



MUTTABURRA RETREAT

SATURDAY 27 TO SUNDAY 28 OCTOBER 2018

Proudly supported by:





REPORT:

MpowHER Retreat Muttaborra 27-28 October 2018



The Remote Area Planning and Development Board (RAPAD) held its first women's entrepreneur retreat in Muttaborra on 27-28 October 2018. The event marks the beginning of developing the mpowHER concept to grow a community of female entrepreneurs across Outback Queensland and beyond.

mpowHER is part of RAPAD's drive to deliver on its Strategic Plan priority to foster innovation, creativity and entrepreneurship across the region. It continues to build on the success of our Outbackhubs initiatives including start weekends, digital skills development tour and hosting an Entrepreneur in Residence.

As the drought continues to impact our communities, being able to look at new opportunities for income as well as business and personal development is invaluable. Through partnerships, friendship and inspiration, RAPAD is building a network to encourage other women to bravely step into entrepreneurship, or to support others to do so.

The mpowHER program is delivered by the Central Western Queensland Remote Area Planning with support from Advance Queensland.

RAPAD is proud to share the outcomes from the Muttaborra Retreat weekend and encourages other regional locations to consider supporting future events with us – visit mpowHER.com.au for more information.

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MUTTABURRA RETREAT

11 AM SATURDAY 27 TO
12 PM SUNDAY 28 OCTOBER 2018

WELCOME TO MUTTABURRA mpowHER

An intimate weekend retreat for women of the West to relax, have fun and connect whilst in the company of like-minded women. With a packed program featuring:

- Keynote addresses
- Panel discussions
- Spotlight on a local
- Health & wellbeing tips
- Personal development
- Dinner with a dinosaur!

Tickets only \$150

- All meals included
- A range of accommodation options available
- Lucky door prizes!



SALLY FOLEY-LEWIS
MC & presenter:
Unleash your personal power



HEATHER MACKENZIE
Talking Mental Health: shift the stigma & shame



SUE LESTER
Ditch the Bitch: the key to stress management



TRISH JENKINS
Resilience: Lessons from the Lock Up



DONNA THISTLETHWAITE
Career Vitality: Confidently you



SARAH CHOYCE
Thriving isn't only about green smoothies.



CATHERINE MOLLOY
The Art of Sales.

MORE INFORMATION:

CONTACT: JANE JENKINS
0422 413 483 | JANE@RAPAD.COM.AU



mpowher.com.au



Why an event for women and why Muttaborra?

Whether it is juggling family and income, providing off-farm income or starting a new business for interest reasons, outback women are innovators and entrepreneurs.

Hosting our first mpowHER event in Muttaborra provides a great chance to start a dynamic, innovative community hub that we can learn from and draw inspiration for the future of the program. Muttaborra is one of the many vibrant communities in Central West Queensland with hardworking residents that make their towns great places to live, work and visit.

Hosting an event outside of the usual major centres we're providing the chance to attend for those who may not be able to afford the time and expense associated with travelling to the event. Plus, Muttaborra is awesome!

What is mpowHER?

Mission

RAPAD has created mpowHER to support, grow and promote a community of like-minded aspiring and accomplished female entrepreneurs in Outback Queensland and beyond.

Through partnerships, friendship and inspiration, mpowHER will build a network to encourage other women to bravely step into entrepreneurship or support emerging and established female entrepreneurs.

What we're doing

mpowHER will conduct workshops and activities across the region to promote like-minded aspiring and accomplished female entrepreneurs in Outback Queensland and beyond. Some activities will be exclusive to mpowHER members. mpowHER programs will focus on building networking, business skills and product development.





Mttaburra event inspires Western Queensland's future female entrepreneurs

RAPAD's first mpowHER event was a great success, with attendance beyond expectation. In a town with a population of 88, registrations included 28 women from the region, in addition to 10 speakers and organisers who travelled from across the region, Australia and the USA.

It was an inspirational and motivational weekend, breaking down the barriers for women in our region together.

The event provided a boost to the town with the official tourism season now over for the year. All accommodation was booked out and the Mtttaburra Country Women's Association accommodation was also utilised. Other services used in-region included Mtttaburra caterer Fleur Wallis and products sourced from local shops, makers and creators, as well as Blackall-based arts and cultural organisation Red Ridge (Interior Queensland).

Collaboration & networks the key to success

A key part of the success of the retreat was RAPAD's collaborative approach and far-reaching networks. RAPAD's Jane Jenkins brought her diverse experience and networks to the role of event organiser - including time living in Longreach previously and delivering large-scale conferences on the Sunshine Coast.

Finding the right people with an understanding of subject-matter as well as the context of living and working in Outback Queensland can be a challenge. However, the enlistment of one-time Longreach resident Sally Foley-Lewis as MC would start the ball rolling on the development of a high-calibre program and connections to guest speakers who were eager to be involved.





