



**Women's
Electoral
Lobby**

ANNUAL REPORT

2024 - 2025



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WEL acknowledges and pays respect to Traditional Owners and Elders past and present across Australia.

CONVENOR'S REPORT

2024-2025 sees the second year of WEL functioning as a national organisation following the constitutional changes endorsed at the 2023 Annual General Meeting. These changes to WEL's operating structure aimed to build flexibility and capacity to advocate for women at both national and state level where most needed.

The National Coordinating Committee (NCC) was elected in December last year with representation from three states and one territory. The section in this Report on Managing National WEL outlines some of the actions we've taken to consolidate our national structure, undertake longer term planning and develop our national representation and reach.

Our main focus for 2025 was driven by the May 2025 Federal Election. Work undertaken for WEL's election campaign is highlighted in the section on Policy and Advocacy as well as the section specifically evaluating our campaign.

WEL worked on the development of its major Federal Election Policy Platform at the end of 2024, finalising it in March / April 2025. The Platform sets out key actions in ten policy areas that any elected government needs to make to achieve genuine equality for women.

Out of this work came our famous (and now much copied) WEL scorecard which measured the policy commitments of the major parties against the demands set out in WEL's Policy Platform in order to provide guidance to voters. WEL also undertook a major communications strategy to highlight the key issues for women as well as a political education campaign about WEL's Policy Platform through its website and social media.

The Federal Election Policy Platform is now providing the basis for an ongoing, updated policy platform that will guide WEL's advocacy work on a range of current and emerging issues over the next two years.

Throughout the year, WEL has also continued to advocate for women on a range of issues through submissions and its lobbying activities, working in some cases with other national and state advocacy organisations and supporting their work where feasible.

Strengthening the national membership remains a major challenge with gaps in membership from a few states and territories. WEL will continue its efforts to attract members and boost national coverage.

WEL remains a robust, feminist organisation providing an unaligned, critical voice for women's equality in Australia. The importance of WEL's work as an independent national advocate for women remains as strong as ever.

K Anastassiadis

Kay Anastassiadis, Convenor, National Coordinating Committee

COLLABORATION WITH OTHER ADVOCACY GROUPS

Equality Rights Alliance

In our last annual report we noted that WEL's advocacy is enriched through our solidarity with specialist feminist advocacy organisations and more broadly based feminist organisations like the National Foundation of Australian Women and our membership to date of the Equality Rights Alliance (ERA), part of the National Women's Alliances.

ERA's work has now been subsumed by a new structure, Working with Women Alliance (WwWA), set up in October 2024 (see below).

WEL had been a member of ERA (and before it WomenSpeak) since ERA replaced WomenSpeak under the National Women's Alliances framework established by Minister Tanya Plibersek in 2010. WEL has regarded its membership of these Alliances as critical to our national policy work, drawing on ERA's submissions to government inquiries, its monitoring of legislation and parliamentary debates and its policy analyses with their evidence-based and feminist focus. ERA's engagement with its membership organisations was also invaluable in maintaining a collaborative national alliance.

WEL thanks ERA for its dynamic role in working with its members organisations, most importantly through face-to-face opportunities which saw women brought together across Australia to inform policy directions. We thank the ERA Convenor, Helen Dalley-Fisher, for her great leadership and commitment to inclusion and engagement of the members organisations in the work of ERA. We also thank YWCA Australia for having hosted ERA.

National Women's Alliances

In a major revision of the National Women's Alliances, the Federal Minister for Women Katy Gallagher and the Assistant Minister Kate Thwaites announced on 29 October 2024 the grant recipients for five specialist organisations representing women.

Operating from 2 December 2024 to 30 June 2029, the five organisations share \$10.8million over almost 5 years. They are required to provide evidence based intersectional gender equality advice and civil society expertise to government in areas of most impact and influence relating to the Government's Working for Women: A Strategy for Gender Equality.

The five funded organisations are:

- YWCA Canberra, under the name Working with Women Alliance (WwWA) (new provider taking over from and subsuming the work of ERA and Women's Safety Alliance Australia). WwWA received the largest grant with the formal requirement to work with the other 4 alliances on major submissions affecting them.
- National Women's Rural Alliance (continuing provider).
- Women with Disabilities Australia (continuing provider).
- National Aboriginal and Torres Strait Islander Alliance (continuing provider).
- Multicultural Women's Alliance Australia through the Federation of Ethnic Communities Council Australia (new provider taking over from the Harmony Alliance).

