



# She Runs

Annual Report 2021

**CAMPAIGN**

**COLLABORATE**

**GROW**

# Contents

04.

Letter from the Co-Chairs

06.

Our Impact

08.

Our Values

09.

Campaign School

12.

Meet the Inaugural Fellows

18.

The Graduation

19.

Research

21.

She Runs Thursdays

22.

She Runs in the Media

25.

Meet the Board

28.

Financials

30.

The Future is Female

31.

With Thanks

# Letter from the Co-Chairs



Politics has changed over the last decade. Factors that once were seen as barriers are increasingly, and finally, being recognised as assets, and diverse voices are campaigning for change now more than ever before.

In Australia, the last ten years have seen women hold some of the highest and most powerful offices for the first time: in the Hon. Julie Bishop as the first female Foreign Minister, Her Excellency Quentin Bryce as the first female Governor-General, and the Hon. Julia Gillard as Australia's first, and at present only, female Prime Minister.

“ The acute need to empower women to enter politics was the driving force behind She Runs, which launched in 2020.

Yet, ephemeral representation at the highest levels of politics is not enough to shift the dial toward gender equality in Australian public life. There is much more work to be done to change the culture that both precludes many young women from getting involved in shaping the world around them, and motivates women already in office to leave politics altogether.

This culture problem in Australian politics is not a new phenomenon. Rather, it is a product of the way politics has evolved from the Old Boys' Club, and as a result has robbed women of opportunities to hone their advocacy skills in the same way as their male peers. In 2020, as Australia faced battles on multiple fronts, from bushfires, pandemics, and protests, to the economic recession, it was clear that women were not in the rooms where responses to crises were created. The acute need to empower women to enter politics was the driving force behind She Runs, which launched in 2020.

Our mission is to diversify politics by giving West Australian women, and particularly youth, the skills they need to get into, and thrive in, public life.

In the first year of She Runs, we graduated 23 diverse Fellows through our inaugural Campaign School, created dozens of networking events connecting Fellows with local and national representatives, and advanced research on the barriers to entering politics for Australian women.

Our hope is that they will take the skills and connections that we equip them with into the public arena at every level.

We will build upon what we started over the next twelve months. Our future will include graduating the second cohort of Fellows through the Campaign School, expanding the Campaign School to regional Western Australia to empower women from every part of the state to enter public life, and delivering more networking events through She Runs Thursdays.

Our dream is that our efforts will irrevocably improve the culture and composition of Australian politics. We are striving toward our goals by living our values at every turn.

From our unwavering commitment to our cohort and their needs, ensuring diversity in our programming is substantive and not tokenistic, being curious, to having the courage to dare - we are what we say, and we say what we do.

She Runs' future is busy and bright. What's more, it's true what they say -

The future  
is female. ”

*Martina & Jess*

# Our Impact

23

Fellows graduated in inaugural class of the Campaign School

30

Speakers contributed to the inaugural Campaign School

7

Fellows are now members of a political party

11

Fellows volunteered for election

# Our Impact

4

Networking events through  
She Runs Thursdays

1,200+

Followers across  
social media platforms

1,000,000+

West Australians reached  
through traditional media

# Our Values

## Commitment to our cohort

We place our cohort at the centre of everything to make the most positive difference in their lives.

## Diversity

At the heart of change is increasing diversity and building diverse communities. We can only be our best when we listen and learn from as many people from as many backgrounds and perspectives as possible.

## Curiosity in everything we do

Being genuinely inquisitive, listening without judgment, and not being afraid to ask for help when we don't understand. No one has everything figured out.

## Courage to dare

Changing the status quo takes strength of conviction.

# Campaign School

Our Campaign School teaches women all skills required to run for and thrive in public office; from policy development, public speaking to social media and volunteer management. Through our expertise and the assistance of highly skilled public speakers, the Campaign School provides West Australian women with the practical skills and networks they need to run, and succeed, in their own campaigns for change, as well as connect them with key political stakeholders in metropolitan and rural areas.

Our Fellows leave the Campaign School prepared to put their promises into policy -and with the support of other likeminded young women and professional contacts to add to their network.

In 2020, we graduated our inaugural cohort of 23 Fellows from the Campaign School. In the first week of the program we hit the ground running with appearances from the Hon. Celia Hammond MP (LIB), the Hon. Patrick Gorman MP (ALP) and Senator Sue Lines (ALP). We covered all manner of topics including fundraising, the barriers women run up against in politics and, perhaps most importantly, the imperative of building networks and alliances to make changes in spite of those barriers.