About the day

The Muttaborra Retreat weekend was a fantastic opportunity for local women to get together in a small group with professional speakers covering topics relevant to them.

The focus of the weekend included creating a network that comes together to support and develop women in and around Muttaborra. Program features included empowering women through the tough times, tips on getting your mojo back, building connections within the community and even dinner with a dinosaur.





WELCOME
TO MPOWHER

MUTTABURRA
RETREAT

11AM SATURDAY 27 TO
12PM SUNDAY 28 OCTOBER 2018

PROGRAM

Introducing our speakers

 SALLY FOLEY-LEWIS Event MC & presenter: <i>Unleash your personal power.</i> f SallyFoleyLewis	 HEATHER MACKENZIE <i>The Dark Side of Entrepreneurship: mental health in entrepreneurial & creative communities</i> f heatherjmackenzie
 DONNA THISTLETHWAITE <i>Surviving to Thriving.</i> f Donna.Thistlethwaite.5	 SARAH CHOYLE <i>Thriving isn't only about green smoothie consumption.</i> f thriverural
 SUE LESTER <i>Ditch the Bitch: the key to stress management.</i> f GrowingContent	 JULIE BROWN <i>Coola Cozzies: Gems from the journey.</i> f coolacozzies
 CATHERINE MOLLOY <i>The Art of Sales.</i> f catherine.molloy1	 JANE JENKINS <i>STOP. REVIVE. THRIVE.</i> f stoprevivethrive
 TRISH JENKINS <i>Resilience: Lessons from the Lock Up</i> f trish.jenkins.18	 KRISTINE ARNOLD <i>Regional Round-up: Outbackhubs</i> f outbackhubs

[f mpowHERAU](#)

We had an amazing response from the speakers travelling to our region, as well as the local community, including the Rotary Club of Longreach which is supporting five registrations for local women.

Take a look at the program on the next two pages for more information on the jam-packed weekend!

PROGRAM DAY 1 - SATURDAY 27 OCTOBER 2018



Time	Topic	Presenter/Coordinator
10.15am	Registration and accommodation check in	Jane Jenkins
11.00am	Welcome by MC - Housekeeping, speakers booth, media consent (photography/videography)	Sally Foley-Lewis www.sallyfoleylewis.com
11.15am	Gems from the Journey - Coola Cozzies , Julie's business, began as a result of the drought, a need for income and a belief in herself: the start of a new adventure. In this session, she shares some of the gems she has learnt from others that have shaped her business.	Julie Brown www.coolacozzies.com
11.45am	Local Spotlight Panel discussion: Muttaborra pearls of wisdom	Pearl Langdon, Winnie Batts
12.00pm	Lunch	
12.45pm	Surviving to Thriving – Life can certainly throw some curve balls from time to time. Sometimes we can really doubt ourselves and can even feel challenged to go on. In this engaging session Donna shares her personal story of moving from darkness to light. She shares the lessons and insights that will help you to steer clear of the path she took.	Donna Thistlethwaite careervitality.com.au
1.35pm	The Art of Sales - For many businesses, the owner and every team member needs to understand the basic and fundamental skills required to master the art of sales.	Catherine Molloy www.catherinemolloy.com.au
2.25pm	Ditch The Bitch: The Key to Stress Management - An entertaining discovery of what and who that voice is (and it is NOT you), where it came from, and how to change it for good.	Sue Lester www.SueLester.com
3.15pm	Tea break - Participants are encouraged to bring a plate and recipe to share.	
3.30pm	Unleash your personal power - A fun and interactive workshop that helps you identify your blocks to success, understand healthy boundaries, rid the imposter syndrome, and build networks and confidence in order to be a more effective and productive in your day to day. This workshop will help you unleash your power. This is no ordinary session, super heroes will be unmasked!	Sally Foley-Lewis
5.00pm	Free time - Check into your accommodation or go home and get glammed up!	
6.00pm for 6.30pm start	Dinner with the Dinosaur - Gourmet BBQ at a long banquet table in Dinosaur Interpretive Centre. Dress Code: As dressy as you would like. BYO Alcohol	MC: Jane Jenkins Speaker: Trish Jenkins <i>Resilience: Lessons from the Lock Up.</i> trishjenkins.com.au