The broad scope of the process of consultation and engagement and how decisions are made by the WwWA is outlined in its [Governance Structure document](#). WwWA is led by a board of three and its executive team and is advised by two Policy and Advocacy Advisory Committees, namely the National Women's Equality Policy and Advocacy Advisory Committee and the National Women's Safety Policy and Advocacy Advisory Committee.

WEL has signed up to be a member organisation to work with the WwWA and is involved in working groups established under the two Policy and Advocacy Advisory Committees.

A number of temporary and ongoing working groups has been established under each arm of the WwWA. The engagement process has mainly involved providing policy advice through online meetings of the working groups and commenting online on draft submissions. For example, the WwWA's 2026 draft Budget Submission (developed in consultation with all national alliances) is currently available online and the WwWA is taking advice on this. WwWA has produced a number of policy statements, submissions, opinion pieces and a regular newsletter (see NWEA and NWSA for their work and policy positions).

WEL looks forward to working with the WwWA and other Alliances throughout the coming year.



Unveiling of the sculpture of WEL founder, the Hon Susan Ryan AO, Old Parliament House Canberra, August 2025. Left: Anne Summers AO and Chris Ronalds AO SC (instrumental in drafting and passage of Commonwealth Sex Discrimination Act). Right: Helen L'Orange AM, Office of the Status of Women 1988 - 1993 and Elizabeth Kentwell (long term ACT WEL member).

Other Collaborations

WEL continues to collaborate with other national feminist advocacy agencies. Work this year focused on the development of the WEL Policy Platform collaborating with the National Foundation of Australian Women, Women's Environmental Leadership, Australia and Women in Adult and Vocational Education as well as members and experts on specific policy areas.

We also acknowledge the work of other organisations such as The Parenthood, Women's Agenda, Fair Agenda and many other organisations, media, experts and journalists who are involved in monitoring the national environment and providing expert analysis and commentary on which we often rely.

WEL has also lent its support to lobbying initiatives undertaken by organisations such as SPHERE, Women's Climate Crisis amongst others.

UNSEEN Women

women sharing their visual stories of violence, disability & homelessness.



Opening event: 1:30 - 3:30pm Tuesday 5 August 2025

Exhibition dates: 5 - 28 August 2025, NSW Parliament House on weekdays, 9am to 5pm

The exhibition UNSEEN Women: Domestic Violence, Disability and Homelessness opened at NSW Parliament House on 5 August showcasing powerful artworks by women with 'lived experience'. It was attended by over 250 people.

The UNSEEN Arts Hub is a multimedia project which gives voice to women's homelessness and housing insecurity. WEL NSW was instrumental in initiating UNSEEN in 2020, partnering with Belinda Mason, OAM, the founder of the Museum of Understanding Through Tolerance and Inclusion ([MUTTI](#)).

It started as part of WEL's campaign on older women's homelessness. Led by Dr Jane Bullen, WEL's housing policy lead, we auspiced a grant from the City of Sydney for the first activation of UNSEEN comprising a series of events in the CBD in 2021 and used our networks to help contact project participants and audience members to attend. Since then, the UNSEEN mobile Arts Hub has been rolled out to other locations around Sydney and NSW.

At the exhibition opening, presentations were made by Belinda Mason, Auntie Dixie Link Gordon, Alex Greenwich MP, Jane Bullen and Dieter Kneirim from MUTTI as well as eleven of the 30 project participants from across NSW.

POLICY AND ADVOCACY

In the latter part of 2024 WEL commenced drafting its policy platform for the 2025 Federal Election. We approached a range of organisations and individuals with expertise, as outlined above, to assist in this work which was led by WEL's Policy Working Group.

Top demands identified early in this process were affordable and universal access to abortion and maternity health services, including continuity of care and Birthing on Country.

WEL is keen to see major investment in initiatives to change women's lives for the better. Its policy platform was comprehensive. It was developed in the context of the Federal Labor Government's Working for Women: A Strategy for Gender Equality 2024-2034 as well as the National Plan to End Violence against Women and Children 2022-2032, its Outcomes Framework and its First Action Plan 2023-2027.

WEL supports Working for Women but believes that the transformations necessary to achieve gender equality in Australia necessitate more far-reaching actions and urgent government leadership than the Strategy envisages at this stage.

WEL's [2025 Federal Election Policy Platform](#) was released in mid-April and its Federal Election Scorecard in late April, aimed at exposing the level of commitment by the major parties to improving outcomes for women. The scorecard acknowledged the various initiatives of the Federal Government in making incremental changes to advance gender equality. It exposed the Coalition's policy weaknesses while recognising its commitment to violence prevention.

After the election, WEL wrote congratulatory letters to every Minister and Assistant Minister with portfolios relevant to women, drawing attention to WEL's Policy Platform as it related to their specific responsibilities and urging action on priority issues. It received some thoughtful replies and some standard issue responses!

HEALTH AND REPRODUCTIVE RIGHTS



EARLY CHILDHOOD EDUCATION AND CARE



HOUSING AND HOMELESSNESS



DECENT INCOMES FOR ALL



ELIMINATING ALL FORMS OF VIOLENCE



CLIMATE CHANGE AND GENDER



VOCATIONAL EDUCATION AND TRAINING



GENDER RESPONSIVE BUDGETING



REPRESENTATION AND LEADERSHIP



HUMAN RIGHTS ACT FOR AUSTRALIA



Policy Priorities

Each policy area in WEL's platform contains priorities for government action supported by a rationale for these demands. WEL's Policy Working Group members have continued to monitor developments during the year and modify priorities, when necessary, in response to emerging issues.

Early Childhood Education and Care (ECEC)

This area covers five priorities including:

- the abandonment of the activity test;
- support for a sustainable ECEC system and a plan for its delivery, building on the recommendations of the 2024 Productivity Commission Report;
- a guarantee of at least 3 days a week of free care for every child between 2 and 4 years;
- investment in care facilities in rural and regional and outer metropolitan Australia with a preference for funding not for profit, community and government centres.

During the year, revelations about abuse of children occurring in some centres led to widespread community concerns. It prompted the Federal Government to strengthen regulations and introduce Child Safety Changes into the National Qualifications Framework in September. The Working with Children Check operated by the states also came under scrutiny and work is now in progress to enable information sharing across states and territories.

WEL made a submission to the Senate Education and Employment Reference Committee Inquiry into the quality and safety of Australia's ECEC system. WEL's policy will be amended to reflect its concern about safety of children in the system and the quality of professional staff.

Eliminating All Forms of Violence against Women

WEL's priorities cover:

- a commitment to increased ongoing funding of domestic violence and women's refuges services;
- establishing systems for data collection, monitoring and assessing progress in implementing the National Plan 2022-2032;
- facilitating the exchange of state and territory information through the establishment of a Prevention Innovation Fund;
- adopting a national regulatory approach to liquor outlets in areas where ready availability of alcohol is linked to domestic, family and sexual violence;
- a national ban on all gambling advertising in mainstream media;
- establishing a "fee free" program for nationally accredited staff training and development to expand workforce capacity and capability in the sector.

In June, WEL participated in the first consultation on the National Women's Safety Alliance to assist with framing the National Alliance Pre-Budget 2026-27 Submission. As well as its ongoing commitment to funding the National Partnership on Family, Domestic and Sexual Violence Responses, the Federal Government has implemented a range of measures including waiving social security debts incurred under coercive control or abuse. It has taken no action on banning gambling advertising or on the regulation of liquor outlets.

It has, however, moved to progress many of the recommendations of the report of the Rapid Review: Unlocking the Prevention Potential: Accelerating action to end domestic, family and sexual violence. It released a detailed report in October on implementation action taken by various responsible government departments and agencies including improvement in systems for data collection. This report was in response to lobbying pressure from the Rapid Review Panel with other women's organisations. WEL also wrote to the Minister for Women, Katy Gallagher supporting representations for a progress report.

WEL has consistently advocated for transparency in funding allocations and better reporting on outcomes from programs aimed to eliminate all forms of violence against women.

