

Women45.com.au



Australian Government

Department of the Prime Minister and Cabinet



Catalyst
Foundation

What is Women45+ Collaborative?



- ▶ Project funded by the Department of the Prime Minister and Cabinet, Women's Leadership and Development Program
- ▶ Collaborative employment enterprise project supporting women 45+ to:
 - ▶ Become lifelong learners
 - ▶ Upskill / career, business development / employment opportunities
 - ▶ Access training programs
 - ▶ Access to peer support and mentoring
 - ▶ Network opportunities
 - ▶ Personal growth and confidence development

Why do we need the Women45+ Collaborative?



- ▶ Cohort facing economic, personal challenges
- ▶ Cohort becoming increasingly homeless due to changing circumstances
 - ▶ Less wealth / Superannuation
 - ▶ Divorce / single mothers
- ▶ Challenges 'sandwich' generation

I now know how hard it is to land yourself a decent job when you fall on the other side of 45.

When I was made redundant at age 53, I was devastated.

It was not exactly how I wanted my career to pan out!

Why do we need the Women45+ Collaborative?



- ▶ Ageist attitudes and behaviour are entrenched in many Australian workplaces
- ▶ Discrimination based on age can profoundly impact to what extent people aged 45+ participate in paid employment and /or are invited to participate in upskilling opportunities

Workplaces should be free of age-based stereotypes

A person's age shouldn't determine their employment status

What is Women45+ ?



- ▶ **Training programs**
 - ▶ *Launch your Business*
 - ▶ *Budgeting for success*
 - ▶ *Scams and Digital Literacy / Digital Legacy*
 - ▶ *Others*
- ▶ **Torrens University Student Live Brief- 2022/23**
 - ▶ Students researched business structures for start-ups, developing a marketing strategy and learning overall business basics.
- ▶ **Mentor program** - volunteer mentors recruited (looking for more).
- ▶ **Promotion** -website, social media, events, programs, discussions and the Collaborative Network with all partners and funding bodies acknowledged accordingly

What is Women45+ ?



- ▶ **Women45 Collective Network** - comprising
 - ▶ local, regional,
 - ▶ strategic collaborative network representing providers,
 - ▶ mentors, research (University),
 - ▶ local and state government,
 - ▶ Regional Development Boards / State Government,
 - ▶ regional women's groups,
 - ▶ industry and association groups,
 - ▶ business and trader groups as well as Women45 and over - and more as the project evolves.

What is Women45+ ?



- ▶ **Survey** (co-design program responses)
- ▶ **Women45 Collaborative Co-Working Hub** membership form created
- ▶ **Women45 Collaborative Collective (W45CC)**, comprising providers who have the knowledge, expertise and network to support Women45 and over
- ▶ **Inspirational podcasts and videos / films**
- ▶ **Outreach - Regional network**
 - ▶ Partners include Victor Harbor, Kangaroo Island (Fleurieu Peninsula), Yorke Peninsula, Pt, Augusta, Mid North, Kangaroo Island, Pt Lincoln and the South East

Women45+ Collective Co-working Hub



- ▶ The Hub is a bright engaging space with colourful furniture and inspiring art work celebrating the talents of a local artist.
- ▶ It is a space for learning, contemplation, networking.

Co-working spaces are collaborative environments that feed innovation and creativity under the slogan “working alone together”.



