



Her Place

Women's Museum Australia

Annual Report 2023-2024

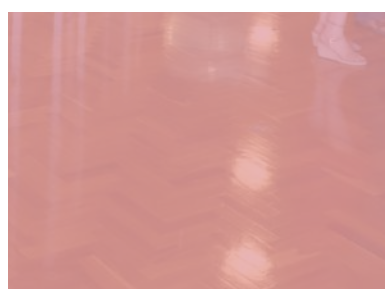
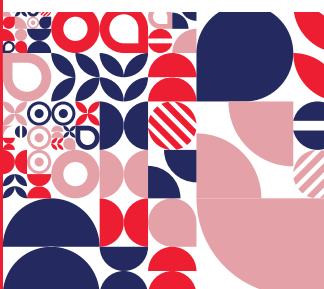
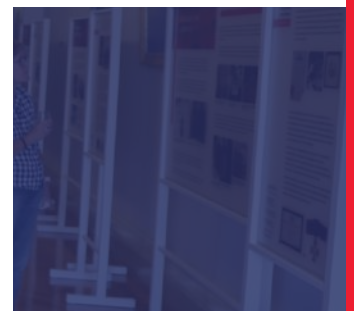
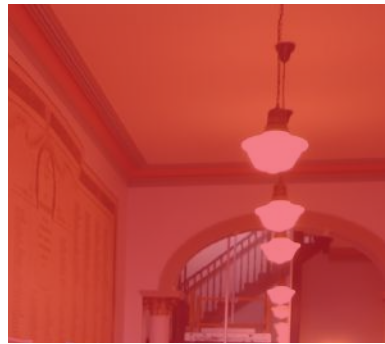
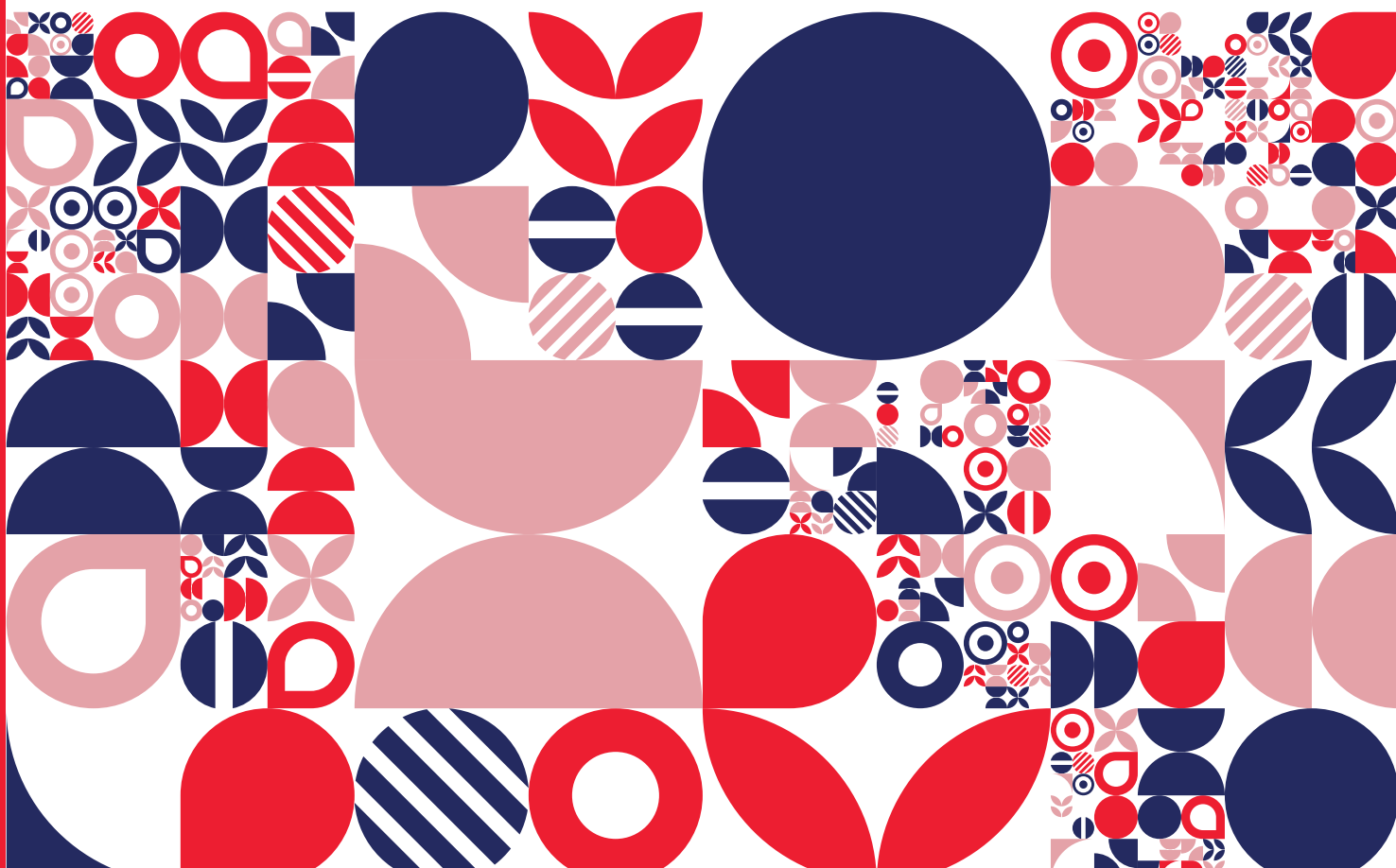


Table of Contents

● Acknowledgement of Traditional Owners	3
● Message from the Chair	4
● About us	6
● Vision	6
● Mission	6
● Exhibitions	7
● Public Programs and Events	12
● Marketing and Communications	16
● Social Media Development	19
● Governance and People	22
● Supporters and Partnerships	26
● Donor recognition	27

Acknowledgement of traditional owners

Her Place Women's Museum Australia respectfully acknowledges the Traditional Owners of the lands on which it works and presents its programs, and pays respect to their Elders, past, present and emerging.



Message from the Chair

Hon. Mary Delahunty G.A.I.C.D



The year began optimistically with an excellent strategy session conducted pro-bono by Philanthropy Advisor Michael G. Downes on 13 July at Clarendon Terrace. All Directors were in attendance and actively engaged. Michael graciously offered to prepare *Her Place's* Fundraising *Business Ask*, and work began immediately with deadlines set for September and October. The objectives for the *Business Ask* included a general outline of the new museum narrative, layout, main attraction, themed galleries, and broad artist's impressions. Additionally, the fundraising Case for Support, a government bid, a program of events to be conducted by *Her Place Women's Museum*, and an awareness campaign using social media were all key components.

The campaign process was designed to unfold in three separate stages: the Preparation phase, running from now until April 2024; the Capital Campaign, taking place from May through December 2024; and the Stewardship phase, covering the period of the pledges from 2024 to 2028.

A Campaign Committee was elected, with regular reports made to the Board of *Her Place*, which included Chair Mary Delahunty, Deputy Chair Mary Attard, and Treasurer Kate Dennis. The Chair approached the Board nominated Patron, Hon. Julia Gillard, and she graciously agreed to take on the role. A group of leading supporters also joined *Her Place's* *Critical Friends* group, offering generous and insightful advice to improve the Case for Support.

Her Place kicked off the new calendar year in 2024 with notable funding success. An \$8,000 grant from the Vic. Women's Trust was awarded for the Reading Room, with special thanks to Tania Kovac for negotiating the grant and leading the innovative *Feminist Roadshow* event at *Her Place*. The Office for Women also provided a \$50K grant for the second round of the unique *Finding Her* project. Additionally, the very significant Commemorative Justice project with Geographic Names Victoria was funded for \$227K over two years, with profound thanks to Janine Barrand for managing the important contract. These achievements reflect the importance of the mission of *Her Place Women's Museum Australia* and the value that the government and donors place on our research and delivery.

Applying a laser focus to our priorities set during the Strategy session, *Her Place* restructured its Board Committees to drive the agreed objectives. The Finance & Risk Committee, consisting of Kate Dennis, Mary Attard, and Mary Delahunty, continued its oversight, while other committees focused on specific areas: Projects, led by Janine Barrand, Mary Attard, Penelope Lee, and Tanja Kovac; Events, led by Tanja Kovac, Adnan Jaswal, and Barb Jennings; and the Major Gifts Campaign, which merged with Development and Fundraising, led by Mary Delahunty, Mary Attard, and Kate Dennis.