Health and Reproductive Rights

This area covers six priorities aimed at:

- urging the government to take leadership of the National Women's Health Strategy to deliver a public health system capable of recognising and responding to women's health needs;
- harmonising Australia's abortion laws and regulations linked to a Human Rights Act to permanently secure women's right to control their own bodies;
- working to guarantee free access to reproductive health services;
- supporting the development and implementation of a woman-centred Maternity Care Standard;
- supporting and funding mid-wife led Continuity of Care through adjustment to the Medicare Benefits Schedule;
- leading and funding access to maternity care in rural and regional Australia including and enhanced national roll out of Birthing on Country sites.

WEL has continued to call on the Federal Government to make public hospital provision for reproductive health services, including abortion, a condition of public hospital funding.

Since all states have removed criminal provisions from their legislation, abortion law had been considered settled in Australia. This has not stopped attempts at subverting legislation by various fringe groups, in South Australia in particular. Prohibition of sex selection abortion is their new flashpoint. WEL has monitored all such attempts across all jurisdictions. It liaised with Family Planning and other relevant organisations with which it has collaborated over many years to ensure a swift response to attempts to re-ignite the issue of abortion.

Housing and Homelessness

WEL asked for the development of a gender responsive national housing strategy linked to the national Aboriginal and Torres Strait Islander housing strategy, providing:

- increased resourcing for Indigenous Community Housing Organisations;
- increasing public and community housing to 10% of total housing stock by 2050;
- legislating a definition of affordable housing in the Housing Australia Future Fund;
- aiming to cap rents at 30% of income for people on the lowest incomes;
- recognising housing as a human right;
- funding innovative housing products to assist women in the “missing middle” to access permanent housing;
- committing to increased funding for homelessness services and women’s refuges and DV services;
- prioritising the retrofitting of public and community housing to improve energy performance and to assist in withstanding extreme weather events.

WEL has continued its collaboration with various housing lobby groups and experts throughout the year in this complex policy area.

While new investment in social housing by state and federal governments since 2020 is expected to deliver a significant number of new social homes this decade, this increase will remain small compared to unmet need, and there is a need for ongoing investment to increase social housing supply to 10% of all homes over the medium term.



Left: Dr Jane Bullen (WEL) at NSW Parliament for the the opening the UNSEEN Women exhibition. Right: Alex Greenwich MP, UNSEEN artist Lani, Belinda Mason OAM, founder of MUTTI.

Income Adequacy and Equality for Women

WEL's policy has focused on lobbying the government to:

- raise the rate for all working age income support payments with action to ensure that benefits are indexed by the Pensioner and Beneficiary Living Cost Index recommended by the Australian Bureau of Statistics;
- remove punitive and arbitrary conditions and compliance mechanisms by abolishing the Targeted Compliance Framework;
- remove poverty traps limiting workforce participation from the tax and transfer system, including removing the Child Support Maintenance Income Test from Family Tax Benefit A calculations;
- restore parity between Parenting Payment Single and pensions;
- remove the workforce activity test recognising child rearing as valued work in its own right;
- investigate the feasibility of a Guaranteed Minimum Income scheme.

This is a complex policy area for which WEL has been guided by the government's Economic Inclusion Advisory Committee Report, 2025 and various studies undertaken by the Brotherhood of St Laurence among other organisations. WEL continues to monitor the position adopted by ACOSS which has persisted in advocating for an overhaul of the social security payments system. This year WEL approached the National Foundation of Australian Women's Social Policy Committee to collaborate on policy to reform the Family Tax Benefit A and B with other payments.



Women's Electoral Lobby has advocated for women's equality for over 50 years. Now, more than ever, Australian women need WEL and WEL needs your financial support. Your donation will enable us to continue work.

[Make a donation](#)



[Make a tax-deductible donation](#)



***WEL provides tax deductibility through our sister organisation, the National Foundation for Australian Women's donation portal**

Other Policy Initiatives

In addition to these high priority areas, WEL's 2025 Election Policy Platform covered action on:

- Climate Change and Gender
- a Human Rights Act for Australia
- Vocational Education and Training
- Gender Responsive Budgeting and Representation and Leadership.

In relation to Climate Change, WEL noted the new Emissions Reduction Target announced in September by the Federal Government: 62% to 70% by 2035 accompanied by a Net Zero Plan. WEL is also monitoring the debate on the Environmental Protection Reform Bill 2025 introduced into the Federal Parliament in October.

WEL will follow the proceedings of the Gender and Climate Working Group being established under the Working with Women Alliance structure and comment as necessary on any submissions it may make to government. WEL's policy urged the government to apply an intersectional lens to all Federal climate and environment-related policy development including the national Climate Adaptation and Risk Program and the Net Zero 2050 Plan. WEL will continue to support policies which advocate for net zero emissions by 2050 based on climate science evidence and the advice of experts.

On Human Rights, WEL made a submission in August in relation to a draft of Australia's Report to the Fourth Universal Periodic Review of Australia's record and commitment on Human Rights. It reiterated WEL's support for incorporating international human rights obligations into domestic law through a Federal Human Rights Act and endorsed the Human Rights Commission's proposed Free and Equal framework for a Human Rights Act. Under this Act, WEL outlined [in its submission](#) a range of rights to form a minimum standard among which were labour rights, including rights to fair wages, a decent living and equal remuneration for work of equal value.

With respect to Vocational Education and Training (VET), WEL was heartened by the comprehensive work being undertaken by Jobs and Skills Australia (JSA) on gendered jobs, work and pay and its plans to publish an Intersectional Gender Pay Gap dashboard. Its Gender Framework paper published in March will assist WEL and WAVE to understand better the labour market and its skill needs and goes a considerable distance in helping to implement WEL's policy priorities for VET.

WEL's Policy Working Group will be issuing policy additions or updates in coming months and holding the Federal Government to account on those priority issues where action is lagging or gaps are evident and requiring additional policy and program responses.

WEL'S 2025 FEDERAL ELECTION CAMPAIGN

In preparation for the 2025 Federal Election, the NCC's Campaign Committee set out to build a campaign consistent with WEL's vision for a comprehensive, evidence based, interlocking policy platform, whose implementation could create the conditions for gender equality.

WEL is non-party political and our election campaigns seek to inform voters on the feminist implications of party policies. To do this we use our own research-based policy platform as a reference point for commentary and through our scorecard offer voting guidance to supporters and the broader community.

Unlike the 2022 Federal Election campaign, in 2025 WEL was operating within a political context where an incumbent Labor Government had developed a broad and detailed feminist policy agenda: Working for Women: A Strategy for Gender Equality.

After the election of Peter Dutton as leader, elements of the Liberal National Party Coalition (LNP) appeared to be leaning significantly to the right. Following the US Presidential elections there were suggestions that, if elected, they would abandon so called Diversity Inclusion and Equality measures.

Together with our feminist allies, the National Foundation for Australian Women, WEL became increasingly concerned that government bodies critical to gender equality such as the Office for Women (OfW), the Workplace Gender Equality Agency (WGEA) and the Human Rights Commission could be curbed.

WEL defended Australia's hard-won, largely bi-partisan and long standing feminist, legal and administrative 'infrastructure' in our 2025 policy preamble. We updated our policies to reflect our concerns and added new policies on Human Rights and Gender Responsive Budgeting.

A Human Rights Act could secure rights such as reproductive rights and freedom from violence. Gender Responsive Budgeting is critical to preserve and extend achievements initiated in the late years of the Morrison Government, broadened and accelerated under the Albanese Government.

Our top five election campaign demands were:

- Affordable and universal access to abortion;
- Affordable and universal access to maternity health services (including continuity of care and Birthing on Country);
- Free universal early childhood education and care;
- Increased funding for domestic violence and women's refuge services across the nation;
- Funding for public and community housing to 10% of total housing stock by 2050.

Members can refer to the WEL website for more details on the campaign.










The WEL Campaign Committee sought to clarify and define audiences for our election campaign beyond our members and supporters. Our campaign aimed to persuade undecided voters to support feminist policies and put pressure on both conservative and progressive parties to adopt them.




Six weeks before the election we decided to invest donor funding in an intensive Instagram and Facebook based social media campaign to disseminate our policy priorities and scorecard. This aimed to inform young women in particular of the range of feminist policy issues at stake in the election and engage their support for a feminist policy agenda.

We summed up our message on party policies in a mail-out to members and supporters on the eve of election day (see https://www.wel.org.au/2025_wel_informed_april).



2025 FEDERAL ELECTION SCORECARD

WEL POLICY PRIORITIES	  		
	LIBERAL NATIONALS	Labor	THE GREENS
Eliminating All Forms of Violence Against Women			
Health and Reproductive Rights			
Early Childhood Education and Care			
Housing and Homelessness			
Income Adequacy and Equality for Women			

 No Specific Policies
  Significant Policies
  More Specific Policies
  Some Specific Policies
  Full Commitment

Women's Electoral Lobby, 8-10 Victoria Street, Newtown NSW 2040 wel.org.au Current as at 22nd April 2025

WEL's Federal Election scorecard on Meta alone attracted 28,874 views.

Assessing WEL's 2025 election campaign

WEL's analysis of data on our social media campaign indicates a relatively wide reach and engagement on Facebook, Instagram and LinkedIn.

In terms of lessons learnt, the campaign usefully exposed policy areas where WEL feels that more work is needed. For example, we had no policy reference point in response to the LNP's Working from Home "debacle". Recent publication of research from the Australian Centre for Gender Equality and Inclusion at Work indicates that women doing the majority of unpaid work at home and care work determines many dimensions of persistent gender inequality and the glacial pace of reform. In the lead up to the 2028 election, this may drive feminist organisations like WEL to enter into alliances with unions and other allies to work together on initiatives to achieve a genuine transformation in gendered norms of care.

We also note that the largely voluntary basis of our campaign work and the significant funding required for high level media training and engagement limited our campaigning capacity and meant our major focus was on text based social media.

The ongoing strength, diversity and professionalism of Australia's feminist advocacy organisations undoubtedly contributed to the overwhelming Labor victory. We look forward to the 2026 publication of the ANU's Australian Election Study, which will include a chapter assessing the contribution of women and also women's organisations to the 2025 election outcome.

Many members responded generously to our donation call outs during the campaign. This helped us pay for additional social media design expertise supporting the work of our young team to build and greatly increase the reach of our messaging.

We acknowledge WEL members and allied experts who contributed thousands of volunteer/feminist activist hours to draft, design and produce the Policy Platform, the scorecard and campaign messaging.



[Visit the
policy platform](#)



OTHER ADVOCACY WORK

WEL released a number of media statements in 2025:

- WEL welcomes the election of the second Albanese Government;
- WEL's 2025 Federal Election Scorecard;
- March 2025 Federal Budget.

WEL provided the following submissions during 2024/2025:

- [WEL Submission to Senate Education and Employment References Committee Inquiry into the quality and safety of Australia's early childhood education and care system](#)
- [WEL Submission to Australia's Fourth Universal Periodic Review of Australia's record and commitment to Human Rights](#).

WEL produced a number of campaigning and news statements over the past year which included:

- Australian Government responds to WEL's letter regarding Rapid Review.
- A Tribute to WEL by Meredith Edwards.
- Future still uncertain for early childhood education and care
- UNSEEN Women: stories of violence, disability and homelessness: from WEL campaign to the world stage.

WEL's active social media presence during the year commented on a wide range of issues and responded to initiatives taken (or not) by federal and state governments on women related matters.



*From left: Abby Bloom, author *The Cost of Not Caring*, Jodie Harrison, NSW Minister for Women, Seniors and for the Prevention of Domestic Violence and Sexual Assault, Jozefa Sobski AM. (WEL) and Aileen MacDonald, Shadow Minister for Youth Justice, at the meeting of the Parliamentary Friends Empowering Older Women.*

COMMUNICATIONS AND MEMBERSHIP ENGAGEMENT

During 2025 WEL presented a national perspective on issues affecting women through our social media - especially Facebook (Meta) - presence, mail outs to members and followers, the news and media release section of our website and through our bimonthly newsletter WEL Informed.

WEL's press releases and news alerts can be accessed on the WEL website. These provided timely WEL 'takes' on matters such as the Federal Budget's Women's Statement and the ongoing shortfall in funding for family violence services. WEL also did an ABC Sydney radio interview on the centenary anniversary of the election and first speech of Millicent Preston-Stanley, the first woman to be elected to the NSW Legislative Assembly.

During yet another attack on abortion rights in the NSW Parliament, WEL emailed NSW Legislative Assembly members, urging them to oppose the proposed amendments to a procedural Bill designed to enlarge the scope of practice for NSW nurses and midwives to prescribe Mifepristone. The Bill, which successfully passed, will now enable more women to undertake abortion in the first 9 weeks of pregnancy, especially those in rural and regional NSW where there are acute shortages of GPs.