This was followed by a session on the ins and outs of campaigning in Week 2, from digital to door knocking, with Fay Duda (LIB), Ellie Whiteaker (ALP) and Siena Ellison (LIB). Finally, Lisa Judge (UNIONS) rounded out the day by offering up the keys to successfully forming your own political narrative.

The third week saw us delve into the challenges of decision making, what makes a good representative as well as how to bolster skills and qualities needed to thrive in political life. Our guests included Hon. Colin Holt MLC (NATS), Mayor Emma Cole (IND), Sam Calabrese (LIB), Mark Reed (Dept of Premier and Cabinet), the Hon. Mia Davies MLA (NATS), Jessica Shaw MLA (ALP) and Associate Professor Aleksandra Luksyte (University of Western Australia).

In the final week, we called on Senator Louise Pratt (ALP) and Marije Van Hemert (ALP) to find out how to collaborate and negotiate with stakeholders, members of your own party and those across the political divide to see a bill passed into law. Journalists Clare Negus (ABC) and Jenna Clarke (The West Australian) offered some handy hacks on how to navigate the media when first stepping into political spheres. Changemakers Annabel Keogh (DEPT PREMIER AND CABINET), Kendall Galbraith (RRR Network) and Alicia Curtis (100 Women) offered their takes on ways to broaden representation in politics.

The feedback from our Fellows is the most crucial assessment of the Campaign School's impact on women and politics in Western Australia.

## Here is what they had to say:



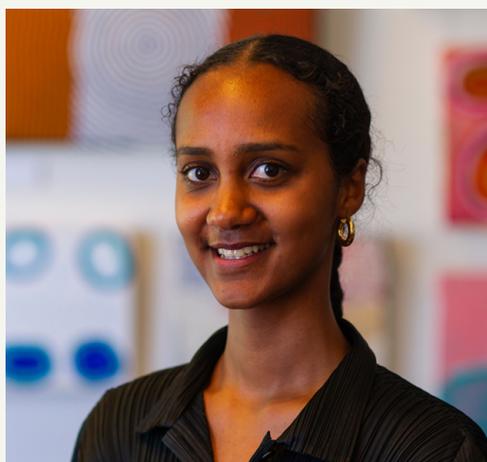
### **GEORGIE CAREY**

*"[I]f we want to work towards achieving gender equality in positions of decision-making, then we need to be actively working to dismantle the barriers that prevent women from getting involved in politics at all levels. Programs like She Runs are vital in providing the networks, skills and knowledge to empower women to play an active role in civic life."*



### **KATHERINE ONG**

*"She Runs increased my confidence in running for politics. I used to think that politics wasn't for me because of my appearance, my accent and the fact that I come from a different country. However, after listening to different politicians/journalists/party members, I realised that my passion for social justice and my personal experiences are my strengths, not my weaknesses."*



### **NYAT MULUGETA**

*"Participating in the She Runs program has reinforced in me the importance of encouraging young women, especially young women of colour to become more involved in decision-making bodies. We need greater diversity to build a more just and fair society. It's time to smash the patriarchy and run!"*

# Meet the Fellows

Our 23 Fellows were selected as they were already making waves in the community and were determined to amplify their impact. They came from all different political parties, family backgrounds, and professions, from current university students to lawyers, geologists, youth workers, and city councillors, among others. Many spoke different languages and had migrated to Australia.

Each were chosen for their excellence and passion for change.

Abbey Mardon



*"I am a Gender Studies and Anthropology & Sociology student. I also work full time as an Associate at the WA Industrial Relations Commission and I am on the advisory board for Parity Education, a company that provides financial literacy education to young Australians.*

*I have learned to speak French fluently and I love how languages allow us to better connect to each other as global citizens. I have worked as a paralegal in a community legal centre, been a state director for World Vision Youth WA, been a World Vision youth ambassador and in 2012 I presented at the International BioGENEius Challenge in Boston, USA as one of two Australian finalists."*

Aleksandra Miller



*"I am an Australian lawyer currently working at the State Solicitor's Office (WA). I am a committee member of the Law Society of Western Australia's Young Lawyers Committee and Joint Law Society / Women Lawyers Committee.*

*I graduated from the University of Western Australia in 2016 with a Bachelor of Laws (First Class Honours) and a Bachelor of Science (majoring in Psychology). Prior to commencing at the State Solicitor's Office, I had worked as a Judge's Associate at the Supreme Court of Western Australia, as a paralegal at Chelmsford Legal, and had also volunteered at the Mental Health Law Centre."*