In December the National Trust Victoria informed *Her Place* that the Trust wished to sell Clarendon Terrace and according to the Lease *Her Place* has the first right of refusal to purchase the property. The goal was to find a mutually beneficial path forward for both organisations.

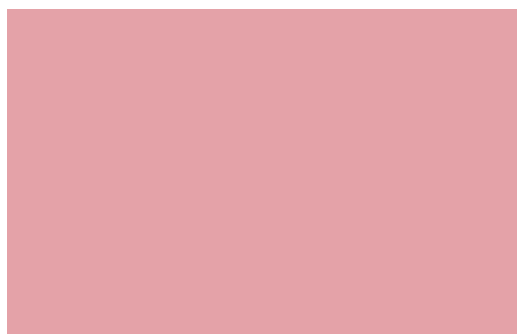
17 April *Her Place* Board members met with National Trust representatives at Clarendon Terrace. In return for *Her Place* providing vacant possession to facilitate the sale of Clarendon Terrace, the Trust verbally offered a surrender fee. *Her Place* sought legal advice from commercial lawyer Caroline Skeoch of Aiken Partners. Caroline kindly offered to provide pro-bono legal counsel, including advice from her property law partner, on *Her Place*'s potential loss and fair compensation. Examining the Lease, MOU, and estimated costs highlighting, the \$1 million paid to the National Trust at the execution of the lease, which the Trust had been earning interest on since November 2018, Caroline worked diligently to identify the heads of loss and suggested fair compensation for HP, should the National Trust break the lease. During these negotiations *Her Place* was exploring other possible venues.

In April, the Board initiated a Governance Review, led by Deputy Chair Mary Attard. This review, built on the positive discussions from the strategy session, resulted in valuable insights and improvements. The pro-bono expertise of Strategy Consultant Chris Gallagher, played a significant role in refining these recommendations.

Her Place's pre-June 30 donations drive was successful, and once again, we expressed gratitude to our *Critical Friends* group, whose sage advice helped sharpen our campaign prospectus.

We also welcomed new Board members and bid farewell to the wonderful and creative Gabby Downes, who moved on to focus on writing. Her admin position was happily filled by Rosie Duffy, who returned from Oxford.

To all our volunteer Board members, marvellous consultants, pro-bono advisors, and enthusiastic supporters, we say thank you. Women cannot be *Visible* without you.



About Her Place

Her Place began in 2014 when a group of women from diverse backgrounds met to discuss how best to honour the achievements of Australian women and to investigate the possibility of establishing a museum dedicated to this mission.

In 2016 *Her Place* merged with Women's Heritage Centre Victoria, an organisation established in 2015, dedicated to creating a physical keeping place for women's records and a living digital archive that acknowledges the distinctive contribution of women to the culture and future of Victoria.

Together, the organisation received seed funding from the State Government through its Gender Equity Strategy in December 2016 to create an online museum and archive and develop a series of touring exhibitions that bring the stories of women, including recipients of the Victorian Honour Roll of Women, to metropolitan and regional audiences in 2017.

Her Place brings to life countless untold stories of Australian women and champions a greater understanding and appreciation of the achievements of Australian women, inspiring and driving social change towards gender equity.



Our Vision

Her Place Women's Museum Australia will become a significant attraction by developing the museum in East Melbourne, online and travelling exhibitions made possible by developing our resources and infrastructure and sustained by increased funding and sponsorship.

Our Mission

Her Place Women's Museum Australia will champion a greater understanding and appreciation of the achievements of Australian women, thereby inspiring and driving social change towards gender equity.



Exhibitions

Finding Her: Digital Commemorative Justice Tour

Key Achievements and Progress

Funding Secured

In the 2023–2024 financial year, *Her Place Women's Museum* secured a \$50,000 grant from the Department of Families, Fairness and Housing - Office for Women. This funding enabled *Her Place* to research and add 15 new women to the Finding Her map, furthering our mission to showcase commemorations to women who have shaped Victoria's history. Additionally, the grant supported a public nomination process, to help *Her Place* locate existing commemorations - resulting in 52 submissions.

Proposal Submitted - The Finding Her Hub 2025

Building on our leadership in the Finding Her project, *Her Place* submitted a transformative proposal to Geographic Names Victoria in 2023–2024. This proposal, developed in collaboration with our partners in the Put Her Name On It campaign, complements the Gender Equity Victoria (Gen Vic) initiatives. It will play a pivotal role in supporting the target set by *Our Equal State*, Victoria's Gender Equality Strategy and Action Plan 2023–2027, which aims for 70% of new commemorative naming to honour women.

The Finding Her Hub is envisioned as a critical resource for government bodies, developers, public space designers, and communities. The hub will provide guidance on gender-equitable, culturally sensitive place naming, aligning with *Her Place's* mission to reshape public spaces to better reflect the diverse contributions of women, while ensuring more inclusive and accurate recognition of history.

Presentations & Outreach

On 6 June 2024, *Her Place* Board Director and Project Manager Janine Barrand AM, alongside Digital Curator Clare Reynolds, presented the Finding Her project to members of Hawthorn U3A. The presentation showcased the project's progress, fostering new community connections and reinforcing *Her Place's* role in promoting gender equity and the recognition of women in public spaces.



FINDING HER - PHASE 2 - RESEARCH HUB



WHAT WE WILL DO TO SUPPORT 70% GENDER EQUALITY PLACE NAMING TARGET



Expanding the Impact of Finding Her

The process of adding 15 New Sites

Her Place dedicated significant efforts to expanding the Finding Her identifying and researching 15 new sites in 2023–2024.

This expansion was driven by a public nominations process that garnered 52 submissions. The nominations were reviewed and shortlisted by a diverse Advisory Panel comprising Penelope Lee (*Her Place* Board Director), Kerry Wilson (Put Her Name On It), Linda Catalano (Board Director - Multicultural Women Australia), and Leanne Miller AM (Koorie Women Mean Business).

To ensure diversity, several sites were also included from *Her Place*'s 2022 curated list of nominations from the Put Her Name On It committee.

Digital Curator Clare Reynolds led the research, collaborating with family members, descendants, historians, authors, and local councils. Securing approvals and permissions for these sites was a meticulous process, but it was vital to ensure the accuracy and authenticity of the tributes to these remarkable women.

The expansion work is a testament to *Her Place*'s dedication to preserving and celebrating women's histories across Victoria.

The new Finding Her locations and stories will be officially announced in 2025, continuing our mission to build a comprehensive digital map that showcases the stories of women who have shaped the state's history.

New Blog Post

A new blog post by Melbourne City Council was published on the Finding Her website, raising awareness and broadening the reach of the project. This post highlights the project's continued impact and the collective effort to ensure women's stories are shared and recognised.

Community Feedback

Her Place continues to receive heartfelt gratitude from families and local organisations for the project's work. Some of the feedback includes:

- **Beryl Phillips' Family:** "This is such a great tribute... a wonderful record for us to have."
- **Teresa Bruno's Family:** "We love what you have prepared."
- **Mirka Mora's Estate:** "It is wonderful."



UNMASKED: Celebrating Nursing and Midwifery, Victoria and Beyond touring exhibition

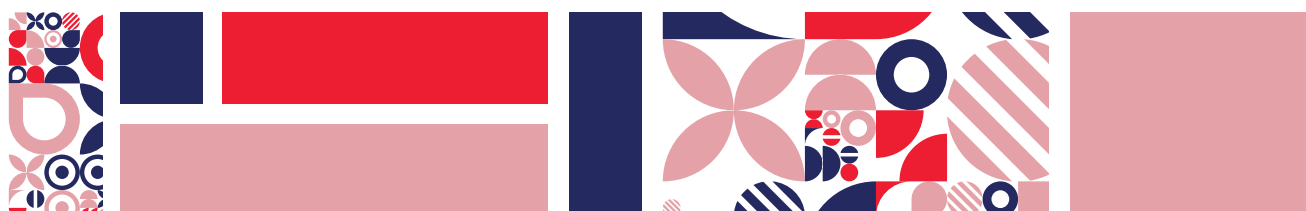
Our award-winning exhibition *UNMASKED: Celebrating Nursing and Midwifery, Victoria and Beyond* returned in March 2024 for its first regional tour. Hosted by Macedon Ranges Shire Council (MRSC), *UNMASKED* was displayed at Kyneton Town Hall from 8 March to 31 May 2024. The exhibition tour was officially launched by Macedon Ranges Shire Mayor, Cr Annette Death and Her Place Deputy Chair Mary Attard on International Women's Day 2024.