PROGRAM DAY 2 - SUNDAY 28 OCTOBER 2018

Time	Topic	Presenter/Coordinator
8.00am	Reflection Day 1	Sally Foley-Lewis
	<p>The Dark Side of Entrepreneurship – In this keynote, we cover:</p> <ul style="list-style-type: none"> • Statistics around mental health, especially focused on the entrepreneurial and creative communities • Why being an entrepreneur carries an extra risk to your mental health and what you can do about it • The power of vulnerability and authenticity in discussing mental health • Personal anecdotes from Heather's work with founders and their mental health 	Heather MacKenzie www.heatherjmackenzie.com
	Muttaborra Developments	Cr Jenni Gray - Deputy Mayor Barcaldine Regional Council
	Regional Round-up	Kristine Arnold - RAPAD
9.45am	Tea break - Participants to bring a plate and recipe to share.	
10.15am	<p>Thriving isn't only about green smoothie consumption – What if you live too far from town to have access to green smoothies? Does that mean you can NEVER thrive?? No! There is so much more to thriving than how much organic kale you have consumed in your life.</p>	Sarah Choyce facebook.com/thriverural
11.00am	<p>STOP REVIVE THRIVE - is all about giving you the tools and strategies so that you can reduce clutter in your professional and personal life and manage time more effectively in order to have more time for you.</p>	Jane Jenkins - RAPAD / Stop, Revive, Thrive www.stoprevivethrive.com.au
11.45am	Official Farewell and Thanks	Sally Foley-Lewis
12 noon	Lunch - Take away and hit the road, OR sit and stay a while.	



Social media

mpowHER has started its community with an online social media presence on Facebook. In the lead up to the event organic and paid posts help boost page likes and registrations. The benefit of paid posts meant a specific audience could be targeted, with the 'mpowHER Retreat' audience capturing women 16-65+ in the Outback Queensland region, and townships along key travel routes to the region.

The top performing post/ad reached more than 1 600, resulting in over 60 engagements with the posts (actions/clicks/likes).

In less than a month the Facebook page was established and has over 150 followers within the region and beyond.

Mpowher shared an event. Sponsored · 🌐

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SAT, 27 OCT
MpowHER Retreat Muttaborra
mpowher.com.au

Get Tickets

Like Comment Share

Mpowher
Published by Aleisha Domrow [?] · 19 October at 14:45 · 🌐

ONLY ONE WEEK TO GO! Time is just flying and this time next week we'll be set up and ready to kick off the Muttaborra Retreat weekend on Saturday 27. 🙌🥳

Don't miss out! Register for your spot at: www.mpowher.com.au



MUTTABURRA RETREAT
27-28 OCTOBER 2018

- Acclaimed speakers
- Health & wellbeing tips
- Personal development
- Small group, great company
- Dinner with a dinosaur!...

... and more, all right here in Muttaborra!

DONT' MISS OUT!
mpowHER.com.au

View availability Book Now

1,218 People reached **19** Engagements Boost Again

Boosted on 20 October 2018 By Aleisha Domrow Completed

People reached	1.1K	Post engagement	57
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[View results](#)

👤 Sarah Ferguson, Jean Carlson and 4 others 2 shares

Mpowher
Sponsored · 🌐

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👤 Jane Jenkins and 5 others 2 shares



SEE YOU TOMORROW
in Muttaborra!

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MUTTABURRA RETREAT
27-28 OCTOBER 2018

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Media

Local outlets including the Longreach Leader published the event announcement story.

Muttaborra retreat to inspire female future entrepreneurs

IN A PLAN to grow a community of female entrepreneurs in Outback Queensland and beyond, the Remote Area Planning and Development Board (RAPAD) will host its first women's entrepreneur retreat in Muttaborra on October 27 to 28.

The mpowHER initiative is part of RAPAD's drive to deliver on its strategic plan priority to foster innovation, creativity and entrepreneurship across the region.

RAPAD CEO, David Arnold, said that as the drought continues to impact our communities, being able to look at new opportunities for income as well as business and personal development is invaluable.

"Through partnerships, friendship and inspiration, we're building a network to encourage other women to bravely step into

entrepreneurship, or to support others to do so.

"Whether it is juggling family and income, providing off-farm income or starting a new business for interest reasons, outback women are innovators and entrepreneurs," he said.

"We're excited to host our first mpowHER event in Muttaborra — a great chance to start a dynamic, innovative community hub that we can learn from and draw inspiration for the future of the program."

Event co-ordinator, Jane Jenkins, said the Muttaborra Retreat week-end was a fantastic opportunity for local women to get together in a small group, with professional speakers covering topics relevant to them.

"The focus of the week-end includes creating a network that comes together to support and

develop women in and around Muttaborra. Program features include empowering women through the tough times, tips on getting your mojo back, building connections within the community and even dinner with a dinosaur.

"It's going to be an inspirational and motivational week-end, breaking down the barriers for women in our region together," she said.

"We have had an amazing response from the speakers travelling to our region, as well as the local community, including the Rotary Club of Longreach, which is supporting five registrations for local women.

"Local women can complete a short application form for themselves or someone else, to be considered for the sponsored registration.

"We look forward to sharing the outcomes from the week-end and encourage other regional locations to consider supporting future events with us — visit mpowHER.com.au for more information," Jane said.

