



# Annual Report



# CEO's Message

## Pioneering Change, Fuelled by Stories and Co-Design

Embarking on a journey towards becoming a more expansive organization, we are infused with a sense of purpose and anticipation. The unique projects we spearhead have captivated and drawn in professionals from all corners of Australia, showcasing our commitment to addressing overlooked aspects of women's health. The bedrock of our approach remains in co-designing each project, ensuring that women are not only the inspiration but also the architects of the solutions we create.

Reflecting on the milestones achieved this year, we see a tapestry of collaboration, innovation, and a drive to disrupt for the better. A heartfelt thank you to our volunteers – your dedication is the cornerstone of our continued journey. The stories shared by the courageous women we work with remain our guiding light, revealing the gaps and inspiring us to alleviate the silent suffering many endure due to a lack of vital information.

In this pivotal moment, the synergy of support from our community, professionals, and volunteers propels us forward. The narratives we are privileged to hear are more than accounts of struggle; they ignite our initiatives and fortify our mission, championing women in gaining power and knowledge about their health.



# Unprecedented Growth: Volunteers & Expert Collaboration

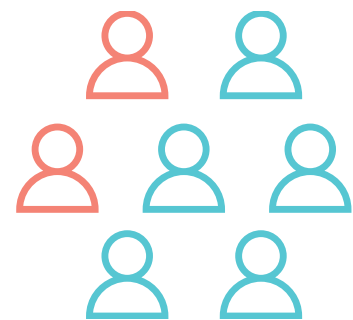
In the span of the past year, we've seen a remarkable surge in volunteer engagement, fortifying our mission with indispensable human resources.

The leap from having the support of 2 general volunteers to a dynamic team of 7 has significantly enhanced our ability to spearhead a variety of initiatives. Even more striking is the expansion of our collaborative network of health professionals, skyrocketing from 5 to 22, which has broadened our expertise and reach in extraordinary ways.

## Network of Health Professionals



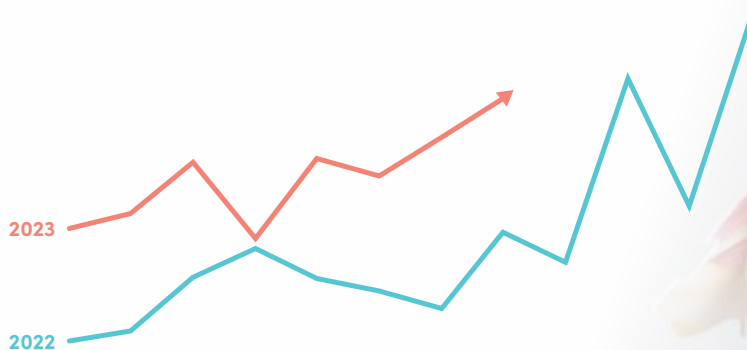
## General Volunteers



## Paper Pelvis Sales

**70.7%**

Increase in website traffic



**440%**



# Amplifying Voices: Co-Design & Community First!

This year, we've amped up the volume on community voices at WHEN! Our commitment to co-design isn't just a philosophy; it's the backbone of every project we tackle.

Listening and adapting, we've turned your thoughts and experiences into action, ensuring that our initiatives are as diverse and dynamic as the community we're proud to serve. Thanks for making this journey extraordinary – here's to more co-creation and amplifying every voice!

## The Miscarriage Project

### Collaborative Effort:

Uniting 15 health professionals from diverse fields across Australia, we're building a rich and comprehensive resource.

### Generosity & Expertise:

A spectrum of specialists, from obstetricians to optometrists, are generously donating time and insights to this pivotal project.

### Giving Women Power:

The project is focused on providing women with knowledge and understanding of their bodies post-miscarriage, giving them power through information.

### Development Stage:

Currently collating invaluable insights, with an anticipated release early next year, aiming to reach and support women nationwide.

## The Little Black Dress of Women's Health Podcast Series

### Diverse Topics:

Successfully covering a range of subjects, from menopause and diastasis post-pregnancy to injury prevention in sporty teen girls.

### Success & Reach:

The series has been extremely well-received, contributing to the discourse on women's health and well-being.

### Forward-Looking:

Many more informative and engaging podcasts are in the pipeline, continuing our commitment to shedding light on a spectrum of women's health topics.

## Transgender Male Pelvic Health Podcast

### Success & Recognition:

Garnering widespread acclaim, the podcast has become a go-to resource in transgender forums for individuals and parents alike, signalling its broad impact and acceptance.

### Community Involvement:

Developed and delivered hand-in-hand with the transgender community, ensuring content is both authentic and relevant.

### Medical Endorsement:

Gaining traction within the medical community, it's utilized as a reference by GPs and specialists in transgender health.

### Rigorous Review:

Content meticulously vetted by our clinical governance team, augmented by guest experts specializing in transgender medicine.

### Expanding Horizons:

Currently crafting a non-binary component, widening the scope of our informative series.