Drawing on 230 years of history and set against a backdrop of social and political change, the exhibition highlighted the multiple and diverse roles of nurses and midwives. Twelve practitioners were celebrated as past and present exemplars of their profession, highlighting individual demonstrations of tenacity, skill and ingenuity and recognising their immeasurable and collective contribution to Australian health care.

The exhibition focused on several key themes exploring nurses and midwives in civilian and military life, in peacekeeping spheres, practice, education, politics, business, activism and advocacy. It traced the history of nursing and midwifery from a time when health was considered a private matter through to trained settler women and nuns arriving in Australia, the challenges faced by Australian Aboriginal and Torres Strait Islander women as they overcame legislative hurdles to train, the origins of charitable organisations and government and private hospitals, and the development of district nursing and Victoria's bush nursing services. The exhibition was curated by Dr Madonna Grehan, Professor Odette Best and Her Place Board Director, Penelope Lee.

UNMASKED was open to the public for 33 days and was well-received with 420 visitors attending included MRSC Mayor Anette Death, MRSC Deputy Mayor Janet Pearce, and MRSC CEO Bernie O'Sullivan. *UNMASKED* was also visited by Her Place Chair Mary Delahunty, Deputy Chair, Mary Attard and the Hon Mary-Anne Thomas MP (Victorian Minister for Health).

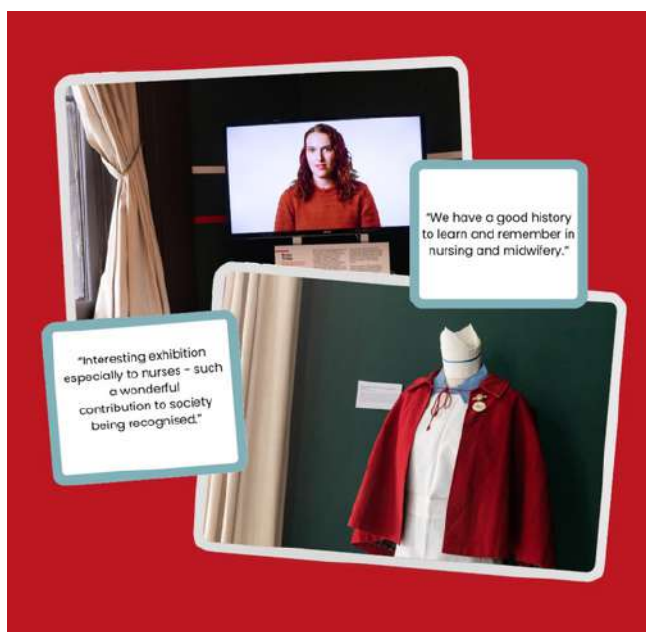




Her Place would like to give special thanks to Penelope Lee for project managing the exhibition and our host and partner Macedon Ranges Shire Council for bringing this exhibition to Regional Victoria.

Her Place acknowledges our founding partners and supporters who made this exhibition possible including the Department of Health and Human Services, Safer Care Victoria, the Australian Nursing and Midwifery Federation and the Victorian Government.

Feedback/testimonials



"A lovely collection of stories from nurses of all backgrounds and settings. Thoroughly enjoyed reading these stories. Very important to have this collection."



"Great exhibition. I love the focus on nursing leadership and the contribution of women
Well done - great historical exhibition"



Public Programs and Events

Fighting with our Tongues: Remembering Auntie Rita and the leadership of Aboriginal & Torres Strait Mothers and Daughters in the struggle for self-determination (September 2023)

Her Place hosted author Dr Jackie Huggins AM to re-launch the latest edition of her award-winning book *Auntie Rita*, a historic account of the extraditing life of her mother. A new and updated reprint of *Auntie Rita* was released on the eve of the Referendum on a Constitutional Voice for First Nations peoples of Australia, the book provides a unique historic insight into the powerful relationship between Mother and Daughter and the activism of Aboriginal and Torres Strait Islander Women.

The inspiring event features a conversation with Dr Huggins followed by a panel discussion with First Nations Women Leaders:

- Amelia Telford Director, Australian Progress
- Belinda Duarte, CEO, Culture is Life.
- Banok Rind, Director, First Nations Futures & FYA



Moderated by Tanja Kovac, Director *Her Place Museum* Board & Maria Dimopolous AM, Adjunct Senior Research Fellow, National Centre for Reconciliation, Truth & Justice.

The event was hosted in partnership with Myriad Kofkin Global Consultants, the Victorian Women's Trust and the Together Yes Campaign. The event was made possible by generous donations from Tanja Kovac, Barbara Jennings, Maria Dimopolous and Mary Crooks.

What if Women Counted? Her Place Presents Professor Dame Marilyn Waring (September 2023)

Her Place Women's Museum hosted ground-breaking economist and activist, Professor Dame Marilyn Waring on **26 September 2023**.

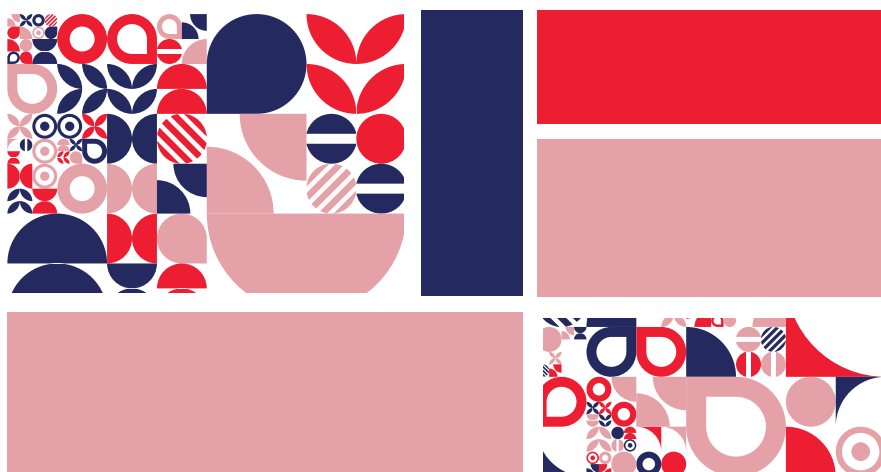
Dame Marilyn Joy Waring DNZM is a New Zealand public policy scholar, international development consultant, former politician, environmentalist, feminist and a principal founder of feminist economics. Her book *If Women Counted* (1988) is regarded as the "founding document" of the discipline of feminist economics



Dame Waring's inspiring talk was followed by a panel discussion with three leading Australian economists, Amanda Young, Amy Auster, Dr Angela Jackson facilitated by *Her Place* Chair Mary Delahunty G.A.I.C.D.



Image: Mary Delahunty and Dame Marilyn Waring in the Her Place Feminist Library



Women's History Month: Count Her In. Invest in Women. Accelerate Progress (March 24)

As part of *UNMASKED: Celebrating Nursing and Midwifery, Victoria and Beyond* Macedon Ranges Shire Council (MRSC) tour, *Her Place* was invited to participate in its International Women's Day event.

Her Place Deputy Chair Mary Attard, alongside Taungurung Elder Aunty Joanne Honeysett, Shamila Copalan (Sisterworks) and podcasters Laura Grozier and Miranda Johnson-Jones (Growing up Clueless), the panel discussion explored the challenges, strengths and achievements of women's economic empowerment.



Women's History Month: Her Place Open Day & The Feminist Artefact Roadshow (March 24)

To celebrate Women's History Month, *Her Place*'s doors were thrown open for our very first Open Day and Feminist Artefact Roadshow. Our First Roadshow led us from First Nations matriarchs, through to the suffrage movement, political and grassroots activism, women led childcare reform, women's leadership in medicine and health, groundbreaking feminist writing, art and design and to innovation led by women in STEM.

The *Her Place* Feminist Artefact Roadshow was hosted by Board Director Tanja Kovac and *Her Place* Chair The Hon. Mary Delahunty g.a.i.c.d.

Feminist artefacts and narratives were recorded by *Her Place* Board Director Penelope Lee.



Impact Snapshot





Images: Feminist Artefacts - Tanja Kovac and Guest Leanne Miller discussing Leanne's Artefacts at the Her Place Open Day and Feminist Road Show

Her Place Feminist Reading Room & Children's Collection Launch @ Children's Open Day (April 24)

To launch our Feminist Reading Room Children's Collection, *Her Place* hosted a Children's Open Day in April 2024.

It was a fun and empowering day that encouraged young minds to celebrate equality, diversity, inclusion and the pleasures of reading!

The day included two lively story time sessions with fabulous author Nelly Thomas, who read from our children's collection along with fun feminist inspired arts and crafts activities and a suffragette dress up photo booth.