All meals are included in registration, with event organisers able to assist with finding accommodation options if needed. Registration is \$150, with an early bird rate of \$100 finishing on October 12.

Contact Jane Jenkins for more information on the program; for a 'sponsored registration' application form, email jane@rapad.com.au or phone 0422 413 483.

The mpowHER initiative is delivered by Central Western Queensland Remote Area Planning with support from Advance Queensland.



With thanks to Barcaldine Regional Council for its support of this event, including allowing the event dinner to be hosted in town's newest (and yet to be officially opened) tourist attraction - the Muttaborra Dinosaur Interpretation Centre.

What a view!





What's the next phase?

RAPAD, through Outbackhubs and mpowHER will continue to support, grow and promote innovation, creativity and entrepreneurship across the region. Continuing the momentum of the mpowHER Retreat is essential and RAPAD encourages other areas in the region to support similar events in the future.

The mpowHER program will grow with more members, taking advantage of feedback and the experience of local women, business, and professionals with leading experience working in this area of expertise.

Other initiatives under the mpowHER program include:

Outbackhubs Co-working Space

MpowHER members can have access to our Outbackhubs co-working spaces, offering a chance to work away from the distractions of home and the ability to tap into technology like Zoom Rooms. Current sites available: Blackall, Barcaldine, Longreach.

Workshops

mpowHER will collaborate with key stakeholders to host in-person and online workshops via Zoom Room.

Coffee and a chat

A stress-free sit down with other members to casually talk through issues and solutions are held monthly. No need to make it in person, members can connect via Zoom Room.

And plenty more ideas to come!

RAPAD, through Outbackhubs and mpowHER will continue to support, grow and promote innovation, creativity and entrepreneurship across the region.





Testimonials

Attendees

- I found myself alone in a room bunch of people but by the end of the weekend I found myself part of new and amazing ladies.
- This workshop was so important for a lot of women who attended, it has opened up their minds to acknowledging that their own mental health is not only important for personal life but their businesses as well. The knowledge that was shared between these women (attendee or speaker) has benefited everyone in one way or another.
- A wonderful array of speakers that kept us thinking
- I think bringing these events to all of our local communities allows more of us to attend that are running our own businesses. Also the range of speakers was amazing. Thanks RAPAD in helping to make these events affordable.
- The MpowHER event certainly isn't something I have ever seen held in a small country town but it was a well organised positive experience. So much enthusiasm, confidence building, small business knowledge & lots of other information to help you in life. I am sure many will benefit from similar events.
- This workshop brought current, worldwide speakers to our doorstep to address issues that effect us a women running businesses and families in remote locations. In today's world of advanced technology we can run business from the middle of nowhere and having access to these amazing speakers and workshop helps us identify how we can do achieve greater things.

Presenters

- The event was extremely well organised and was a wonderful opportunity to connect with current and aspiring business owners. The strong connection between the attendees added to the success of the event.
- Thoroughly enjoyed the weekend for various reasons - for the content as well as the networking opportunity. I also loved seeing an event like this in an isolated town and how visible it was how much the residents love Muttaborra!
- Hosting a women's empowerment retreat with a diversity of speakers was fantastic. Many locals commented that, "these things don't happen very often, so more of this would be great." The connecting, sharing, learning, supporting and laughing while taking a small amount of time away from the everyday was awesome.

“

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“

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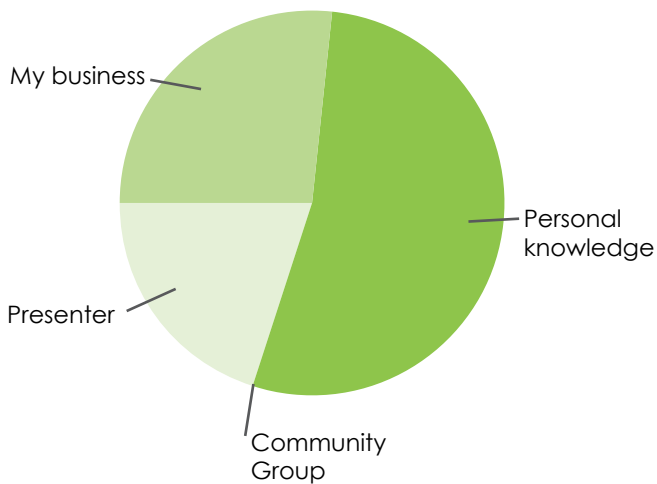
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Post-event survey responses

Attendees and presenters received an electronic survey to complete following the event. The follow are some of the survey results.

My interest in the event was for:



Overall, how satisfied were you with the event you attended? **89%**

Overall, value in assisting with your business/community group etc. **79%**

Would you be interested in joining the mpowHER network? **100%**

This is my first RAPAD event. **90%**

Respondent demographic:

