2025 | MOTHERLAND IMPACT STATEMENT

MOTHERLAND

OUR VISION:
NO RURAL MUM LEFT BEHIND

Motherland is a national charity that connects rural mothers across Australia and delivers services that reduce isolation and improve mental health outcomes.

Motherland's mission is to eliminate the crippling isolation many rural mums face by connecting them to a supportive online community and offering support services including a mothers group program that every rural mum can access, regardless of her location.

Through the Motherland podcast, our Motherland Village program, Motherland Connect platform, fundraising events, online community, and advocacy we have become the voice and village that rural mums desperately needed but didn't have, until Motherland.

We are very pleased to present our 2025 Impact Statement showcasing some of our charity's key impact areas and milestones from last year.

THE MOTHER OF ALL JOURNEYS

Stephanie Trethewey is a visionary leader who has transformed personal challenges into a nationwide movement to support rural mothers across Australia. Stephanie's transition from life in the city and a successful career in television journalism, to embracing rural motherhood in Tasmania, was both brutal and beautiful. Her struggles with postnatal depression and isolation inspired the creation of Motherland which was founded in December 2019.

Stephanie Trethewey, Founder & CEO

2024 Australian of the Year for Tasmania
Author, 'Motherland' (2023)
2022 National Rural Woman of the Year
Advisory Council, Thankful4Farmers

THE MAGIC OF MOTHERLAND

THE PROBLEM

86% of rural mums believe there is inadequate postnatal support for them.

52% do not have access to a physical mothers' group

68% have suffered from some level of postnatal depression or anxiety - a little more than half sought professional help (49%)

Data from the Motherland Village participants up to 31 Dec 2025

84% say feeling lonely or isolated is the hardest part of rural motherhood.

69% rural women birthed in a hospital an hour or more from where they live

Data from the Motherland Your Say Survey of 702 rural mums nationally as at 10 Feb 2026

"People with meaningful social connections have better overall health that can lead to a longer life"

- United States Centre for Disease Control

Rural Mums Matter

29% of all Australian births in 2024 were delivered by mums living in regional or remote Australia (6.5 million births).

- ABS Births Australia, 2024 released Oct 2025

OUR REACH

198+ million audience reach in just six years.

From a small rural idea to a nationally recognised voice for rural mothers, Motherland has grown quickly and organically - a proud rural startup success story.

Steph and Motherland are regularly featured across Australia's most widely read publications, leading podcasts and national media platforms, amplifying the voices and experiences of rural families.

Online community
28,000+
rural women (+27% vs LY)

Motherland Private Chat Room
1,600+ members (+23% vs LY)

Average organic reach per quarter:
89,586

Average digital impressions per quarter:
485,325

Featured

Today
THE MORNING SHOW
sky NEWS
ABC NEWS
LAND LINE
9NEWS
COUNTRY STYLE
The Sydney Morning Herald
theguardian
SBS
VOGUE
MamaMia