Her Place Children's Open Day and book collection was curated by Clare Reynolds and Tanja Kovac proudly presented in partnership with The Victorian Women's Trust



Images - Her Place Children's Open Day 2024 - Photographs by Breeana Dunbar Courtesy of the Victorian Women's Trust

Marketing and Communications

Digital Content and Community Impact Report

Our Digital Strategic Vision

In 2023 - 2024, *Her Place Women's Museum* leveraged its social media platforms to amplify the voices, stories, and achievements of women across Australia's diverse history. Social media served as a key tool in advancing the museum's mission to foster inclusivity, challenge colonial narratives, and promote intersectional representation in the cultural space. By aligning our digital strategies with these goals, we strengthened our engagement with new and existing audiences, expanded our reach, and established *Her Place* as a thought leader in the field.

Key strategic elements of our social media approach included:

- **Historically accurate and ethical content**
- Social media posts were grounded in rigorous research and subject-matter expertise, ensuring credibility and respect for the communities represented.
- **Inclusive and intersectional engagement**
- We tailored content to reflect the diverse experiences of Australian women, intentionally highlighting voices from First Nations, CALD, LGBTQIA+, and disability communities.
- **Building a vibrant online community**
- Social media allowed us to create a shared digital space where followers could engage with stories, participate in discussions, and feel connected to the museum's broader mission.
- **Expanding visibility and reach**
- Through strategic campaigns, visually engaging content, and targeted outreach, we significantly increased our social media reach, enhancing awareness of *Her Place's* work locally and globally.
- **Strategic partnerships**
- Collaborating with aligned organisations and community groups enabled us to co-create content, host joint campaigns, and reach new audiences. These partnerships enriched our content offerings and strengthened the museum's standing within the cultural sector.

By using social media to achieve these strategic objectives, *Her Place Women's Museum* successfully fostered greater engagement, inspired learning and celebration, and elevated its profile in the cultural sector.

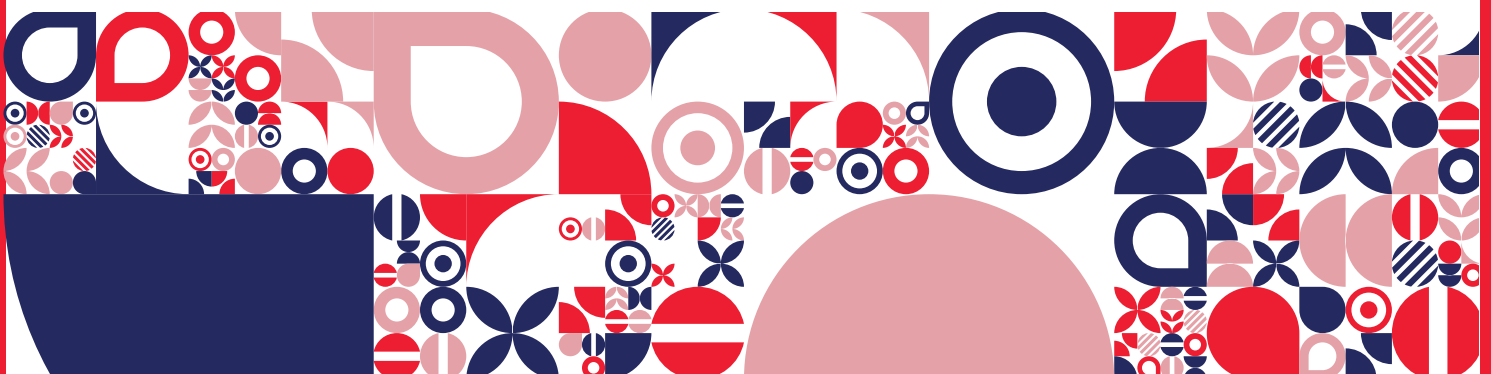
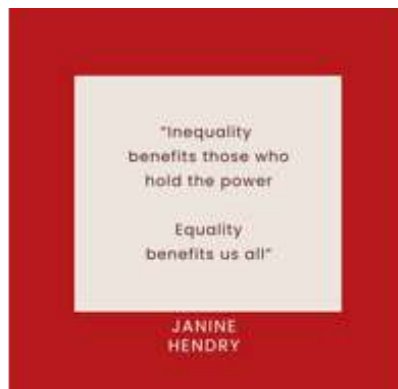


Content Approach and Brand Positioning

In 2023 - 2024, *Her Place Women's Museum* worked to solidify our reputation as a trusted, inspiring voice in Australian women's history. By maintaining a vibrant, inclusive tone of voice, we engaged audiences with content that was not only informative but also celebratory and empowering. Our distinct visual style - featuring bold colours, contemporary design elements, and interactive formats - helped position the museum as an approachable, forward-thinking institution that honours the past while looking to the future.

Strategically, we focused on representation, ensuring that historically marginalised communities - First Nations women, women with disabilities, LGBTQIA+ groups, and CALD communities - were seen and heard. Through an intersectional lens, we shared stories that highlighted how race, gender, sexuality, and ability intersect to shape women's contributions and experiences. This approach not only aligned with our mission but also resonated deeply with diverse audiences, reinforcing our brand as inclusive and forward-thinking.

By blending educational material with engaging, celebratory content, we created a unique space in the cultural landscape. Our tone of voice - confident, inclusive, and empowering - helped foster an active, supportive community, while innovative formats like reels, interactive posts, and visually compelling campaigns drew new supporters and strengthened relationships with long-time followers. Ultimately, this cohesive approach to content and tone ensured that *Her Place Women's Museum* stood out as a leader in rewriting Australia's cultural narrative



Our Audience

In 2023 - 2024, *Her Place Women's Museum* engaged a wide array of audiences who shared a commitment to gender equality, cultural heritage, and social progress. By understanding the distinct needs and preferences of each audience segment, we were able to craft targeted content that drove meaningful interactions and fostered lasting connections. This dual-platform strategy ensured that we connected meaningfully with a diverse range of supporters who shared our vision for a more inclusive and equitable cultural narrative.

- **Facebook:**

- **Core Audience:** Local community members, history enthusiasts, feminists, academics, and healthcare professionals.
- **Characteristics:** These followers seek in-depth, informative content that sparks thoughtful discussions. Many engage with event invitations, share insights on local history, and actively contribute to conversations about women's contributions.
- **Age Range:** Predominantly 30–60+ years old, reflecting a more established demographic that values deeper context and substantive discussions.

- **Instagram:**

- **Core Audience:** Younger individuals passionate about social activism, cultural history, and contemporary movements for equality.
- **Characteristics:** This audience favors visual storytelling, interactive content like reels and stories, and posts that celebrate empowerment and progress. Their engagement often takes the form of likes, shares, and comments that amplify our message and extend our reach.

Age Range: Primarily 30–45 years old, with a focus on emerging leaders, creators, and advocates.



Social Media

Performance Overview



In 2023 - 2024, *Her Place Women's Museum's* social media platforms experienced significant growth and deeper engagement, reflecting the success of our targeted strategies. These metrics demonstrate how our content approach supported key objectives such as increasing visibility, fostering stronger connections with diverse audiences, and amplifying the museum's cultural impact.

- **Increased visibility:** Our Facebook reach grew by 24.5%, while Instagram reach jumped 56%. These gains illustrate how our efforts to produce dynamic, culturally resonant content attracted more viewers and raised awareness of *Her Place's* mission.
- **Enhanced engagement:** Facebook interactions rose by 33.4%, and post views surged by 211.7%. On Instagram, profile visits increased by 84.7%. These numbers confirm that audiences were not only consuming our content but also actively engaging with it, contributing to a more vibrant and participatory online community.
- **Audience growth:** Facebook gained 100 new followers, and Instagram reached the significant milestone of 1,000 followers. This steady growth highlights the success of our campaigns and content strategies in drawing new supporters while maintaining existing relationships.
- **Content expansion:** Instagram content publishing increased by an impressive 180.2%, with 200 pieces published. Facebook also saw a steady 15.7% increase, producing 200 posts over the year. By consistently delivering high-quality, frequent posts, we demonstrated our ongoing commitment to engaging audiences through meaningful, dynamic content.
- **Website improvements:** Additionally, updates to the *Her Place* website - including activating Google Analytics, improving design and functionality, and developing a strategic content plan—helped bolster our online presence, increasing SEO to 92% and improving visibility for our social media campaigns.

By achieving these performance increases, *Her Place Women's Museum* strengthened its position as a trusted source of cultural history and gender equality advocacy. The combination of tailored, visually engaging content and targeted outreach led to greater audience connection, expanded visibility, and deeper community engagement - key indicators of success in our digital strategy.

