

# THE Rural Woman

*- bloom where you are -*

## **SERVICE OVERVIEW**

### **2021**

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## OVERVIEW

THE Rural Woman's mission is to support rural women to reconnect to their most powerful voice and then to provide platforms from which that voice can be amplified. We have been recognised nationally and internationally for our leading edge work in digital connectivity and diversity and inclusion.

Since 2014 we have been delivering a range of online programs, events, workshops and activities focused on meeting rural women where they are at, with the contextually appropriate support they require to #bloom.

We are passionate about providing a continuity of support, we're in it for the long game, and all our programs, courses and workshops are backed by access to a year round online Continuing Personal & Professional Development (CPPD) program delivered BY rural women, FOR rural women.

We have intimate knowledge of and access to a diverse talent pool of more than 110 female subject matter experts from across Rural Australia and are supported by a powerful online community (630+ members) where there is access to events, courses and networking - it's available in desktop and app form [community.theruralwoman.com](https://community.theruralwoman.com)

We offer a range of services to corporate, business and government partners, offering our skills, network and unparalleled capacity to engage rural women in online activity.

We offer a high quality service delivered by a strategically selected team of rural women with decades of experience in their fields of expertise focused on delivering your needs and aspirations.

We have delivered hundreds of successful online events and programs ranging from 5 day 36 presenter online Festival, 1 day 9 presenter workshops, 3 day Business Activation experiences, 1 hour information sessions, 8-12 week programs on a range of topics, 3 hour planning workshops, hot seat and mentoring/coaching programs and virtual drinks and nibbles.

Below you will find a selection of our current service offerings, please let us know if we can customise something to suit your ambitions and vision!

There is a ripple effect of the work we do, and we are proud to know that our legacy is generational. We are at your service and look forward to working with you.

May you bloom where you are,  
THE Rural Woman Team

# **CUSTOMISED WORKSHOPS/EVENTS**

## **EVENT/WORKSHOPS + COURSE**

We have an incredible pool of talented rural women subject matter experts we can draw on to ensure your event is a great success, that the needs of your community are met and the skills/support they require is provided by a contextually appropriate expert. We can customise based on your needs and aspirations and we can also provide recommendations based on our many years of experience and the data we have access to.

### **Overview**

- + events/workshops to be held online and hosted by THE Rural Woman on behalf of Your organisation
- + 90minutes or 3 hours per session \*1hr + 30mins Q&A and networking
- + Multi-sessions eg festivals or multi-day events are possible and can be quoted
- + different presenters on different subject areas (topics and numbers to be negotiated)
- + content to be made available as a Course (with private GROUP) with video and audio and can also be made as a Podcast - course hosted on [community.theruralwoman.com.au](http://community.theruralwoman.com.au) (free) and podcast on [soundcloud.com/theruralwoman](http://soundcloud.com/theruralwoman) or your platform if preferred

### **THE Rural Woman will manage:**

- > Project logistics & scope
- > Participant journey mapping and program schedule co-development
- > Talent recruitment, payment and support for workshop/event presenters
- > Pre-production and development of marketing and promotional collateral (including pre/post surveys, registration, email campaigns to build engagement etc)
- > Event management
- > Promotion & marketing (including providing resources for easy sharing/promotion)
- > Post production including editing/hosting, management and promotion of Course/Podcast, follow up email campaigns to receive survey feedback)

These events can also be whitelabelled or we can co-host!

## **COST**

### **90 minutes**

\$3740 +gst per workshop/event - eg - 40 participants = approx \$94+gst/participant

### **3 hours**

\$5840 + gst per workshop/event - eg 40 participants = \$146+gst/participant

### **Multi-Session**

Quote can be provided

## **CONTINUITY**

The challenge with 'one off' workshops is the accountability needed to implement the learning.

To mitigate the risk of this, ideally we would also offer participants 12 months access to an Associate Access to THE Rural Woman where they can access weekly live sessions and networking and connection with other rural women - focused on a specific topic.