Amy Bowdrey



*"I am a young professional working as a Program Support Coordinator at DVassist – a not-for-profit supporting those experiencing domestic and family violence in regional, rural and remote Western Australia. I graduated from the University of Western Australia with a major in Political Science and International Relations, and Law and Society.*

*I have a strong passion for social justice, in particular for those impacted by family and domestic violence, youth rights and women's rights. I also sit on the Youth Advisory for Perth Festival to provide advice on how to increase participation of young people in the Festival and to advocate for youth related issues."*



**Caitlin Eaton**

"I am a student and youth consultant, currently working at the Youth Affairs Council of Western Australia (YACWA) on their COVID-19 Steering Group to help formulate policy recommendations for state government. I am currently studying a Bachelor of Bachelor of Arts (double majoring Politics & International Relations and Social Justice)/Bachelor of Behavioural Science.

I am also a member of the City of Fremantle's Youth Advisory Council and president of the University of Notre Dame's LGBTQIA+ collective. Furthermore, I was previously one of 12 young Western Australians chosen by the state government and YACWA to represent WA in a delegation to Hong Kong."



**Carla Basden**

"I am an Energy Professional, passionate leader and Diversity and Inclusion advocate, with over 17 years of Industry experience across the Energy and Electrical Network value chain.

In my current role at Western Power, I manage a team of technical experts, accountable for managing the operation of the in-service Transmission network. I am Chair of Western Power's Women's Employee Network Committee, and a member of the Diversity and Inclusion Committee reporting to the CEO. I enjoy volunteering, mentoring and seeking out new adventures and opportunities.

I hold a double Bachelor's degree in Commercial Law and Management, from Edith Cowan University, where I am currently undertaking a Bachelor of Engineering Science – Electrical Power and Renewables. In addition to this I am a registered Project Management Professional (PMP) and certified in various Process Improvement disciplines. I have two young children, and thoroughly enjoy the challenge of a full life and full career."



**Georgie Carey**

Georgie is a young leader who isn't afraid to question the status quo. She is a passionate advocate for the inclusion of young people in positions of decision-making at a local level and on the global stage. Georgie is also a part-time sock designer, dog enthusiast and religiously brings Vegemite with her if she has to travel.

Georgie currently serves as a Board Director for the Youth Affairs Council of WA and in 2019, was selected as Australia's representative at the G(irls)20 Global Summit in Toyko. Here she co-authored a Communique highlighting policies to promote young women's economic inclusion that was presented to G20 world leaders.

Three years into her four-year term as a councillor at the Town of Mosman Park, Georgie was elected at age 21 which makes her one of the youngest councillors in Australia. As a UWA Fogarty Scholar, Georgie has a Bachelor of Commerce, with First Class Honours in Marketing.



**Isabella Leunig**

"I am currently working as a Research Officer for a member of WA State Parliament, whilst undertaking my Masters of International Relations at the Australian National University.

Previously, during my undergraduate degree, I was selected as a participant in the Vermont Legislative Research Program in the United States in which I conducted research for members of the Vermont State Legislature on a wide range of topics including the intricacies of the US healthcare system. I subsequently graduated from the University of Western Australia with a Bachelor of Arts majoring in Political Science and International Relations and Communications and Media Studies and gained experience in both the Governmental and Think Tank Sector before undertaking my current role."



Jolene Kashkooli Ellat

"I am a Domestic and Family Violence (DFV) specialist, currently working as a Principal Practitioner at Stopping Family Violence, the peak body in Western Australia for perpetrator interventions. During my career I have worked across a number of family law services and have had oversight of a state wide men's behaviour change program funded through the Department of Justice. In addition, I have had the opportunity to sit on the Child Safe Organisations Committee, Reconciliation Action Plan Committee and the Ending Family and Domestic Violence Committee. I am currently sitting on a reform committee through the Department of Communities.

I have a sound academic background completing a Bachelor of Arts Education from Edith Cowan University, a Graduate Certificate in Indigenous Studies from Curtin University and a Masters of Counselling from the University of Notre Dame this year. I am passionate about pursuing a Doctorate in Social Work and Social Policy in the future. I have a special interest in cultural diversity and competency when working with families from a diverse background. I also have an interest for further preventative research within the DFV sector."