Campaign Highlights

#FindingHer – Intersectional Celebration

Objective: Raise awareness of the Finding Her Project and celebrate the diverse achievements of Victorian women.

- **Strategy:** Featured five First Nations sites, two disability-related sites, two LGBTQIA+ and gender-diverse sites, and three CALD sites.
- **Results:** Generated positive feedback from the community, particularly for posts highlighting the six Women's Public Art Program sites.



#FindingHer #VisitVictoria – Women's Sites as Tourist Destinations

- **Objective:** Showcase women's historical sites as must-visit tourist destinations.
- **Strategy:** Promoted seven iconic Finding Her destinations through visually engaging content.
- **Results:** Achieved high engagement levels and boosted visibility for the featured sites.



Finding Her Public Nominations

- **Objective:** Involve the public in identifying public commemorations of women for the Finding Her project.
- **Results:** Received 52 nominations, contributing valuable input and expanding the project's scope.





Feminist Reading Room and Children's Inclusive Reading Collection

- **Objective:** Raise awareness of the *Her Place* Feminist Reading Room and encourage community donations.
- **Results:** Generated significant engagement, hosted successful events, increased book donations, and secured additional donors to grow the collection.



Looking Ahead

As we reflect on the achievements of 2023 - 2024, *Her Place Women's Museum* is excited to build on the progress we've made and continue advancing our ambitious vision. We remain deeply committed to robust, ethical research practices that uphold the credibility and respect our audiences trust us to maintain. Our goal is to set a new standard for acknowledging, commemorating, and celebrating women's histories - work that is crucial not only for honoring the past, but also for inspiring the future.

Over the next year, we plan to strengthen our strategic partnerships, refine our brand positioning, and further establish our voice as a thought leader in the cultural institutions sector. By becoming more targeted with our digital content curation and integrating new, exciting projects on the horizon, we aim to deepen engagement, extend our reach, and continue to foster inclusivity and intersectionality. The insights we've gained from this year's successes and challenges will guide us as we work toward achieving this bold vision.

Governance and People

Board of Directors

Chair: The Hon. Mary Delahunty, G.A.I.C.D

Co-Founder and Chair of *Her Place* Mary has high level experience in Media, Government and the NFP sectors. A Gold Walkley award winner journalist Mary was an international reporter for the ABC and Channel 10, Presenter of Four Corners, News and Current Affairs anchor and interviewer, the first woman to present solo prime-time News in Australia.



In Government Mary was the first female Victorian Planning Minister and the longest serving Arts Minister. Mary also served in Cabinet as Education and Women's Minister. Mary and her brother Hugh were the first siblings to serve in the same Parliament on the other side of the dispatch box. In 2002 she received the Centenary Medal for Services to Government.

Her third career is in the Not for Profit sector. Mary chairs *Her Place* and is a former chair of McClelland Sculpture Park and Gallery and Orchestra Victoria, former Director of the National Library of Australia and Emeritus advisor to the Harold Mitchell Foundation. Currently she serves on the boards of the Melbourne Recital Centre Ltd, Central Highlands Rural Health and the Centre for Advancing Journalism at Melbourne University. Mary is a graduate and currently mentors in governance at the Australian Institute of Company Directors

Mary is a published author and has a red rose bred for, and named after her. A critic of the gender gaps in Australia's history Mary is a leader in ensuring that women's voices are heard in the great debates of our time.

Deputy Chair: Mary Attard

Mary is a Cyber Security and Technology leader. Currently a Partner at PwC, Mary leads the Identity and Access Management team. Mary is passionate about bringing the human element into the digital world with solutions that protect the user from cyber threats. Mary started her career in Financial Services working for NAB for over 11 years in Australia and Asia.



Through her experience Mary realised her passion for delivering large scale business and technology change. Mary is a passionate advocate for gender equality particularly within the technology and cyber industry.

Treasurer: Kate Dennis

Kate is a Chartered Accountant with over 20 years global experience across a range of industries including professional services, listed and not-for-profit entities.

She is currently General Manager - Corporate Finance at BWX Limited, and Australian made global manufacturer and supplier of natural care products.

As a mother of a young daughter, Kate is committed to building a better future for females in Australia.



Board Member: Adnan Jaswal

Adnan is a digital technology leader, author and consultant. Adnan believes in the digital revolution and the power it possesses to change the way people and businesses interact with technology. He is passionate about enabling digital change. Adnan is a technology leader at Deloitte Digital.



Board Member: Barbara Jennings

Barb started life as a science teacher after student activism. She then worked as Associate to Commissioner Graham Walker on the Australian Industrial Relations Commission (as it was known then). Following this, Barb was selected to establish the Girls' Apprenticeship Programme, the first Victoria - wide programme to increase the number of young women going into the traditionally -male trades.

During her working life, Barb remained an activist; being involved in many battles including the Council of Action for Equal Pay, the fight to establish the Queen Vic Women's Centre, the fight to save the Women's Hospital and the establishment of EMILY's List. She was the proud Women's Officer for the Australian Education Union Victoria for nearly 20 years.

Barb was inducted into the Victorian Women's Honour Roll in 2007.

Barb has served on the Boards of VWT, QVWC and *Her Place Women's Museum*.



Board Member: Catherine Brooks (resigned 2023)

Catherine is passionate about working in the not-for-profit space in her role as Senior Advisor at Wendy Brooks & Partners. Catherine helps organisations amplify their impact through strategic fundraising and via her volunteer role as Council Member for Institute for Community Directors Australia.



Catherine spent the first 12 years of her professional life as a practicing lawyer with a range of top tier and boutique law firms, specialising in employment law and working with not-for-profits in the areas of governance and strategic workforce planning. Catherine is also the author of a book, “Let’s make it work, baby!”, a guide to help parents work flexibly and achieve their personal and professional goals.

Catherine has been facilitating and training boards and senior executive staff for over a decade and loves helping organisations maximise impact in the best interests of those they serve.

As a woman living with a disability, she is a proud advocate for equal rights and along with her husband Brendan is proudly raising two feminist boys.

Board Member: Janine Barrand AM

Janine is a cultural historian specialising in the performing arts and popular culture and is an advocate for promoting the contribution of women in the music sector. Most recently Janine was the Director of the Australian Performing Arts Collection at Arts Centre Melbourne.



Through her role at *Her Place* Janine will be focussing on diverse and inclusive exhibitions and programs to increase engagement and visitation onsite and online.

Board Member: Penelope Lee

Penelope is a museum professional, cultural producer, arts manager and artist who has worked across Melbourne’s cultural sector for over 25 years with a focus on developing and managing community-engaged, interdisciplinary and inclusive arts, education and cultural programming.



Penelope has previously been the General Manager of *Her Place Women's Museum Australia*, Education and Outreach Manager at the ARC, Centre of Excellence for the History of Emotions, and Education and Public Programs Manager, Development Manager and researcher at The Dax Centre. In these roles, Penelope has led interdisciplinary teams and external partnerships, project-managed and co-curated local and touring exhibitions, and strategic development.

Over her career, Penelope has been recipient to numerous state and national grants and awards, public art commissions and overseas residencies, and a Churchill Fellowship.

Board Member: Tanja Kovac

Tanja is a writer and director at communications, leadership and justice consultancy, Kovac & Co.

Tanja commenced work as a solicitor at Slater & Gordon, working in the firm's Public Interest Unit, where she was responsible for a number of high profile human rights cases, including the Richmond Secondary College police "baton charge" and for Amnesty International in the case concerning refugees aboard the MV Tampa. Tanja also volunteered in community legal centres providing legal support to victims of the Black Saturday Bushfires.



Tanja has managed several small non-profit organisations in the faith, women's and human rights sectors, where she was responsible for all aspects of strategic and operational leadership, managing fundraising and advocacy, cause-related marginal seat campaigns and volunteer engagement.

But her research, policy, writing and advocacy passion is gender equality. Most recently Tanja was CEO of Gender Equity Victoria, a former Chief of Staff to the late Fiona Richardson MP, Australia's first family violence prevention minister where she was responsible for overseeing Victoria's strategic family violence prevention and gender equality agenda, including creating the Victoria's first Gender Equality Strategy.

She spent 10 years as Director and National-Convenor of EMILY's List Australia, where she has been instrumental in developing gender-based campaign strategies and policy change within the ALP, including setting the affirmative action target for women - 50/50 by 2025.

Tanja has extensive experience with print, radio, TV and online media. Her writing has featured in The Age, Daily Telegraph, Crikey, MammaMia, New Matilda.

