

Women Leading Locally

Masterclass #6: November 29th 2023

Halfway mark! Time to check in…

With Licia Heath CEO Women for Election and Ruth McGowan OAM, and Jenny O'Connor

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Our Fellowship journey so far...

Wednesday 12 July 2023 : Masterclass 1 - Power Up Your Community

Wednesday 26 July 2023: Masterclass 2 - Governance for Local Government Leadership

Wednesday 16 August & Wednesday 13 September 2023: Masterclass 3 & 4 - Successful election campaigning for Local Government in Victoria

Wednesday 18 October 2023: Masterclass 5 - Navigating difficult conversations

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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

Masterclass 1: With Licia Heath and Ruth McGowan

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What have you done to raise your profile?

'Met with Steve Bracks this morning' ... – Jana Sarantis



Kate Lockhart













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Why is good governance important?

- Promotes community confidence
- Encourages elected members and council officers to be confident
- Leads to better decisions
- Helps local government meet its legislative responsibilities
- Supports ethical decision-making

Masterclass 2:

Part 1

What you must get sorted first

Masterclass 3: With Licia Heath, Ruth McGowan and Jenny O'Connor



What is the role? Could you do it? 01

Clarify your purpose.
What will you change and why? 02

Where will you stand?
Do your numbers 03

Prepare.
Skills audit.
Preselection. 04

Build your processes.
Finances
Deadlines
Communications. 05

Set your campaign sub-goals 06

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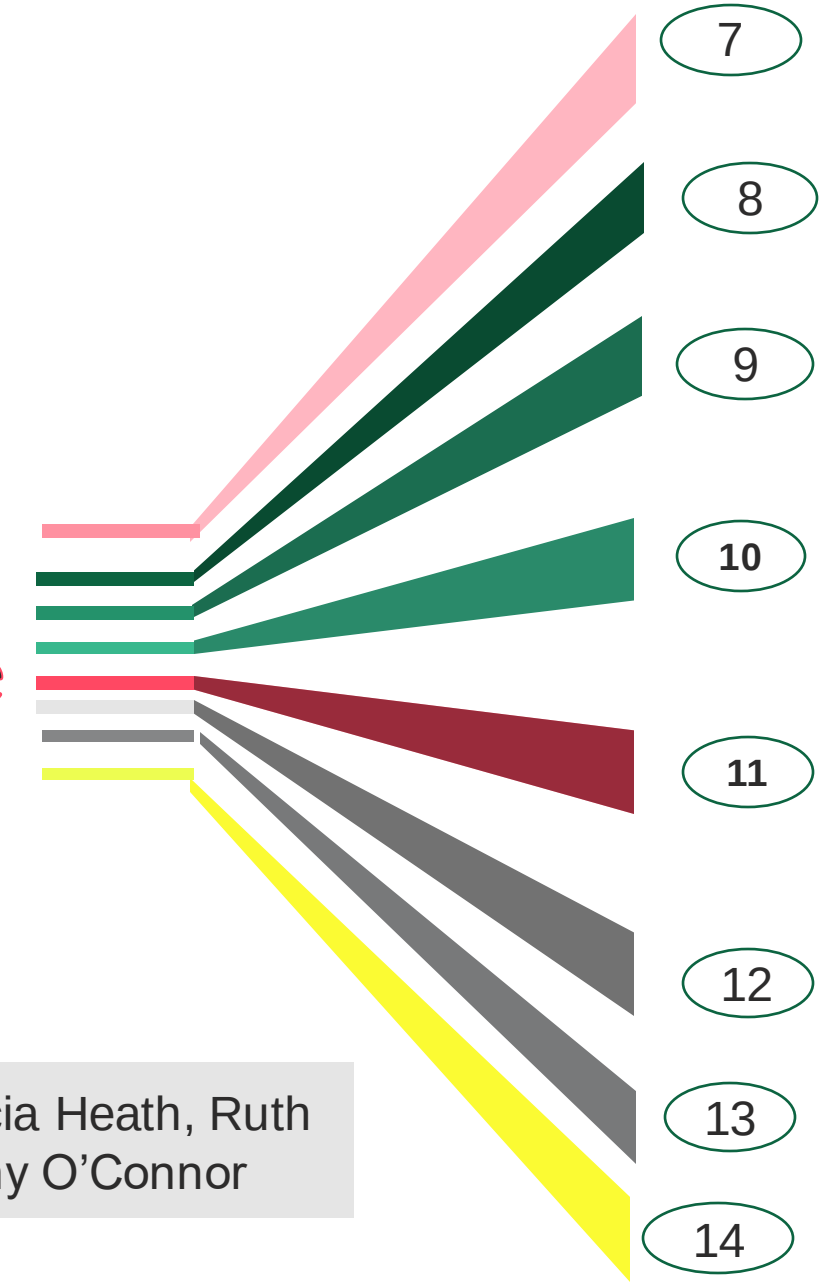
Part 2

Hitting the campaign trail.

Masterclass 4: With Licia Heath, Ruth McGowan and Jenny O'Connor



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

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NAVIGATING DIFFICULT CONVERSATIONS

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



Masterclass 5: With Anne-Marie Cade

Moving to action!!



Neighbourly connections in the Valley

Fiona Williamson

I was just on live ABC radio with Raf Epstein! Samantha Potter



Catherine Vassiliou

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Moving to action!!





