

W · I · F · E

WOMEN'S
FARMING
ENTERPRISES

*Committed to improving knowledge and
management of complex farm businesses
through the sharing of ideas.*

GROWER GROUP ALLIANCE

*PERSPECTIVES ON
GOVERNANCE & STRUCTURE*

19TH AUGUST 2016



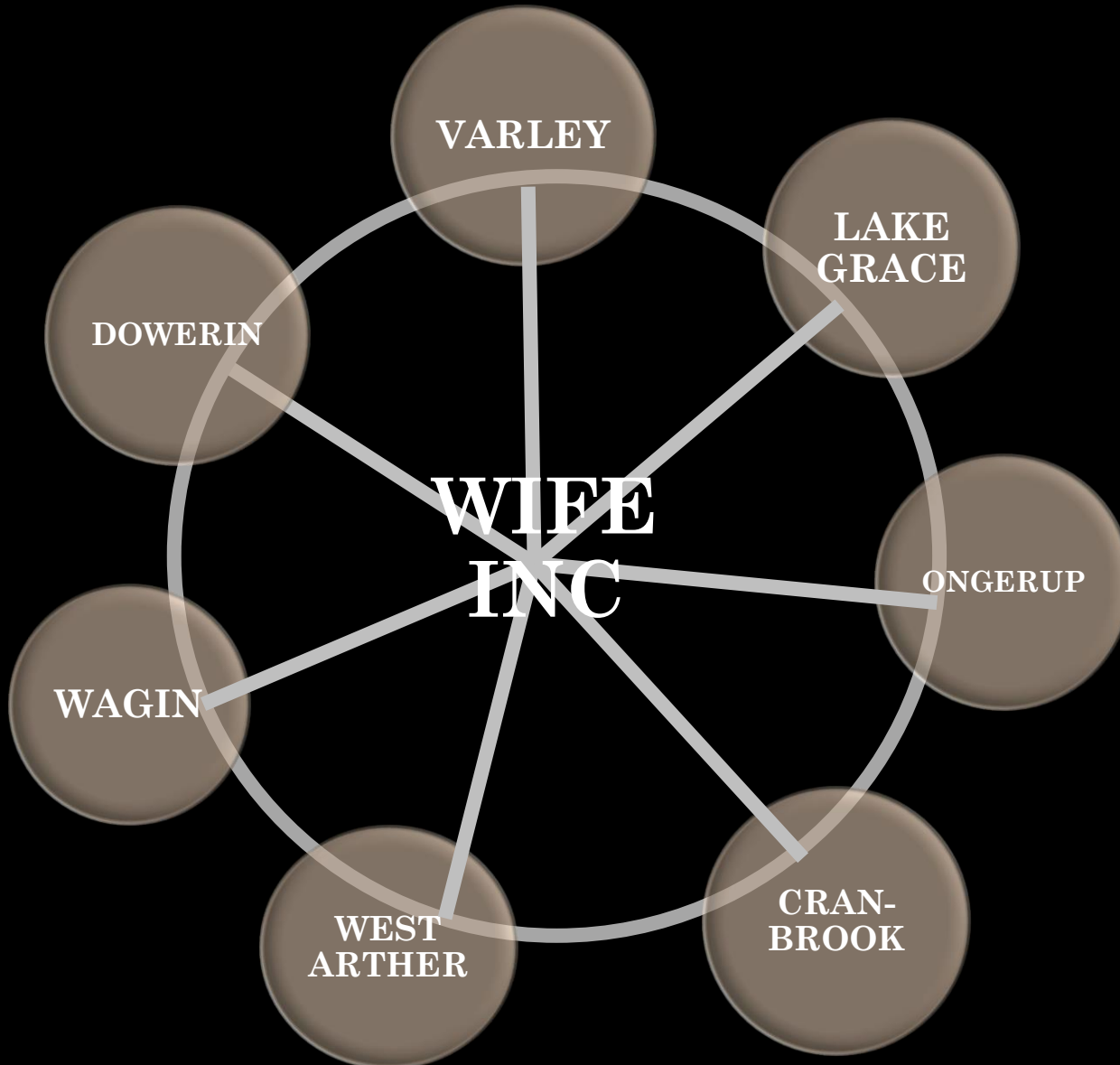
- Self organised learning network
- Unites women for the purpose of improving farm business practice through sharing ideas.
- An Incorporated Not for Profit



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WOMEN IN
FARMING
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Model Type



KEY LEADERS CO-ORDINATE

- Each Branch is co-ordinated by a few key leaders.
- 8- 10 Meetings a year –
- Structured Discussion
- Resources created & shared



Designed to meet member needs.