Board Committees

The *Her Place* Board of Directors formally created subcommittees to drive much of the organisation's work.

Finance and Risk

Chair: Kate Dennis

Members: Mary Delahunty, Mary Attard, Adnan Jaswal

Major Gifts Campaign & Development

Chair: Mary Delahunty

Members: Mary Attard, Kate Dennis

Projects & Events

Chair: Janine Barrand

Members: Penelope Lee, Tanja Kovac, Barb Jennings, Mary Attard

Contracted Staff

Administration and Project Manager: Gabrielle Downes, Rosie Duffy

Digital Curator: Clare Reynolds

Volunteers

In addition to the volunteer Board of Directors, *Her Place* received significant pro bono and volunteer support, contributing instrumentally to *Her Place's* activities, operations and development.

Supporters and Partnerships

Co-Founder: Belinda (Morieson) Philp

Belinda has made remarkable contributions too *Her Place* over the years as co-founder, director, and company secretary of the Museum. In addition to her invaluable contributions to *Her Place*, Belinda is the former Secretary of the Australian Nurses and Midwives Federation (Vic). She's also a former board director of ESTA, First State Super and Health Super, and the inaugural Chair of Victorian Nurses Health Program.



Thank you to our supporters and partnerships:

Australian Women's Register (AWR)

Throughout 2023-2024, Her Place continued its relationship with the Australian Women's Register, an online archival resource managed by the Faculty of Arts, The University of Melbourne. Through a shared mission to discover, promote and preserve diverse stories of Australian women past and present, Her Place and AWR worked collaboratively to support Interns to research and share content on notable Australian women, co-create live and digital content, co-promote, and reciprocal access to each other's website as part of Her Place's Finding Her project.

Pro-Bono Professional Services: Pitcher Partners, Caroline Skeoch of Aiken Partners, Strategy Consultant Chris Gallagher and Philanthropy Advisor Michael G. Downes.

Grants:

Department of Families, Fairness and Housing – Women's Leadership Program Project: Finding Her Digital Map Project

Victorian Women's Trust – Fleur Spitzer Sub-Fund

Project: The Feminist Reading Room and Children's Book Collection Project

Mary Crooks

Project: Fighting with our Tongues - Jackie Huggins Book ReLaunch & Yes23 Event

Donor Recognition

Feminist Reading Room Foundational Donor

The development of the *Her Place Museum* Feminist Reading Room Children's Book Collection was made possible by a donation from the **Fleur Spitzer Sub-Fund of the Victorian Women's Trust**.

Fleur Spitzer OAM is a tireless feminist philanthropist, founding member of the Women's Electoral Lobby and an early champion of the Women's Information Referral Exchange.

Her VWT sub-fund promotes literacy, education and empowerment for women and girls, as well as supporting the safety and wellbeing of older women.

We thank Fleur, her daughter Ondine and her family for their support of our collection.

Our vision to Know the Past and Shape the Future would be limp without the personal generosity of our individual donors. The generous and significant financial support enabled us to aim high with exhibitions and community outreach.

We sincerely thank our Feminist Reading Room Donors

Gender Lens Australia

Dr Niki Vincent

Ms Kerry Wilson

Claudia Fatone

Tanja Kovac

Maree Overall

Jan Harper Sugar & Snails Press

Margaret Sawyer

Elisabeth Anne Owen

Barbara Jennings

Kaz Cooke

Jackie Huggins AM

Nelly Thomas

Joan Garvan

Mary Attard

Janine Barrand AM

Penelope Lee CT

Clare Reynolds

Christina Lane

Barry York

Women's Museum of Australia and Old Gaol, Alice Spring



We would also like to warmly thank:

Barry Grek

Dr Niki Vincent

Maria Dimopoulous

Marion Oke

Mary Voice

Nicci Rossel

Penelope Lee

Susan Rogan

Tanja Johnston

Tanja Kovac

Wendy Catling

Finally, a special thank you to the incredibly generous donations provided by:

Barbara Jennings, *Her Place* Board Director

Janine Barrand, *Her Place* Co-Founder

Hon. Mary Delahunty, G.A.I.C.D

Dr Niki Vincent, Gender Equality Commissioner

Her Place Australian Women's Heritage and Museum Ltd

ACN: 609 236 062

Financial report

(Unaudited)

For the year ended 30 June 2024

Pitcher Partners Advisors Proprietary Limited
Level 13, 664 Collins Street, Docklands VIC 3008
+61 3 8610 5000
pitcher.com.au

TABLE OF CONTENTS

Directors' report	1 - 6
Auditor's independence declaration	7
Financial report	
Statement of profit or loss and other comprehensive income	8
Statement of financial position	9
Statement of changes in equity	10
Statement of cash flows	11
Notes to financial statements	12 - 15
Directors' declaration	16
Independent auditor's review report	18

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

DIRECTORS' REPORT

The directors present their report together with the financial report of Her Place Australian Women's Heritage and Museum Ltd, the "company", for the year ended 30 June 2024 thereon.

Directors names

The names of the directors in office at any time during or since the end of the year are:

Mary Delahunty

Barbara Jennings

Penelope Lee

Adnan Jaswal

Catherine Brooks (resigned 1 February 2024)

Kate Dennis (resigned 14 November 2024)

Mary Attard

Janine Barrand

Tanja Kovac (appointed 1 February 2024)

Tina Samardzija (appointed 14 November 2024)

The directors have been in office since the start of the year to the date of this report unless otherwise stated.

Results

The deficit of the company for the year after providing for income tax amounted to \$13,020.

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

DIRECTORS' REPORT

Short-term and long-term objectives and strategies

The company's objectives are to:

- To establish and maintain a permanent museum to provide a cultural and tourism asset for the benefit of the community, which constantly revives and showcases the contribution of women to this country.
- To establish, promote and sustain a space to honour Australian women, inspire girls and educate all.
- To build a contemporary and energetic place of discovery and debate, an interaction space of honour and inspiration and to provide occasional multifaceted onsite, online and touring exhibitions.

To achieve its short-term and long-term objectives, the company has adopted the following strategies:

- Achieving deductible gift receipt status and using it to initiate regular giving and philanthropic donor programs.
- Develop a series of touring exhibitions that bring the stories of women, including recipients of the Victorian Honour Roll of Women, to metropolitan and regional audiences in 2018.
- Develop Touring STEM Exhibition in collaboration with the Victorian Education Department.

Key performance indicators

To help evaluate whether the activities the company established during the year have achieved its short-term and long-term objectives, the company uses the following key performance indicators to measure, analyse and monitor its performance: stakeholder feedback, event attendances and societal awareness.

Information on directors

Mary Delahunty

Experience

Chairperson

Non-executive director, consultant, author, high level experience in media, government and NFP sectors. Director, Melbourne Recital Centre Ltd. Award-winning ABC journalist/presenter, former senior Government Minister in Education, Arts, Women's Affairs, Planning. Former Director, National Library of Australia, Immediate past Chair McClelland Sculpture Ltd, Emeritus advisor, Harold Mitchell Foundation and Centre for Advancing Journalism Melbourne University. Graduate of the Australian Institute of Company Directors.

Barbara Jennings

Experience

Director

Previously a Women's Officer at the Australian Education Union. Barb has been a long term activist for women and previously a Director of the Queen Victoria Women's Centre. She was inducted on to the Victorian Women's Honour Roll in 2007.

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

DIRECTORS' REPORT

Information on directors (Continued)

Penelope Lee	Director
Experience	Penelope Lee has high level experience in the museum/gallery sector with a particular focus on education, community engagement, project management and policy development. Penelope is also practicing artist and mental health clinician, previously working at The Dax Centre and artist-run spaces.
Adnan Jaswal	Director
Experience	Digital technology leader, author and consultant. Adnan believes in the digital revolution and the power it possesses to change the way people and businesses interact with technology. He is passionate about enabling digital change. Adnan leads the digital technology practice at PwC Digital.
Catherine Brooks	Director (resigned 1 February 2024)
Experience	Catherine is passionate about working in the not-for-profit space in her role as Senior Advisor at Wendy Brooks & Partners. Catherine helps organisations amplify their impact through strategic fundraising and via her volunteer role as Council Member for Institute for Community Directors Australia. Catherine spent the first 12 years of her professional life as a practicing lawyer with a range of top tier and boutique law firms, specialising in employment law and working with not-for-profits in the areas of governance and strategic workforce planning. Catherine is also the author of a book, "Let's make it work, baby!", a guide to help parents work flexibly and achieve their personal and professional goals.
Kate Dennis	Director (resigned 14 November 2024)
Experience	A Finance leader with experience across a number of different industries within Australia and the UK. Kate is currently the General Manager of Corporate Finance at Accolade Wines. With 20 years experience gained after qualifying as a Chartered Accountant at PwC she also holds a Bachelor of Commerce and Bachelor of Economics.

