.

"I think they're pretty impressive and I'm pinching myself. I'm lucky to be here."

At the same time as she is studying, Hannah is working hard as President of the Phillip Island Boardriders Club to bring about change in her community.

"The club got a Change our Game grant and will run a program to empower girls through sport, via surfing and yoga," she explained.

"We hope the girls can develop friendships and confidence, and we can provide help on and off the board."

As well as surf coaching, the course will include yoga lesson and breath workshops.

"Anxiety is normal, so having skills like breathing, to move through it is important," said Hannah.

"Through yoga you can learn a lot about yourself and gain confidence. And that will help in other areas – exams, public speaking, or paddling out at Woolamai."

She's also keen to encourage more women to look at careers in construction.

"I'd like to mentor girls to architecture or building, and the skills from this course ca

On course

She hopes the Women L Locally Fellowship will not troduce her to other female but help with future roles.

While she doesn't share litical aspirations of others course, Hannah said she's p ate about sport and women ticipation and one day a boa tion on a sporting body like Vic or Surfing Australia coul option.

She believes doing the co helping her identify her own and what's important to her.

"I think it's allowing me to uine and an authentic repr tion of myself," Hannah said

"If I'm true to myself and I cessful, I'm hoping it can enc others."

You can find out more Women Leading Locally a *munitydirectors.com.au/tr women-lead*



MAMAMIA.COM.AU

'I decided to run for parliament. Then I started receiving "feedback"

ABC GIPPSLAND

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ABC Radio MELBOURNE



ABC.NET.AU

Vic election candidate calls out stream of 'sleazy', sexually explicit messages

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BEFORE THE CONVERSATION-

- do your preparation
- gather information around their perspective
- build rapport
- Remember “looping”
- show interest in their concerns
- if unsure say you don’t know.



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10 minutes
Time for a break

Our Fellowship journey from here...

Wednesday 23 November 2022: Masterclass 6 - Halfway mark and mentoring

Wednesday 8 February 2023: Masterclass 7 - Traditional and Social Media Upskilling

Wednesday 1 March 2023: Masterclass 8 - Self-advocacy

Wednesday 29 March 2023: Masterclass 9 - Politics in Colour: Candid Conversations

Wednesday 19 April 2023: Masterclass 10 - Time for Lift Off!

May 2023: Mentoring Circles begin

Breakout room in groups of 3

Considering this is our last Masterclass for 2022, what will your action be over the summer holidays?

What can you

- Start doing?
- Stop doing?
- Do more of?

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CLINIC Q&A:
ASK US ANYTHING!

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"When women are able to exercise political leadership in a manner that is authentic to them, there are gains not just for women and girls but for the whole society."

The Global Institute for Women's Leadership

Source: The Global Institute for Women's Leadership, King's College, London (2021)

Let's wrap up your last Masterclass of 2022!

Actions from tonight:

- ✓ Share your state election experiences on Facebook
- ✓ It's not to late to volunteer on a State campaign!
- ✓ What will your action items be over the holiday period?
- ✓ Complete the survey via QR code

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