PODCAST ENGAGEMENT

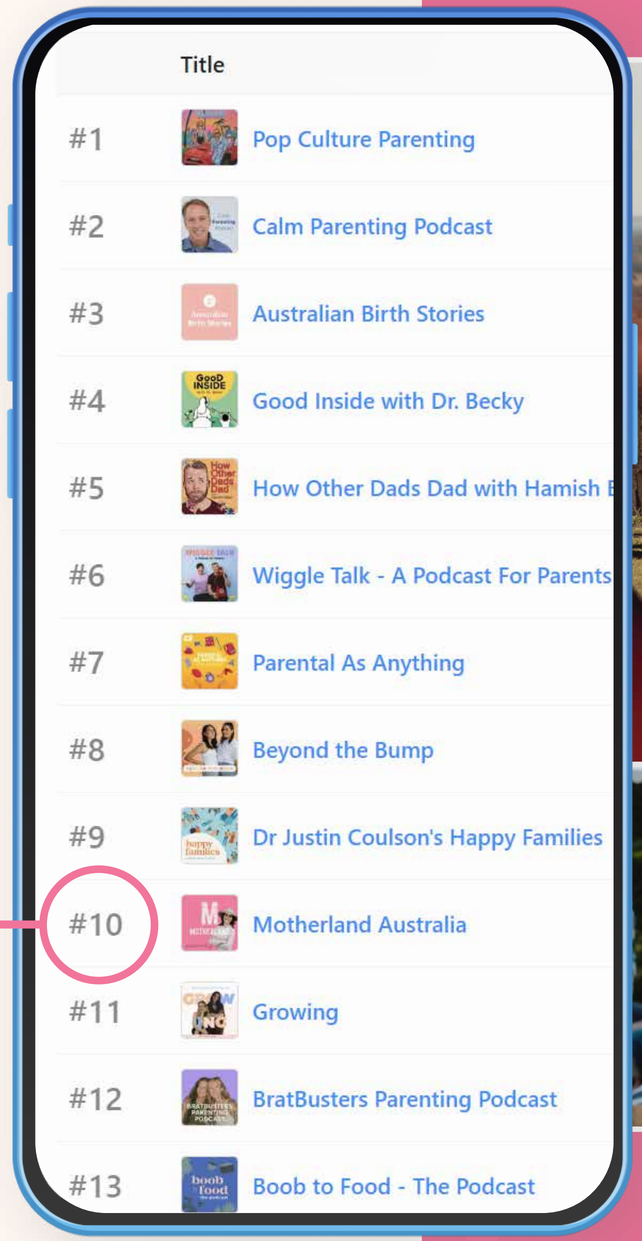
Real, raw and unbelievable stories of motherhood, told by women on the land.

Our show is the first podcast dedicated to rural motherhood. It has an extremely loyal and highly engaged audience of rural, regional, and remote women from across the country.

1.3 MILLION downloads

5,000+ downloads per week

Apple Top 15 Parenting podcasts



PODCAST TESTIMONIALS

★★★★★

Hello Steph, I had one of those moments today. That people talk about but never happens to you. Really. I've struggled with anger for years, I have never even said those words to anyone before.

My husband has been wanting me to see a psychologist for a long time. I've been in denial and resistant forever to this notion. The shame is unbearable. What other woman gets angry like me? None! or so I thought. I've been battling trying to fix myself by myself.

I cannot believe what Karla said to you. Her honesty and vulnerability made me make a psychologist appointment today. I've taken the first step.

My beautiful and patient husband will be cheering.

Thank you SO much. Please thank her for me. I suddenly feel less alone. This has been a very heavy burden.

★★★★★

Ohlala MD

Love this podcast

I love hearing about the lives and experiences from rural mums and this podcast has helped me feel less alone in my motherhood journey.

★★★★★

lamont87

LOVE

This podcast has truly made me feel less alone. The stories all have something that I can personally relate to. Thank you Steph for bringing all the Mums together.

★★★★★

GemMum93

I can't stop listening!

being the wife to a farmer is a unique experience. Throw motherhood into the mix and you can feel so alone and misunderstood. It has been so uplifting to hear the stories of women who lead similar lives to myself. Life on the land is extraordinary and although times can be tough, it's fantastic to hear I'm not alone in my experiences. I can't stop listening!! Excellent work Stephanie!

★★★★★

K8Brow

Most relatable podcast

Love this podcast so much. As a fellow rural mum I love hearing how others made it to rural life and adjusted to motherhood out here. So very important to lift the voices of the underrepresented rural women and to shine a light on all things motherhood which cut through any city, region or remote town! Thank you Steph for doing this so tirelessly and passionately. It's so needed and loved.