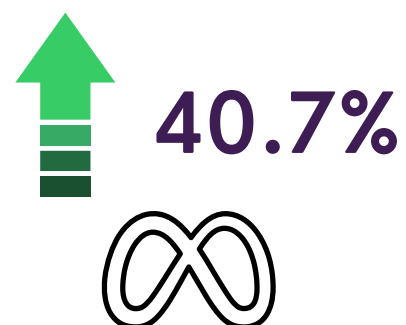
The 2025 Federal Election was the focus of our communications team in the first half of the year, as detailed in the evaluation of WEL's election campaign in this report. Akrti Tyagi from the Persephone Project was engaged during this period to provide additional social media communication support as part of WEL's political education campaign.

LinkedIn impressions peaked during the Federal Election campaign, where we invested in sponsored posts, increasing reach by over 9,473 additional impressions.

During the campaign on Facebook and Instagram, 40.7% of our engagement was with 'non-followers'. We were able to reach beyond our usual audience with paid promotions/boosted posts.



Sponsored Federal Election post on WEL's LinkedIn reached 9473 additional impressions.



On Meta with sponsored posts we were able to reach beyond our 13,000 followers. 40.7% of our engagement was with 'non-followers'

Our best performing election content posts on Facebook consistently reached over 10,000 views. WEL's Federal Election scorecard alone attracted 28,874 views.

WEL's feminist platform was included in an article in Women's Agenda on feminist advocacy. Jozefa Sobski from the NCC also provided an extended interview on WEL's policy platform to 'The Senior'.

During 2025 we published five bimonthly WEL Informed newsletters. The newsletter which provides substantial commentary including policy analysis and updates on WEL actions, maintained a steady reach of over 4,000 individuals and organisations, including sitting members of parliament and media networks.

WEL Informed open rates have been steady around 30% with the June 2025 WEL Informed open rate at 41.6%.

We have increased our facebook presence through the year: page follows were up 75% and interactions up by 319% (on 2023-4 period).

Our analytics indicate that 85% of WEL's facebook audience is aged 35-64.



WEL's Facebook (Meta) follows were up 75% (vs 2023- 2024 period).



Content interactions on Facebook have increased 319% (vs 2023- 2024 period).



Our electronic direct mail open rate ranges from 24-56%



5 x WEL Informed issues WEL Informed is sent to members, supporters, allies and politicians

MANAGING NATIONAL WEL

Effort this year has continued to focus on consolidating WEL's national structure and determining how it will operate. This year saw the finalisation of the transfer of WEL Victoria's assets to the newly constituted WEL Australia. WEL SA continues as a separate entity and intends to update its aged constitution.

Strategic planning was undertaken twice in 2025. In January 2025, we held an online strategy session which aimed to review how effectively we were working together as the NCC and to determine our aims, priorities and strategies for the forthcoming federal election campaign.

In July 2025 we held a face-to-face NCC strategy meeting in Sydney. The outcomes of this planning are being worked through in the latter part of 2025 and going forward into 2026.

We remain conscious of the need to grow WEL's membership particularly through engagement with younger women. Our involvement with the Persephone Project (formerly Girls Run), through Brianna Delahunty and Akrti Tyagi has enabled enhanced engagement with younger feminists.

NCC membership in 2025 is listed in the appendix to this Annual Report. It meets bi-monthly via Zoom, with its activities driven by working groups between formal NCC sessions. Three working groups consisted of:

- The Policy Working Group tasked with reviewing, updating and enhancing WEL's policy position on key issues affecting women.
- The Communications Working Group responsible for developing and actioning a communication strategy for WEL including the publication of WEL Informed, WEL's bimonthly newsletter.
- General Management Working Group responsible for the overall operation of WEL, including offering guidance for our Co-ordinator, to ensure that its advocacy work is supported by efficient systems and practices and that WEL establishes an effective and credible presence.

WEL's work is supported by a paid part-time National Coordinator, who manages our website and social media platforms, document management system, branding formats and NationBuilder (our information and data base platform for membership management and other information). Further work was undertaken this year to enhance WEL's website and postings on our various social media platforms as outlined in the Communications and Engagement section of this report.