Katherine Ong

"I am a youth worker and a first-year student studying a Bachelor of Arts (BA) in Anthropology and Sociology at the University of Western Australia. Additionally, I hold a Diploma in Youth Work and Diploma of Community Services Work from North Metropolitan TAFE and South Metropolitan TAFE, respectively.

As a person who is passionate about social justice and human rights, I hope to advance my skills to work in an area where I can contribute to public policy and make a positive difference in people's lives."



Maddison Kelly

"I am a Law and International Relations student at Curtin University, as well as an intern at the US Consulate in Perth. I am in my fourth of five years, so am set to graduate at the end of 2021. I also currently work at RAC organising roadside assistance.

Last year I studied International Commercial and European Union Law in London and Belgium. I was also a weekly volunteer at a community legal centre, the Citizens Advice Bureau in Perth, for over a year."



Natalie Saeed

"I currently work at the Department of Training and Workforce Development across the international education and migration sector. I am a Board Member of SCOOP Australia, and volunteer with the Australian Red Cross and TEDxPerth.

With a background in Anthropology and International Development, I have worked in the Asia and Pacific region for the United Nations Educational, Scientific and Cultural Organisation. I also currently work alongside a group of international female consultants on international development projects under the title Fem Collab.

My experience includes development of gendered policies and programs related to the Sustainable Development Goals, youth and refugees in urban contexts."



Sadeqa Sarvari

"My name is Sadeqa Sarvari and I am a final year Occupational Therapy student and hope to specialise in paediatrics. My hobbies include spending time with my family, fashion and taking lots of photos. I am particularly interested in raising awareness about key issues that are prevalent within today's society. Being female and coming from an Afghan background it is never easy to voice opinions on topics that go against cultural norms, however I am passionate, motivated and empowered to be the one to step forward and build a bridge for future women who will lead, create change and bring a difference to this world."



Ailee Salter

"I am currently in my final semester of an undergraduate Arts Degree majoring in Political Science and International Relations and Spanish Studies. Next year I will be starting my Honours in Public Policy.

I am passionate about making a positive change in our community and empowering those marginalized to achieve their goals and live a great quality of life. This passion has led me to volunteer in a variety of settings. Currently, I volunteer weekly as a mentor with 12 Buckets and as a management consultant for not for profits with WAUC."



Alison Morley

Alison is a geologist by training and has degrees in Geology and Applied Finance. She has worked in variety of roles - from underground geologist to CEO - for numerous companies (Pasminco, Xstrata, SRK, Iluka, Western Power, Rio Tinto) in the resources and energy sectors in locations across Australia and the world, and currently manages a global team in a major mining company. She has skills in pragmatic problem solving, strategy, business development, valuation, negotiation, building consensus and team alignment.

Alison is married and has two teenage daughters who currently attend high school. She has always been active in leading teams and contributing to the community and has sat on numerous pro-bono boards and committees in the arts (WA Youth Theatre Co), professional societies (Finsia, AusIMM) and research space (MRIWA, EV Council). Alison is also a Churchill Fellow and a Cranlana Colloquium Alumna.



Ana Forjaz

"I am currently working as a Marketing Specialist with the GSMA Mobile for Development team. I am responsible for the strategy and delivery of digital campaigns, disseminating research learnings and developing partnership relationships to influence stakeholders to develop new solutions and favourable government policies.

Previously I have worked with a number of charities and social enterprises including launching and managing a successful crowdfunding campaign for a renewable energy start-up. I have worked on a wide variety of projects in both professional and voluntary capacities with experience across brand development, social media strategy, press, web development, events and business development.

I hold a Masters of Commerce in Finance and Marketing from the University of Western Australia, along with a Bachelor of Arts (Philosophy and International Relations) and Bachelor of Commerce (Economics and Management) from the same university."



**Emily Harrison**

"I am a research analyst currently working at Minderoo Foundation. In my role I support the "research pillar" of the organization and work across initiatives on a range of research projects – modern slavery, overfishing, early childhood education.

I graduated in 2017 from the University of Western Australia where I completed a Bachelor of Arts/Science degree and a Masters in International Relations. After university I worked at UWA as an academic tutor teaching undergraduate politics courses.

Prior to my current role I worked for the Department of Premier and Cabinet as a Research officer."



**Hiba Alsoeady**

"I am in my second year of a Bachelor of Science at Curtin University. I am currently working part time as an Electorate Officer for my Local Member of Parliament in addition to being a Pharmacy Assistant.

Coming from a culturally and religiously rich background, my involvement and commitment in the community is personally very crucial to me.