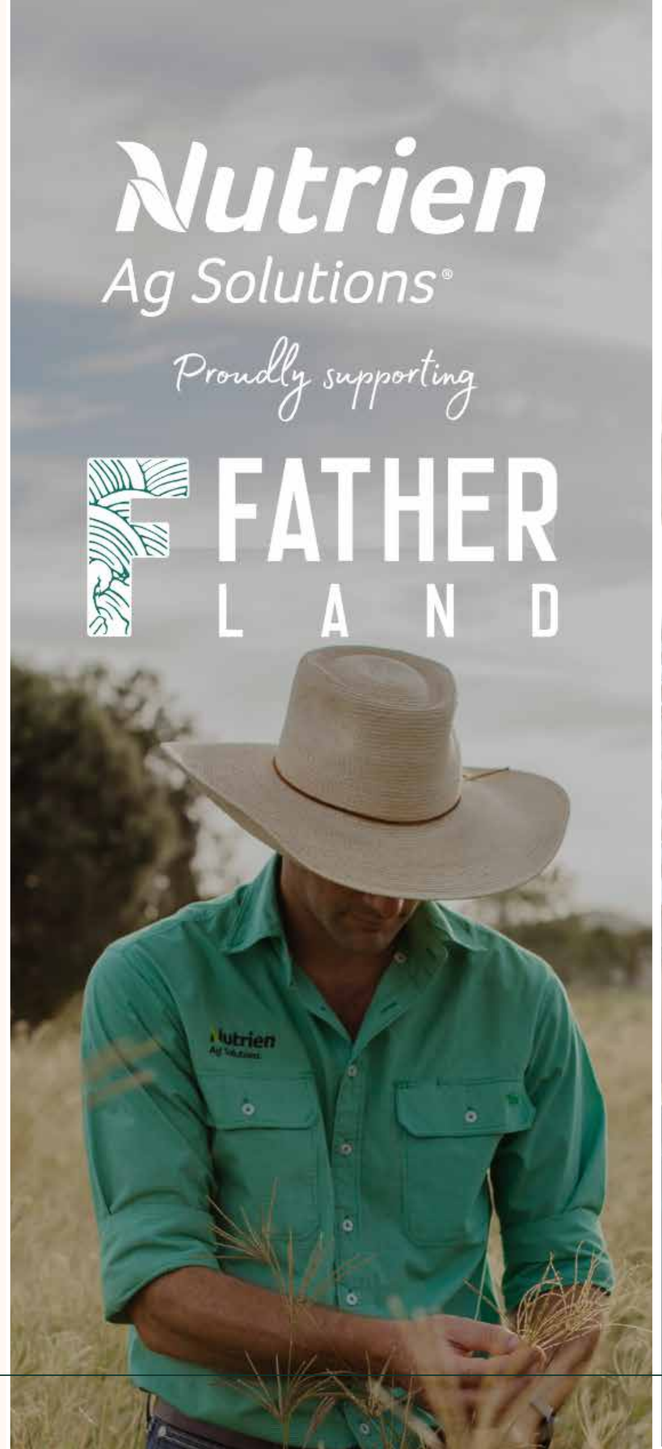
FATHER LAND

In 2025, Motherland expanded its storytelling impact with the launch of Father Land, a groundbreaking eight-episode podcast series amplifying the voices of rural fathers for the first time.

Hosted by Motherland Founder & CEO Stephanie Trethewey, the series created a powerful platform for raw, unfiltered conversations about fatherhood, identity and mental health in the bush; topics too often left unspoken.

Featuring eight fathers from seven states, including farmers, community leaders and high-profile Australians, Father Land offered deeply personal insights into the pressures facing rural men, from isolation and financial strain to the weight of staying strong for their families.

Trusted with stories many had never shared publicly before, the series struck a national chord, reaching nearly 25,000 downloads and reinforcing Motherland's commitment to elevating unheard voices and strengthening rural families and communities.



MOTHERLAND VILLAGE DATA

In our first four years since launching our online rural mother's group program, we've connected more than 420 rural mums to their own personalised support group through our six week program. We connect mums with children aged 0-18, redefining the meaning of a mother's group so support extends beyond the baby years.

We're so proud of the impact the program is having.

10 virtual villages created in 2025

88% improved loneliness rating

98% improved mental health if it was an issue before

99% would recommend the program

96% say it was the support they wanted from a mothers group

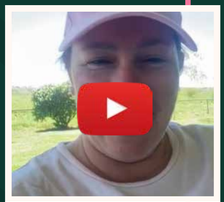
96% rated the program 4+ stars on completion

94% say the program changed their lives

Data from our post program survey on completion as at 31 Dec 2025

MOTHERLAND VILLAGE TESTIMONIALS

Ali, WA
0-3 years group



Kerryn, QLD
11-18 years group

Ella, VIC
0-3 years group

"Without Motherland—and the incredible women who are part of the Village program - I don't think I would have had the toolbox to know where to go, or the courage to advocate for myself with health care professionals. As rural women, we are often labelled as "tough" and a "she'll be right" mentality, but that is simply not the case. I truly believe that Motherland is helping to break down that stigma and giving each rural mother a voice. We are not alone, and it's okay not to be okay."