As a national organisation, the need for one or more NCC members located in Canberra to meet with Ministers, to be close to policy makers, attend Parliamentary debates on major legislative initiatives and monitor the Budget announcement is seen as a significant gap on which WEL will continue to work. Fortunately, there are members in Canberra that have been available to undertake these vital responsibilities from time to time and WEL thanks them for their time, support and reports.

WEL relies on membership fees and donations to continue its work. We undertake regular fundraising appeals through our newsletter WEL Informed and our end of financial year appeal. This funding as well as bequests allow us to employ our Coordinator, though only on a two day a week, part time basis, who is critical in maintaining WEL's public and online presence in support of our advocacy work.

Further funding is needed to allow WEL to continue to lobby effectively for women and to keep governments to account. Our mission continues as much as it did when WEL first started in 1972. WEL remains a continuing advocacy force for women and there is still much effort needed to drive equality for women and to prevent the reversal of the achievements for women that have occurred in the past fifty years. WEL thanks its members and donors, especially its regular and major donors, for their support throughout the year. WEL truly values and appreciates your continuing membership and financial support.



*At the WEL NCC Strategic Planning Day dinner, Sydney, July 2025
From left: Mary O'Sullivan, Amanda Keeling (staff), Josefa Green, Jozefa Sobski,
Brianna Delahunty, Jane Bullen, Akrti Tyagi, Kay Anastassiadis.*

TREASURER'S REPORT

The financial year ended 30 June 2025 was a successful one which has meant that WEL's accumulated funds increased by \$14,255 after providing for taxation of \$1,239.

The total revenue received for the year was \$57,921 - \$37,880 higher than the previous year. The key contributors to this were:

- Significant donations of \$44,599 were received both directly (\$20,929) and via National Foundation of Australian Women preferred donor fund (\$23,670).
- Membership fees received were \$8,350 - \$8,125 more than was received in the previous year.

\$7,496 was received from WEL Victoria when the wind up of the association was finalised.

This improvement in our financial position enabled us to fund \$9,839 in federal election campaigning expenditure as well as employ our Coordinator Amanda Keeling to do additional election related work to the value of \$14,676.

This financial year WEL will have to pay \$1,239 in tax on the interest and trust distributions we received.

Women's Electoral Lobby Australia Inc 30 June 2025 financial position was sound. It has net assets of \$198,973.

We are holding a term deposit with St George Bank of \$102,740 as well as \$47,084 in our working account. This is sufficient to cover the operating costs for the 2026 financial year.

The investment in Australian Ethical Balanced Fund market value on 30 June 2025 was \$18,081 and the trust is distributing a significant return (9.5% of 30 June 2025 market value).

The NFAW preferred donor fund held \$42,007 on behalf of Women's Electoral Lobby Australia Inc on 30 June 2025. After 30 June a withdrawal from the fund to cover the \$9,839 spent on national election campaigning expenses was processed.

Membership fees received in advance remain steady at \$4,400.

Deborah Poulton
Treasurer



NATIONAL CO-ORDINATING COMMITTEE

The names of committee members at the date of this report are:

Kay Anastassiadis, Convenor
Dr Jane Bullen, Deputy Convenor
Deborah Poulton, Treasurer
Brianna Delahunty, Secretary
Josefa Green
Dr Mary O'Sullivan
Dr Jozefa Sobski AM
Lorraine Slade
Priscilla Todd
Akrti Tyagi

Committee members during the year but not at the date of this report were Krysten Begnell, Kerry Burton, Michelle Cook, Claudia Haenel, Philippa Hall and Dr Jac Schroeder.

WEL notes the well-deserved Australian honours awarded to Wendy McCarthy (AC), ex WEL NCC member Menaka Iyengar (Cooke) (AM), Beverly Kingston (AM) and Helen Dalley-Fisher (AM) and heartily congratulates them. WEL also congratulates Jozefa Sobski AM who was awarded an honorary doctorate by the University of Technology Sydney for her 'lifelong commitment to human rights and empowerment through education'.

WEL AMBASSADOR

Wendy McCarthy AC

2024-2025 WEL STAFF

Amanda Keeling
WEL Coordinator - Membership & Engagement