I am a member of various Not-for-profit organisations, most of which are targeted at helping migrants, refugees and the less fortunate.

I am a very driven individual who always strives for the best in addition to being a strong advocate for change."



**Isidora Apsari**

"I am a community engagement specialist and an experienced policy advisor. I completed my bachelor degree in political science majoring in International Relation from Parahyangan Catholic University, Indonesia. I also graduated from University College London for my master of science in social development practice.

Before moving to Australia, I worked in the Indonesian Parliament for nine years as a senior political advisor for both Senator and The Member of Parliament. I also worked in a political consultancy as a political analyst where I was working along with some high-level politicians in Indonesia.

After my migration, I try to build my career from scratch. I spend my time volunteering in United Nations Association Australia in WA and also Victoria Park Centre for the Arts. I have a strong passion for women empowerment. As an immigrant with a political background, I feel the urge to help women from cultural and Linguistically diverse background, particularly those who feel voiceless, powerless and excluded."



**Katherine McKenzie**

"I am an energy policy specialist and commercial lawyer with a passion for promoting climate change mitigation and gender diversity.

As Principal Policy Adviser to the WA Energy Minister, I advise on energy policy and major investment decisions by Government-owned energy businesses.

I also serve as President of the National Board of the Australian Institute of Energy, Vice-President of the UN Association of Australia (WA) and member of the WA Government's Energy Transformation Taskforce and Renewable Hydrogen Council.

In 2015 I founded Women in Energy (Perth) – a network that connects, supports and inspires women in the energy sector."



Lena Hee

"I am an electorate officer for a Member of the Legislative Council of Western Australia. I speak three languages and have lived in Malaysia and Hong Kong, which is why I am passionate about social issues that affect people of culturally and linguistically diverse backgrounds.

I will be graduating with a Bachelor of Commerce from Curtin University in 2020, and intend to pursue an Honours in Indigenous Australian Research. I trained in classical ballet for nine years and have also appeared in theatre performances staged at the Kuala Lumpur Performing Arts Centre and the Republic Cultural Centre Theatre, Singapore."



Natalie Eastwell

"I am a digital marketing professional with a background in the not-for-profit sector. Since completing a Bachelor of Commerce with first class Honours in 2017, I have worked at the Telethon Kids Institute in the digital marketing team, where I currently oversee digital engagement.

I am also a keen volunteer leader and coach at Edmund Rice Camps WA, where I have spent over five years helping to run both camps for disadvantaged and at-risk kids and personal development programs for young adult leaders."



Nyat Mulugeta

"I recently graduated from the University of Western Australia (UWA), majoring in Political Science and International Relations and French Studies. I have since commenced Master of International Relations. This year, I am the Vice-President of the UWA Student Guild Women's Department where I develops projects and campaigns to uplift and empower women and non-binary students of UWA.

In 2018, I was awarded the Outstanding Youth Award in recognition of my involvement you Diaspora Downunder – a youth group that liaises with community organisations to provide essential support to Ethiopian and Eritrean youth relating to mental health, sexual and reproductive health, and drug and alcohol abuse."



Taylor Sewell

"I am a peer facilitator and advocate with Perth Inner City Youth Service (PICYS), and I am in the process of becoming an official PICYS member.

I was a volunteer on the Marriage Equality YES Campaign in 2017 and decided after this to study further to become a politician.

I'm studying Anthropology and Sociology at Curtin to accompany my mental health peer support certificate and experience. I have dedicated my time to turning my personal experiences with mental health and homelessness into consultancy work and to fighting for the survival of the public services that helped me become who I am today."

# The Graduation



She Runs 2020 Alumni and Board Members at the 2020 graduation ceremony, held at Parliament House in the presence of the Premier of Western Australia, the Honourable Mark McGowan and the Member for Swan Hills, Jessica Shaw MLA.

# Research

In parallel with the Campaign School, She Runs is also working with [Associate Professor Alexandra Luksyte](#) from [The University of Western Australia Business School](#), a researcher in organisational behaviour with a specific focus on gender equality, over qualification and demographic diversity, discrimination, stereotyping and biases in the workplace.

The detailed study examines Fellows before and after completing Campaign School, to better understand the motivations and barriers to women running for politics in Western Australia. Research is already underway with our inaugural cohort and She Runs is already taking the experiences and opinions of this cohort into account to ensure we continue to collaboratively design relevant, helpful and inspiring content into the future.