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Feedback matrix



You'll get lots of "feedback" on the campaign trail....

.....who to listen to?


10 minutes
Time for a break

PIMP MY FLYER

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Our Fellowship journey from here...

Wednesday 29 November 2023: Masterclass 6 - Halfway mark and mentoring

Wednesday 7 February 2024: Masterclass 7 - Traditional and Social Media Upskilling

Wednesday 6 March 2024: Masterclass 8 - Self-advocacy

Wednesday 27 March 2024: Masterclass 9 - Politics in Colour: Candid Conversations

March 2024: Mentoring Circles begin

Wednesday 17 April 2024: Masterclass 10 - Time for Lift Off!

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Breakout room in groups of 3

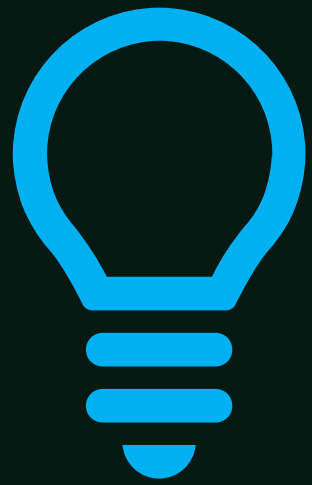
Considering this is our last Masterclass for 2023, what will your action be over the summer holidays?

What can you

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







Support and Advocacy for Councillors

- Municipal Association Victoria
- Victorian Local Governance Association
- LGPro
- ALGWA
- Council groups
  - Rural Councils Victoria
  - Regional Cities Victoria
  - Peri-urban councils Victoria
- Australian Local Government Association – National Assembly in Canberra











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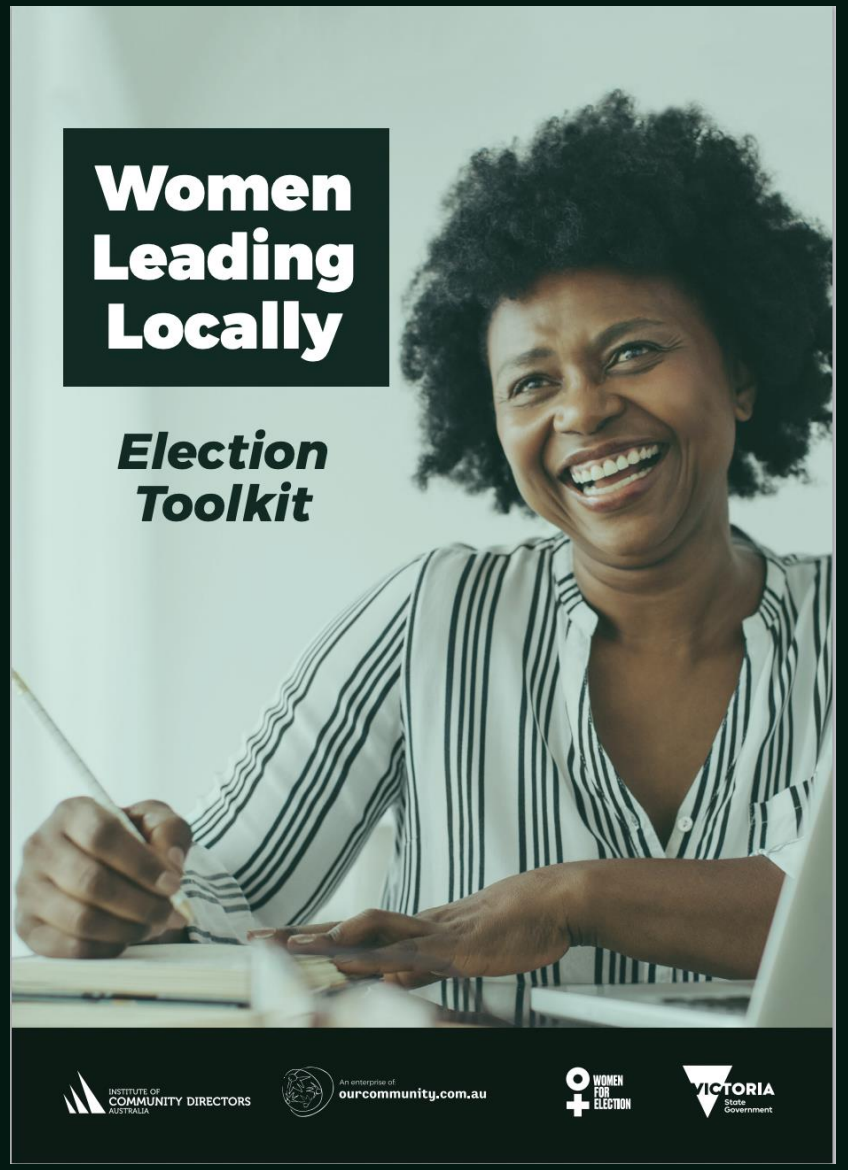



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Clinic



With Licia, Ruth and Jenny

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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 of society.”

- The Global Institute for Women’s Leadership

Let's wrap up your last Masterclass of 2023!

Actions from tonight:

- ✓ (Keep) Sharing your journey on Facebook
- ✓ Consider community elections occurring in the coming months. Can you nominate? Or volunteer?
- ✓ What will your action items be over the holiday period?
- ✓ Complete the survey
- ✓ Stay connected with us and with each other!

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