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

DIRECTORS' REPORT

Information on directors (Continued)

Mary Attard

Director

Experience

Mary has a Bachelor of business and accounting and is a Partner at PwC in the Cybersecurity & Digital Trust practice and leads the Identity and Access Management team who help clients to manage opportunities and threats in the governance of customer and enterprise identities. Coupled with over 12 years' experience in Financial Services delivering large scale business transformation and technology projects, she has a strong reputation for translating ideas and concepts into practical and pragmatic solutions.

Mary is passionate about bringing the human element into the digital identity space, partnering with clients to revolutionise systems, processes and organisational structures, helping them identify opportunities and manage threats in an ever changing landscape, and build trust with their stakeholders and customers.

Janine Barrand

Director

Experience

Janine is a cultural historian specialising in the performing arts and popular culture and is an advocate for promoting the contribution of women in the music sector. Most recently Janine was the Director of the Australian Performing Arts Collection at Arts Centre Melbourne. Through her role at Her Place Janine will be focussing on diverse and inclusive programs to increase community engagement onsite and online. Janine has a Bachelor of Education (Arts & Crafts), Graduate Diploma in Museum Studies, Williamson Community Leadership Program and Churchill Fellow.

Tanja Kovac

Director (appointed 1 February 2024)

Experience

Tanja is a writer and director at communications, leadership and justice consultancy, Kovac & Co. Tanja commenced work as a solicitor at Slater & Gordon, working in the firm's Public Interest Unit, where she was responsible for a number of high profile human rights cases. Tanja also volunteered in community legal centres providing legal support to victims of the Black Saturday Bushfires. Tanja has managed several small non-profit organisations in the faith, women's and human rights sectors, where she was responsible for all aspects of strategic and operational leadership, managing fundraising and advocacy, cause-related marginal seat campaigns and volunteer engagement. But her research, policy, writing and advocacy passion is gender equality

Most recently Tanja was CEO of Gender Equity Victoria, a former Chief of Staff to the late Fiona Richardson MP, Australia's first family violence prevention minister where she was responsible for overseeing Victoria's strategic family violence prevention and gender equality agenda, including creating the Victoria's first Gender Equality Strategy. She spent 10 years as Director and National-Convenor of EMILY's List Australia.

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

DIRECTORS' REPORT

Information on directors (Continued)

Tina Samardzija

Director (appointed 14 November 2024)

Experience

Tina is a senior strategic leader with over 15 years' experience across the public service, politics, government relations, advocacy and commercial law.

Tina is the first-born child of migrant parents and the first in her family to complete university. She has dedicated her professional career to understanding the economy and how to make it work for people and is particularly focused on economic equality and civic participation for women and people from migrant backgrounds.

With uniquely strong expertise in both law and economics, Tina has held senior positions in premier Australian economic policy institutions (Victorian Department of Treasury and Finance, Productivity Commission and Australian Government Department of Finance) and has practised law in a top tier commercial law firm.

Her extensive experience in public policy extends to politics and government relations as mayor and councillor in local government, adviser to a federal parliamentarian, and economic adviser driving advocacy campaigns in the superannuation industry. Tina is thrilled to be joining Her Place as board member and treasurer.

Meetings of directors

Directors	Directors' meetings	
	Number eligible to attend	Number attended
Mary Delahunty	9	8
Barbara Jennings	9	7
Penelope Lee	9	9
Adnan Jaswal	9	7
Catherine Brooks	5	2
Kate Dennis	9	5
Mary Attard	9	7
Janine Barrand	9	8
Tanja Kovac	4	4

Members guarantee

The company is incorporated under the Corporations Act 2001 and is a company limited by guarantee. If the company is wound up, the Constitution states that each member is required to contribute to a maximum of \$10 each towards meeting any outstanding obligations of the company. At 30 June 2024 the number of members was 9. The combined total amount that members of the company are liable to contribute if the company is wound up is \$90.

Auditor's independence declaration

A copy of the auditor's independence declaration in relation to the audit for the financial year is provided with this report.

Signed on behalf of the board of directors.

Director:

Ang E. Delahunty chair

Director:

Teri Sammut

Dated this

24th

day of

February, 2025

15



HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

AUDITOR'S INDEPENDENCE DECLARATION
TO THE DIRECTORS OF HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD

In accordance with section 60-40 of the *Australian Charities and Not-for-profits Commission Act 2012*, I declare to the best of my knowledge and belief in relation to the review of the financial report of Her Place Australian Women's Heritage and Museum Ltd for the year ended 30 June 2024, there have been:

- no contraventions of the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* in relation to the review; and
- no contraventions of the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* in relation to the review.

M J Harrison
Partner

PITCHER PARTNERS
Melbourne

Date: 26 February 2025

- 7 -

Pitcher Partners Advisers Proprietary Limited ACN 052 920 205, Level 13, 564 Collins Street, Docklands, VIC 3008

Pitcher Partners is an association of independent firms. Liability limited by a scheme approved under Professional Standards Legislation.

Pitcher Partners is a member of the global network of Baker Tilly International Limited, the members of which are separate and independent legal entities.

Adelaide Brisbane Melbourne Newcastle Sydney Perth

pitcher.com.au

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2024

	Note	2024 \$	2023 \$
Revenue		69,702	94,394
Less: expenses			
Transport expense		(1,487)	(2,184)
Depreciation and amortisation expense		(3,752)	(3,874)
Exhibition Expenses		(724)	(1,025)
Professional Services		-	(281)
Project Costs		-	(5,910)
Insurance Expenses		(2,155)	(1,792)
Other expenses		<u>(74,604)</u>	<u>(67,018)</u>
		<u>(82,722)</u>	<u>(82,084)</u>
Surplus / (deficit) before income tax expense		(13,020)	12,310
Other comprehensive income for the year		<u>-</u>	<u>-</u>
Total comprehensive income		<u>(13,020)</u>	<u>12,310</u>

The accompanying notes form part of these financial statements.

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2024

	Note	2024 \$	2023 \$
Current assets			
Cash and cash equivalents	4	135,598	140,321
Receivables	5	<u>150</u>	<u>150</u>
Total current assets		<u>135,748</u>	<u>140,471</u>
Non-current assets			
Property, plant and equipment	6	<u>5,501</u>	<u>9,252</u>
Total non-current assets		<u>5,501</u>	<u>9,252</u>
Total assets		<u>141,249</u>	<u>149,723</u>
Current liabilities			
Payables	7	<u>7,959</u>	<u>3,413</u>
Total current liabilities		<u>7,959</u>	<u>3,413</u>
Total liabilities		<u>7,959</u>	<u>3,413</u>
Net assets		<u>133,290</u>	<u>146,310</u>
Equity			
Accumulated surplus		<u>133,290</u>	<u>146,310</u>
Total equity		<u>133,290</u>	<u>146,310</u>

The accompanying notes form part of these financial statements.

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2024

	Accumulated surplus \$	Total equity \$
Balance as at 1 July 2022	134,000	134,000
Surplus for the year	<u>12,310</u>	<u>12,310</u>
Total comprehensive income for the year	<u>12,310</u>	<u>12,310</u>
Balance as at 1 July 2023	146,310	146,310
(Deficit) for the year	<u>(13,020)</u>	<u>(13,020)</u>
Total comprehensive income for the year	<u>(13,020)</u>	<u>(13,020)</u>
Balance as at 30 June 2024	<u>133,290</u>	<u>133,290</u>

The accompanying notes form part of these financial statements.

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2024

	Note	2024 \$	2023 \$
Cash flow from operating activities			
Receipts from customers		75,879	105,016
Payments to suppliers and employees		(81,323)	(86,192)
Interest received		<u>721</u>	<u>532</u>
Net cash provided by / (used in) operating activities		<u>(4,723)</u>	<u>19,356</u>
 Reconciliation of cash			
Cash at beginning of the financial year		140,321	120,965
Net increase / (decrease) in cash held		<u>(4,723)</u>	<u>19,356</u>
Cash at end of financial year		<u>135,598</u>	<u>140,321</u>

The accompanying notes form part of these financial statements.