## Associate Professor Aleksandra Luksyte

**Aleksandra Luksyte is currently an Associate Professor at the University of Western Australia Business School. Alex research focuses on two domains: overqualification and demographic and cultural diversity in the workplace.**

**She is a recipient of several prestigious scholarships and fellowships. She was a recipient of the international Fulbright scholarship at University of California Berkeley, USA. In 2017, she received a prestigious Australian Research Council Early Career Fellowship (DECRA) to study positive and negative effects of overqualification as well as issues of demographic diversity in the workplace.**



# Key findings

- Overall, Fellows reported higher ambition and greater belief in their political qualification following their participation in the Campaign School.
- Fellows found the program to be enjoyable, useful, and increased their desire to enter politics.
- There was a significant reduction in Fellows citing a lack of female mentors in politics following their participation in the Campaign School.
- Fellows were significantly less likely to see limited policy experience as a barrier to entering politics following their participation in the Campaign School.



# She Runs Thursdays

What began as a way to keep our alumni connected quickly became a staple of our services and a fundamental part of our social media strategy. These networking opportunities continued to provide the alumni with skills and information to support their political ambitions.

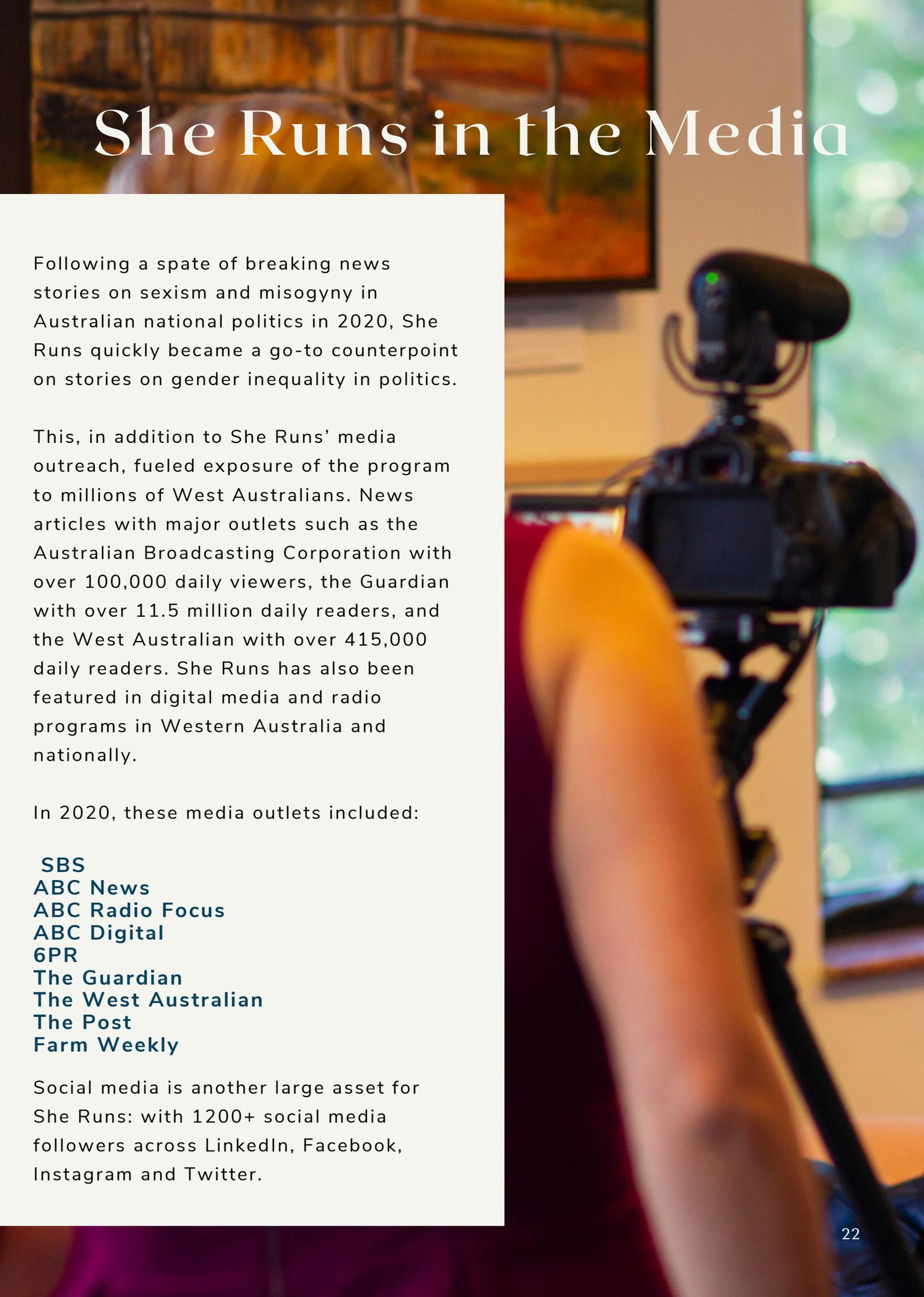
Our first “She Runs Thursdays” event included Paige Taylor, who started her career as a cadet at the Albany Advertiser on WA's south coast then worked at Post Newspapers in Perth before joining The Australian in 2004. Paige is now the West Australian Chief Bureau and has won multiple awards over her career. Paige joined us after the state election to debrief on the results, shared her experiences as a political writer and discussed the nuances between media and politics.