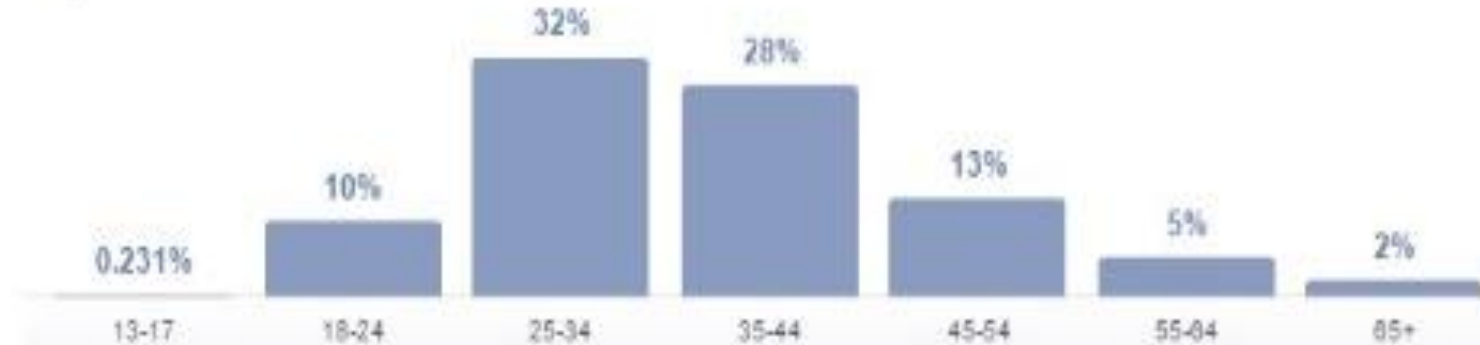
dene bingham PHOTOGRAPHY

Encourage Diversity

The people who like your Page

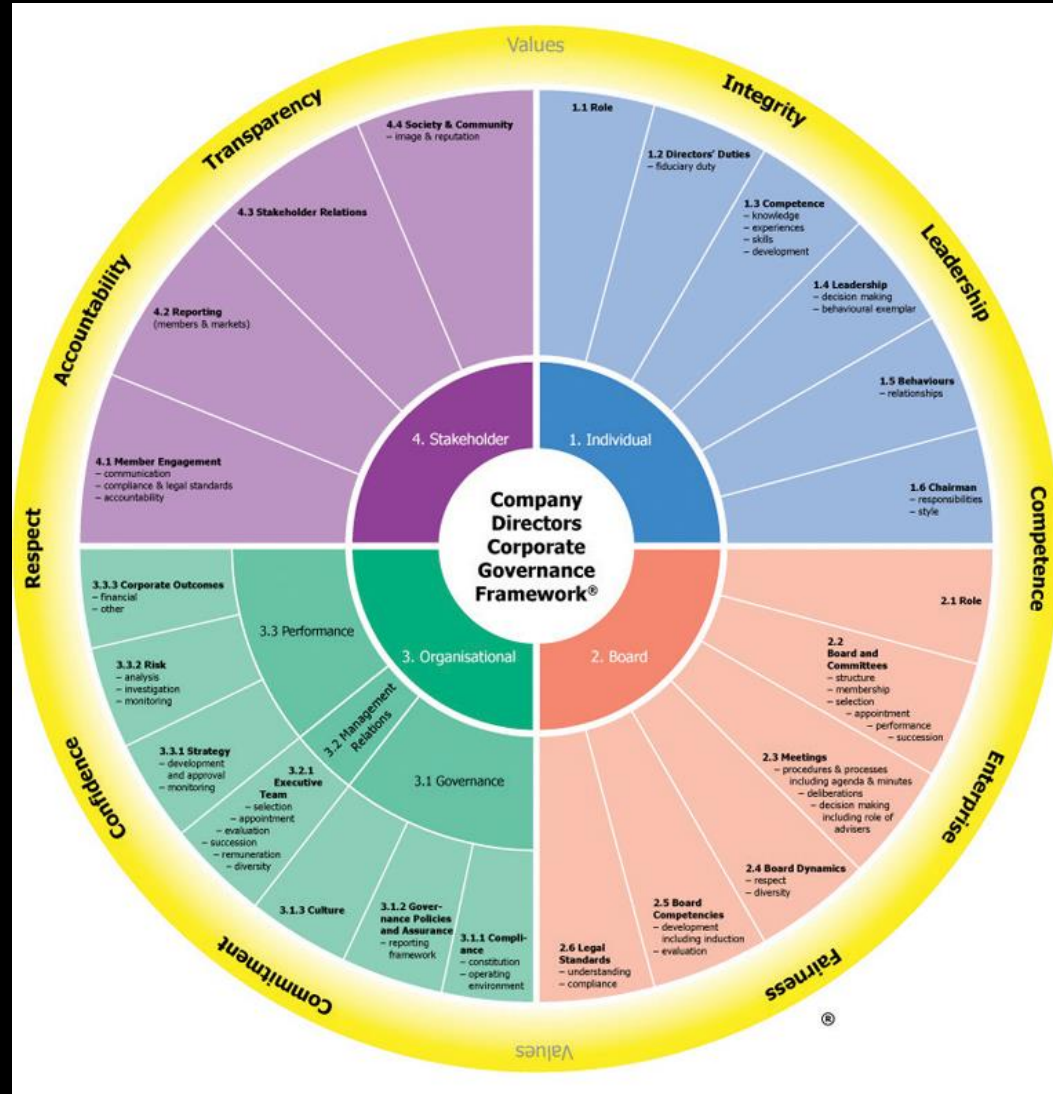
Women

91%
Your Fans



“Governance is the systems, rules and processes by which an organisation is directed and managed.”

Governance practice has evolved steadily -



Individuals Characteristics -



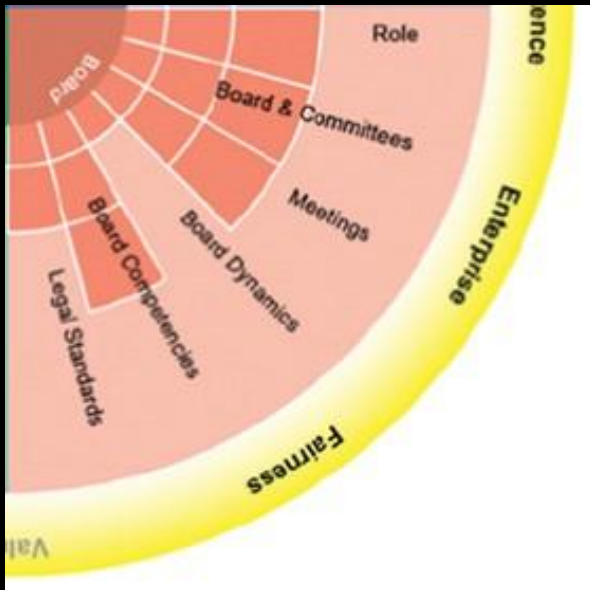
Earlier

- Roles were rubbery
- Competence Levels lower
- Decision making quick
- Less likely for conflict

Now

- Roles becoming more clear cut.
- Competence Levels Improving
- Decision making taking longer
- Relationships more evident

Board/Committee Characteristics -



Earlier

- Only one committee
- No formal induction
- Less attention to procedure

Now

- Multiple Committees
- More structured recruitment
- Procedure more important

Organisational Characteristics -



Earlier

- Less need for governance or policy
- Committee members working in management area also.
- Strategy done quickly

Now

- More need for governance
- More reliance on Policy
- More focus on Strategy

Stakeholder Characteristics -



Earlier

- High awareness of stakeholders
- Minor reporting

Now

- Multiple Stakeholders
- Sponsors and Members
- Engagement critical



How WIFE is funded

WIFE INC

- Multiple Income Streams
- Current funding is matching growth
- Need to continue to secure some final sponsors.
- Still to roll out Friends of WIFE Donation Drive
- Clear communication critical to branches regarding sponsorship



What makes it work?

Passion & Persistence ...

- Initial instigators of all branches are passionate and will persevere with their group.
- Systems and Processes streamlined for ease.
- Awareness and problem solve
- Show initiative
- Encourage supportive and understanding culture
- Succession focused.

The reality of doing it 100% volunteered..

- Turning ideas into action can take much longer than first thought.
- Communication can be challenging
- It can feel overwhelming
- Sponsors means more responsibility needed and time committed to manage it well.



How it might look in the future...

- Part-time co-ordinator
- Full Sponsorship secured
- Branches even more active!
- All Committee Members fully supported and upskilled.
- Strong Policy to Guide
- Exploiting the full benefit of the model.





Thankyou