We can provide a \$200 discount on our 12 month BLOOM program which would be \$185pp inc gst (for 12 months access which includes 190+ live events).

## **PROGRAMS**

We can customise a program to suit your specific needs, utilising the talent pool, framework and delivery platform we have developed to deliver to hundreds of rural women (quotable), or you can provide scholarship/funded places into our scheduled programs outlined in brief below.

### **Platefull - Women growing food & fibre**

A revolutionary program focused on teaching regenerative agriculture practices and creating a safe space for women to share. Perfect for women with backyards and farms of all sizes. The initial 8 week program is hosted by Kim Deans with a further 12 months support within our CPPD Program. \$2200pp - [READ MORE](#)

### **Emerging Women Leaders**

The 10 week activation program will provide you with the Foundational Principles of Leadership. Making you a better business owner, manager or team member. The initial 10 week program is hosted by Shayne Miller with a further 12 months support within our CPD Program. \$2200pp - [READ MORE](#)

### **A Whole Life of Wellbeing**

This 8 Week Online Activation program is a foundational program focused on exploring the key principles of wellbeing across all aspects of your life including emotional, spiritual, physical and environmental wellbeing. The initial 8 week program is hosted by Priscilla Jaya with a further 12 months support within our CPPD Program. \$2200 pp - [READ MORE](#)

### **CPPD - Bloom**

Continuous personal and professional development for rural women. Monthly mindset and planning session and networking opportunities. As well as monthly masterclasses and group training in Business & Digital skills, Leadership and Human skills, Wellbeing and Regenerative Agriculture. \$50/month pp or \$385/year pp

### **Coaching**

Gain access to the best rurally and regionally located coaches, who are experts in their field and business owners. Book a once of session or a group of sessions. Choose one coach or many. Coaching starts at \$80/45min session.

## **THE SEED SCHEME**

THE Seed Scheme is the most exciting female-focused, rurally based, blended delivery enterprise & leadership development program in the world!

Part incubator, part business school, part leadership program and part life-academy, THE Seed Scheme brings together geographically disparate women who want to grow a business, enterprise or idea and provides them a unique and supportive environment in which to Bloom.

We know that women thrive when their environment supports this thriving and so often in rural communities people get 'stuck' in the sameness, slow change and environmental conditions that inhibit new ideas, growth and individuals reaching full potential.

We are changing this through THE Seed Scheme by providing access to activating, unique and creative environments on and offline that inspire and support transformation and enterprise potential.

To achieve our goals, we partner with like-minded and future focused business and organisations who are passionate about or have vested interests in the economic and social expansion of rural communities.

They become active participants in the journey of THE Seed Scheme Members and POD's by providing scholarship funds for participation and offering their unique guidance/support to the Members as well.

Partners and Members become part of a regenerative eco-system of support and flow and there is mutual benefit for all stakeholders.

### **What is included**

- 12 Week Live Online Program focused on the Foundations of Business & included a Weekend Activation Event incorporating business ideation, planning, team building and pitching education and experience.
- Weekly LIVE online mentoring and training in business and technology
- Access to a dedicated POD Facilitator. The POD Facilitator helps the women connect with fellow Seed Scheme Members and develop a local support network

- Access to an online platform giving CONNECTION to POD members and other THE Rural Woman members. Members have the ability to promote their events and products/services within this platform.
- Access to a network of hundreds of rural women across the country who are also starting/running their own online business.
- 24/7 access to hundreds of hours of recorded training videos in marketing, sales, financial management, product development, events, social media, mindset and business

<https://theseedscheme.com.au/>

### **COST**

Full scholarship for 10 women

\$11,000 inc gst - fully funded 12 month scholarship (participants pay \$6 per week)

Half scholarship for 10 women

\$5,500 inc gst - part funded 12 month scholarship (participants pay \$12 per week)