Our May event featured Caitlin Collins MLA. Prior to the election, Caitlin taught politics and history at Scotch College, travelled to teach in India, Colombia and Vietnam, and volunteered in a remote Aboriginal community in the East Kimberley, working in community development.

Caitlin also ran in the 2017 election for the Seat of Cottesloe. She shared her passion for politics with the alumni and shared her experiences in running, strongly encouraging more women to run and be involved.

With the West Australian Local Elections scheduled for October, some of our alumni are considering running. Our July event hosts a panel of local council representatives who share their experiences on running and provide our alumni with guidance and answer any of their questions and concerns they have regarding the process. This excellent panel included Dan Bull, Mayor for City of Bayswater, Deputy Lord Mayor of the City of Perth, Sandy Anghie, Yaso Ponnuthurai, Councilor with the City of Canning and She Runs alumni and Councilor for Mosman Park, Georgie Carey. Due to restrictions in connection with the ongoing coronavirus pandemic, the July event was hosted on She Runs' social media via three Instagram Live discussions with Georgie Care, Sandy Anghie and Dan Bull.

# She Runs in the Media



Following a spate of breaking news stories on sexism and misogyny in Australian national politics in 2020, She Runs quickly became a go-to counterpoint on stories on gender inequality in politics.

This, in addition to She Runs' media outreach, fueled exposure of the program to millions of West Australians. News articles with major outlets such as the Australian Broadcasting Corporation with over 100,000 daily viewers, the Guardian with over 11.5 million daily readers, and the West Australian with over 415,000 daily readers. She Runs has also been featured in digital media and radio programs in Western Australia and nationally.

In 2020, these media outlets included:

- SBS**
- ABC News**
- ABC Radio Focus**
- ABC Digital**
- 6PR**
- The Guardian**
- The West Australian**
- The Post**
- Farm Weekly**

Social media is another large asset for She Runs: with 1200+ social media followers across LinkedIn, Facebook, Instagram and Twitter.



Co-Chair Jessica Smith with Jessica Strutt and the Hon Jessica Shaw MLA after speaking on ABCPerth.



Co-Chair Martina Ucnikova with 6PR hosts Carmen Braidwood and Michael Genovese.

## ON THE UP



She Runs. A new not-for-profit is kicking off in Perth. The school got a US Government grant to run WA's first campaign focused on upskilling local ladies to run for politics. It has already gained support from local MPs Patrick Gorman, Anne Aly and Celia Hammond. COVID-19 shows the "benefits of having female leaders at the helm when managing a country during a crisis", co-founder Jessica Short said.

Media excerpt from Co-Chair Jessica Smith in the West Australian on She Runs.

# Meet the Board



**Emily Harrison**

Emily Harrison joined the board after completing the 2020 She Runs Fellowship program. She has a strong passion for research and policy analysis, having a background in Politics and International Relations and currently works with the Minderoo Foundation. Prior to her role at Minderoo she worked for the Department of Premier and Cabinet and as an academic tutor at the University of Western Australia teaching political science.



**Fiona Lander**

Fiona Lander is an Engagement Manager with McKinsey & Company, specialising in healthcare strategy and transformation. Fiona was a Frank Knox Memorial Fellow at Harvard University, where she completed a Masters of Public Health in 2015; she graduated from Monash University with dual honours in Medicine/Surgery and Law. Fiona has previously worked with the UN Office of the High Commissioner for Human Rights, Corrs Chambers Westgarth, Austin Health in Victoria, and Royal Perth Hospital in Western Australia. She is a Board Director of Diabetes WA, and lectures annually at the Copenhagen School of Global Health.