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2024

NOTE 1: BASIS OF PREPARATION

General information

The financial report is a general purpose financial report that has been prepared in accordance with the *Australian Charities and Not-for-profits Commission Act 2012* and Australian Accounting Standards - Simplified Disclosures, Interpretations and other applicable authoritative pronouncements of the Australian Accounting Standards Board. This includes compliance with the recognition and measurement requirements of all Australian Accounting Standards, Interpretations and other authoritative pronouncements of the Australian Accounting Standards Board and the disclosure requirements of AASB 1060 *General Purpose Financial Statements - Simplified Disclosures for For-Profit and Not-for-Profit Tier 2 Entities*.

The financial report covers Her Place Australian Women's Heritage and Museum Ltd as an individual entity. Her Place Australian Women's Heritage and Museum Ltd is a company limited by guarantee, incorporated and domiciled in Australia. Her Place Australian Women's Heritage and Museum Ltd is a not-for-profit entity for the purpose of preparing the financial statements.

The financial report was approved by the directors at the date of the directors' report.

Historical Cost Convention

The financial report has been prepared under the historical cost convention, as modified by revaluations to fair value for certain classes of assets and liabilities as described in the accounting policies.

Going Concern

The financial report has been prepared on a going concern basis, which contemplates continuity of normal business activities and the realisation of assets and the settlement of liabilities in the ordinary course of business.

Accounting policies

The following accounting policies have been applied in the preparation and presentation of the financial report.

(a) Cash and cash equivalents

Cash and cash equivalents include cash on hand, demand deposits, short-term deposits with an original maturity of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities in the statement of financial position.

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

**NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2024**

NOTE 1: BASIS OF PREPARATION (CONTINUED)

(b) Income from donations and grants

Donations

Cash donations and goods donated for resale are recognised as income when the company obtains control of the asset. Goods donated for resale are recognised at current replacement cost.

Operating grants

Operating grants received under arrangements that do not contain enforceable and sufficiently specific performance obligations are recognised as income when the company obtains control of the asset.

(c) Other revenue and other income

Interest

Interest revenue is measured in accordance with the effective interest method.

All revenue is measured net of the amount of goods and services tax (GST).

(d) Income tax

No provision for income tax has been raised as the company is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

(e) Property, plant and equipment

Plant and equipment

Depreciation

All property, plant and equipment is depreciated over their estimated useful lives.

Class of fixed asset	Depreciation rates	Depreciation basis
Office equipment at cost	20%	Straight line
Computer equipment at cost	20%	Straight line

	2024 \$	2023 \$
NOTE 2: OTHER REVENUE AND OTHER INCOME		
Other revenue		
Interest income	721	532
Donations and grants	66,726	93,862
Other revenue	<u>2,255</u>	<u>-</u>
	<u>69,702</u>	<u>94,394</u>

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2024

	2024 \$	2023 \$
NOTE 3: KEY MANAGEMENT PERSONNEL COMPENSATION		
The Directors fulfill the role of key management personnel and are not remunerated for the performance of this role.	<u>-</u>	<u>-</u>
NOTE 4: CASH AND CASH EQUIVALENTS		
Cash at bank	<u>135,598</u>	<u>140,321</u>
NOTE 5: RECEIVABLES		
CURRENT		
Trade Debtors	<u>150</u>	<u>150</u>
NOTE 6: PROPERTY, PLANT AND EQUIPMENT		
Plant and equipment		
Office equipment at cost	19,071	19,071
Accumulated depreciation	<u>(13,570)</u>	<u>(9,906)</u>
	5,501	9,165
Computer equipment at cost	8,028	8,028
Accumulated depreciation	<u>(8,028)</u>	<u>(7,941)</u>
	<u>-</u>	<u>87</u>
Total plant and equipment	<u>5,501</u>	<u>9,252</u>
Total property, plant and equipment	<u>5,501</u>	<u>9,252</u>
(a) Reconciliations		
Reconciliation of the carrying amounts of property, plant and equipment at the beginning and end of the current financial year		
<i>Office equipment</i>		
Opening carrying amount	9,165	
Depreciation expense	<u>(3,664)</u>	
Closing carrying amount	<u>5,501</u>	

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2024

	2024	2023
	\$	\$
NOTE 6: PROPERTY, PLANT AND EQUIPMENT (CONTINUED)		
(a) Reconciliations (Continued)		
<i>Computer equipment</i>		
Opening carrying amount	87	
Depreciation expense	<u>(87)</u>	
Closing carrying amount	<u>-</u>	
NOTE 7: PAYABLES		
CURRENT		
<i>Unsecured liabilities</i>		
Trade creditors	3,743	111
GST Payable	<u>4,216</u>	<u>3,302</u>
	<u>7,959</u>	<u>3,413</u>

NOTE 8: EVENTS SUBSEQUENT TO REPORTING DATE

On December 12, 2024, the Company entered into an agreement with the National Trust of Australia (Victoria) to surrender the lease for its museum venue. In exchange, the Company received consideration of \$400,000, excluding GST. This transaction will significantly enhance the Company's asset position, thereby supporting the Going Concern assumption for the foreseeable future.

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

DIRECTORS' DECLARATION

The directors of the Company declare that:

1. - in the directors' opinion, the financial statements and notes thereto, as set out on pages 7 - 14, satisfy the requirements of the Australian Charities and Not-for-profits Commission Act 2012, including:
 - (a) complying with Australian Accounting Standards - Simplified Disclosures and the Australian Charities and Not-for-profits Commission Regulations 2022; and
 - (b) giving a true and fair view of the financial position as at 30 June 2024 and performance for the year ended on that date of the Company.
2. in the directors' opinion there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Signed in accordance with subsection 60.15(2) of the Australian Charities and Not-for-profits Commission Regulations 2022.

Director: Angie Delaney CHAIR

Director: Tina Samardzija

Dated this 24th day of February 2025

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

INDEPENDENT AUDITOR'S REVIEW REPORT
TO THE MEMBERS OF HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD

We have reviewed the accompanying financial report of Her Place Australian Women's Heritage and Museum Ltd ("the Company"), which comprises the statement of financial position as at 30 June 2024, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, and notes comprising material accounting policy information and other explanatory information, and the directors' declaration.

Responsibilities of the Directors for the Financial Report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Australian Charities and Not-for-profits Commission Act 2012* ("ACNC Act") and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

Assurance Practitioner's Responsibilities for the Review of the Financial Report

Our responsibility is to express a conclusion on the financial report. We conducted our review in accordance with Standard on Review Engagements ASRE 2400 *Review of a Financial Report Performed by an Assurance Practitioner Who is Not the Auditor of the Entity*. ASRE 2400 requires us to conclude whether we have become aware of any matter that makes us believe that the financial report, taken as a whole, is not prepared in all material respects in accordance with Australian Accounting Standards. This Standard also requires us to comply with relevant ethical requirements.

A review of a financial report in accordance with ASRE 2400 is a limited assurance engagement. The assurance practitioner performs procedures, primarily consisting of making enquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less than those performed in an audit conducted in accordance with Australian Auditing Standards. Accordingly, we do not express an audit opinion on this financial report.

Our responsibility is to express a conclusion on the financial report based on our review. We conducted our review in accordance with Auditing Standard on Review Engagements ASRE 2415 *Review of a Financial Report: Company Limited by Guarantee or an Entity Reporting under the ACNC Act or Other Applicable Legislation or Regulation*, in order to state whether, on the basis of the procedures described, we have become aware of any matter that makes us believe that the financial report does not satisfy the requirements of Division 60 of the ACNC Act including giving a true and fair view of the Company's financial position as at 30 June 2024 and its performance for the year ended on that date, and complying with the Australian Accounting Standards and the *Australian Charities and Not-for-profits Commission Regulations 2022*. ASRE 2415 requires that we comply with the ethical requirements relevant to the review of the financial report.

A review of a financial report consists of making enquiries, primarily of persons responsible for financial and

HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD
ACN: 609 236 062

INDEPENDENT AUDITOR'S REVIEW REPORT
TO THE MEMBERS OF HER PLACE AUSTRALIAN WOMEN'S HERITAGE AND MUSEUM LTD

accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

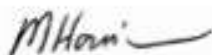
Independence

In conducting our review, we have complied with the independence requirements of the ACNC Act. We confirm that the independence declaration required by the ACNC Act, which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report.

Conclusion

Based on our review, we have not become aware of any matter that makes us believe that the financial report of Her Place Australian Women's Heritage and Museum Ltd does not satisfy the requirements of Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012* including:

- (a) giving a true and fair view of the Company's financial position as at 30 June 2024 and of its financial performance and cash flows for the year ended on that date; and
- (b) complying with Australian Accounting Standards and Division 60 of the *Australian Charities and Not-for-profits Commission Regulations 2022*.



M J Harrison
Partner



PITCHER PARTNERS
Melbourne

Date 26 February 2025