### High Engagement:

The series boasts a substantial number of listens, showcasing its reach and influence in the community.



# Emma's Story:

## Turning Pain into a Supportive Pathway

I was already part of the Women's Health Education Network when I endured my first miscarriage. It was a heartbreaking time, I felt ashamed, alone and uninformed about my own body. I felt unsupported by the healthcare system and that my concerns about my physical wellbeing were quickly dismissed as miscarriage was a "common experience for a lot of women". However, discussing this with the team changed everything. To my surprise, they not only listened but also acted.

I was taken aback when my experience initiated conversations with other women in the group, and ultimately led to the creation of the Miscarriage Project. The realization that speaking up about my struggles could contribute to a solution was overwhelming and gratifying.

Seeing the project grow and knowing that my openness has the potential to make a real impact for other women has been incredibly rewarding. I am passionate about ensuring all women have access to the information that I did. I look forward to seeing the final product, and I am hopeful that it will bring the much-needed support to those who experience early pregnancy loss.

My journey from vulnerability to advocacy has been transformative, and it's humbling to realize that my openness has paved the way for a much-needed support system. I eagerly await the completion of this initiative, confident that it will serve as a steadfast source of support and understanding for women experiencing what I went through, highlighting the resilience and strength in our shared stories.



A woman with dark hair, wearing a black and teal athletic jacket and white earbuds, is smiling and looking towards the right. She is holding a clear water bottle in her left hand and has her right hand raised to her forehead. The background is a bright, hazy sunset over a beach with waves visible in the distance.

# Bella's Journey:

## Finding Fitness Beyond the Field

During my highschool years, I was never as sporty as my friends. This often left me feeling out of place and ashamed, especially during PE classes, and the pressure to join group sports so that I could fit in was immense. But deep down, I knew that team sports just weren't my calling.

Being part of a project through WHEN has given me a platform to voice the concerns of young women like me – those who want to embrace fitness but don't resonate with the team-centric, competitive approach. This journey has been about redefining fitness norms and ensuring we all find our unique path in the world of exercise.



## TRANSGENDER PELVIC HEALTH PODCAST

# Elevating Voices:

## Alex's Journey from Curiosity to Confidence

When Alex stepped into our pelvic floor meeting and inquired about his unique needs as a transgender male, he ignited a shift in our perspective. This was not just a question; it was a catalyst for change, and Alex became the heartbeat of the Transgender Pelvic Health Project.

In his role as host, Alex transformed—turning uncertainty about managing his pelvic health amid hormonal changes into empowerment and confidence. “Before, I was navigating uncharted waters, unsure of where to find help. Now, I am not only managing my own health but am armed with knowledge and confidence to help others navigate theirs,” Alex shared.

His profound impact didn't stop there. Alex is now a cornerstone in extending the project to support transgender women and non-binary individuals. Alex's journey from seeking knowledge to becoming a beacon of information and support epitomizes the transformative power of individual voices in our community-focused endeavors.

# Upcoming Projects Teaser:

## 1. Keeping Girls in Sport:

Teaming up with health pros nationwide to tackle challenges and boost girls' continued involvement in sports!

## 2. Post-Natal Support:

Assembling a diverse crew of experts to combat societal pressures and be a steadfast ally to new mothers!

## 3. Sexual Health Project:

Collaborating with health specialists from across Australia to give women power through knowledge for informed choices!

**Stay tuned**

**We're brewing some powerful initiatives to give women the knowledge and support they deserve!**



# Fuelling Transformation: Your Donations at Work

Every contribution you've made has played a crucial role in developing and sustaining transformative projects. Your generosity has directly funded initiatives like the Miscarriage Project, offering support and insights to women during one of life's most challenging times. It's fuelled the Girls in Sport Project, ensuring every girl finds her place in the world of physical activity. The Little Black Dress Podcast, covering a myriad of topics, and the Postnatal Project have also flourished, thanks to your support. Each donation is a testament to a shared vision, working towards a future where every woman is informed, supported, and valued.



# Community Champions: Celebrating Our Supporting Businesses!

This year, we've witnessed remarkable support from local businesses whose contributions have been foundational to our initiatives, including our Raffle, a charming High Tea, and Wine Bar! Their generosity and trust in allowing us to showcase their products haven't just fuelled our work but significantly elevated our community presence and engagement. These events have become platforms of unity and shared commitment to positive change, reflecting a partnership that extends beyond mere funding. The unwavering backing of these businesses has been pivotal, amplifying our impact and strengthening our resolve. Here's shining a spotlight on these community champions – together, we are setting new benchmarks and creating transformative waves!

Special acknowledgment to RockTape and IMP Sportswear for their targeted support to our 'Exercise for growing knees project'

## Businesses that have donated 2023:



# Nurturing Success: Building a Board Where Every Woman Thrives!

We're dedicated to broadening our board, ensuring a more personal and inclusive environment. Our goal is to create a space where every woman, facing the myriad facets of life, feels genuinely supported and poised for success, reflecting our core values as a women's health organization.