**Ilana Hamilton**

Ilana Hamilton joined the board after working with She Runs as part of her 'Justice Project' during her PLT through The Piddington Society. Ilana is commencing a new career in 2021 as a lawyer at the community legal centre - Welfare Rights and Advocacy Service. Prior to law, Ilana worked in healthcare as a physiotherapist in both Australia and the United States.



### **Jessica Currell**

Jessica Currell is a business consulting, risk advisory and finance professional with 15 years experience working across Government, Not-for-profits and the private sector. Jess holds a Bachelor of Commerce (Honours) and a Master of Business Administration for the University of Western Australia and has used her theoretical knowledge and practical experience to provide decision support to senior business leaders in Australia, New Zealand, the United Kingdom and the United States.



### **Jessica Smith**

Jess Smith is a campaigner, advocate and trade unionist at heart. Jess started her journey into politics by taking part in the Senator Chris Evans program (now known as the Labor Movement work experience). She brings expertise in political, community and workplace organising. Jess is passionate on issues of gender equality, female representation in parliament, economic justice and fairness in the workplace. Jess co-cofounded She Runs alongside Martina Ucnikova.



### **Martina Ucnikova**

Martina Ucnikova is a communications and advocacy strategist for purpose-driven organisations wanting to enhance their policy and advocacy outcomes. Her current clients include Campaign For Tobacco-Free Kids, Tobacco-Free Action Fund, TakeAPart and Walk Free. Martina takes a systems approach to problem solving to identify areas of mutual interest at the intersection of government, industry, the not-for-profit sector and community.



### **Melina Wood**

Melina's career in research management and development in the higher education sector spans 20 years. She has worked at Adelaide Central School of Art, University of South Australia, The Australian National University, and The University of Western Australia. Melina works with researchers and external parties to facilitate the development of research projects and promote research outcomes.



### **Nicholas Van Hattem**

Nicholas van Hattem is a barrister at Francis Burt Chambers. Nick served as President of the Law Society of WA in 2020 and is the Founding Director of the Piddington Justice Project.

**and with special thanks to...**



### **Amy Birch**

Amy has over a decade's experience in marketing, media, communications and content production. She has experience working in the corporate, government and not for profit sectors, working for organisations including the Telethon Kids Institute, The University of Western Australia, Minderoo Foundation, Seven Network Sydney, MTV and the Department of Health. Prior to this, she worked as a Solicitor for the State Solicitors Office of WA. Amy has a Bachelor of Law with Honours from Notre Dame University, and holds a postgraduate degree in Broadcasting from the West Australian Academy of Performing Arts.

# Financials

She Runs was fortunate enough to receive its seed funding from the United States Department of State's Alumni Engagement Innovation Fund. Through its global competition, the Fund supports exchange alumni initiatives that promote shared values and innovative solutions to global challenges. It was an honour to be the only project supported by the Fund in Australia.

Grant Name	Funder
<b>Alumni Engagement Innovation Fund</b>	<b>United States Department of State</b>

We are indebted to those who have helped us by providing their services, physical spaces and products free of charge:

**Photographer Tansie Bennetts**

**Atlas Club**

**Bernadette Joudo**

**Pigeonhole**

She Runs plans  
to go **bigger**  
and **bolder** in  
2021/22.

# The Future is Female

We will achieve this by expanding the Campaign School to service the regional and remote parts of Western Australia through the Regional Campaign School. We will also future-proof the program and ensure that it is available for years to come. This will be done by establishing a fee course structure, together with scholarships to ensure that diverse voices without the means to pay are still able to access the program.



Due to COVID-19 restrictions, our regional sessions will kick off in July with a morning tea at the Geraldton MFC, in collaboration with Australian Local Government Women's Association WA Branch.



We will continue and expand our She Runs Thursdays events throughout 2021 and 2022, and examine alternate speakers, venues, and interactive activities to ensure engagement. We will also explore providing special ticketed networking events for the public which will be free to access for our Fellows.

We will explore how to engage youth in She Runs and support the next generation of Australian women in politics.



We will provide support and mentorship to our Fellows who are preparing to run for seats in the upcoming local election.

# With Thanks

She Runs is immensely grateful for all the invaluable support received in 2020.

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We also would like to sincerely thank all of our donors, guests, speakers and their staff, and the many others who collaborated with She Runs in 2020.

Without you, we could not run.

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