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Hugh as potential



Women45 Collective Co-working Hub

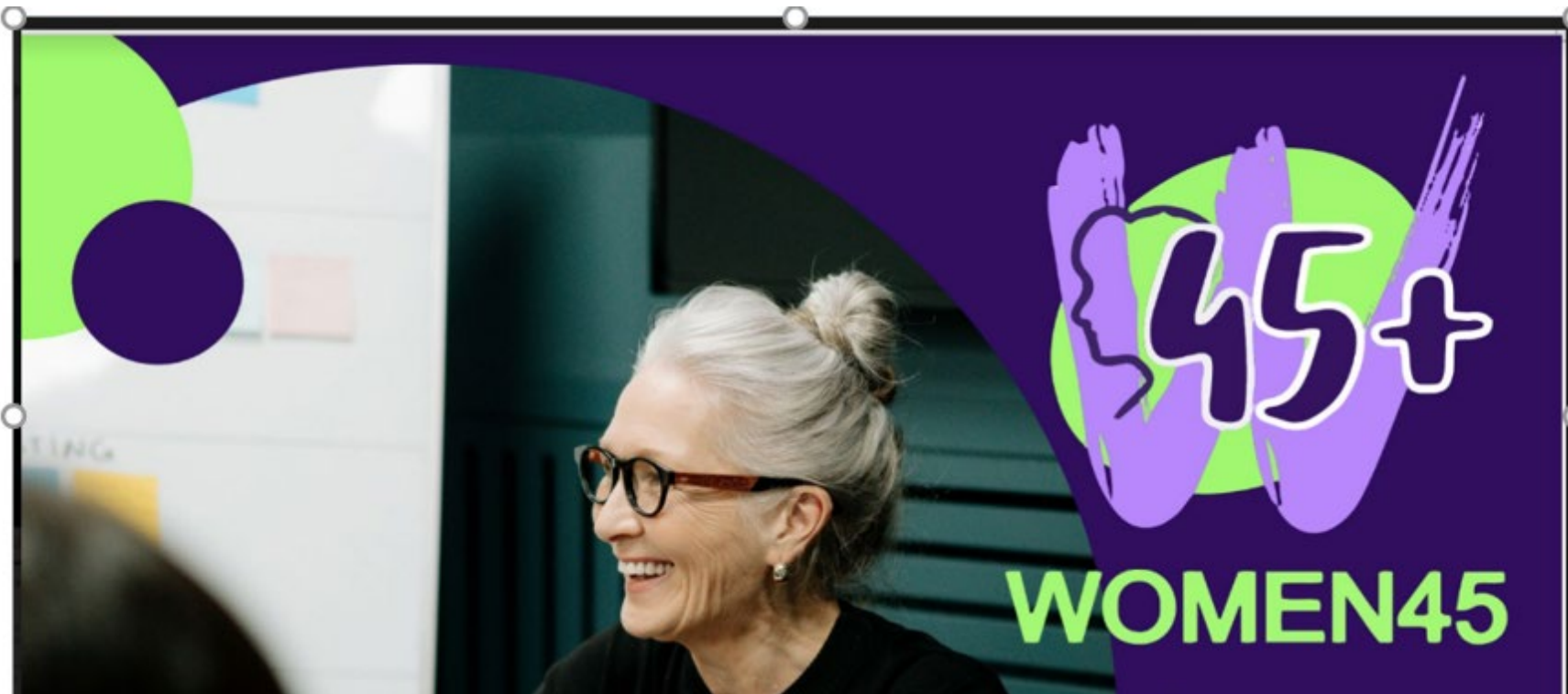


- ▶ Visit the Hub where you will make new connections and interact with mentors. Hear their stories and the journey they encountered as women in business and the workforce.
- ▶ Visit the Hub for upskilling and training programs; either one on one or participate in a program tailored to suit your needs.
- ▶ Visit the Hub and enjoy 'time out'. Explore the business entrepreneurial ecosystem. Interact with others to seek out job and career opportunities whilst investing in your future.

Women45+ Challenges for 2023



- ▶ Scoping program delivery to be ‘fit for purpose’ in addressing gaps
- ▶ Scoping program ‘point of difference’ to avoid duplication and ensure relevant delivery to target audience
- ▶ Securing collaborative partners and funding in program strategic design, delivery and evaluation
- ▶ Continue to refine the program in response to needs and opportunities
- ▶ Ensure program messaging is relevant, appropriate and reflective of target audience and participants
- ▶ Promote program achievements and collaborative partnerships established in terms of sustainability and forging future opportunities



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Thankyou



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