Ali, WA
(0–3 years group)

"Joining the Motherland program has honestly been one of the best choices I've made for myself. As a rural mum juggling kids, farm life, committees, and the constant mental load, I didn't realise how much I needed a space that was just for me. Motherland gave me connection, grounding, and support from women who genuinely understand this life. It's helped me slow down, breathe, and show up as a more present version of myself—for my kids, my partner, and our community.

Teleah, WA
(4-10 years group)

"Our facilitator was such a beautiful facilitator. Acknowledging the ups and downs of parenting and life. Her responses were always so thoughtful and kind, which made it all feel very low pressure and welcoming. There were so many common threads amongst mums with shared experiences across all areas (parenting, relationships, farm life etc). This was something so reassuring and really helped us all to share and feel like we were never alone. I feel like I now have connection with a group of women ' who get it' given the juggles of living on the land and managing life's demands.

Tahnee, NSW
(11-18 years group)

MOTHERLAND VILLAGE TESTIMONIALS

Motherland for me was a great experience, I chose to do it, I committed to it, I promised myself to make the absolute most of it and I didn't put expectations on it. I felt I could share openly with my group without the judgment; the other ladies had similar experiences to me and so much in common even though we live in different parts of the country. If you're thinking of joining and seeking connection from like minded country mums, Motherland is definitely worth trying. Thank You!!!

Kait, QLD
(11-18 years group)

This program was exactly what I needed. I have loved getting to know my group and see what they get up to daily. It's wild to think that these strangers are now people I talk to everyday! It's beautiful that we are all so different but all share such similar values.

Lucy, SA (0–3 years group)

I really loved the 6 week program and getting to know some amazing ladies from all around the country. It's comforting to hear everyone's stories and know that you are not alone in the struggles you may be facing.

Beck, NT (4-10 years group)

Motherland provided me with a safe space to be able to exhale and take time for myself. I was able to link in with the most beautiful, supportive women. Each week felt like a big virtual hug. Our Facilitator, was an absolute gem! She was the most gentle and compassionate cheerleader who set our group up for success. After struggling so much postpartum I feel so fortunate to have had this experience and now have my village.

Steph, QLD (0-3 years group)

SCHOLARSHIP PROGRAM

In the first 2.5 years of the Motherland Village Scholarship Fund, we've supported 89 rural mums into our program via scholarship, to enable isolated rural mothers experiencing financial hardship to access the program for free.

In 2025 - 54% of our program participants were scholarship recipients.

Scholarship Fund sponsors to date:

LANSDOWNE FOUNDATION

Queensland Government

Humpty Dumpty Foundation

RDO EQUIPMENT

thankful for farmers

Private donors have also contributed to the Scholarship Fund, as well as funds raised through Motherland events.

Scholarship Recipient Testimonials:

"The Motherland Village program has brought so much light into my life. As a rural mum, it's easy to feel like you're doing it all on your own - especially on the tough days. But being part of this community reminded me that I'm not alone. It's a space filled with warmth, honesty, and women who truly understand the juggle, the isolation, and the beauty of motherhood on the land. The connections I've made are so genuine. I'm incredibly grateful for the support, the stories, and the steady reminder that we're all in this together.

Kylea, QLD
0-3 years group

"Before joining I felt like I didn't have a connection with anyone that understood the rural mum life, kids, partner always working, late nights early mornings etc etc, BUT now I have 9 beautiful and inspiring women in my corner who just "get it". In 6 weeks I have gone from not knowing them at all to now having 9 new besties right there beside me. Whether we are in the office, in the kitchen or out in the paddock we all have each others backs and it's our safe place. You can't complain about that!

Nicola QLD
0-3 years group

MOTHERLAND CONNECT

In September 2024, we launched Motherland Connect - Australia's first dedicated digital resource hub designed specifically for rural mums.

Created as a trusted one-stop platform that connects women with the services they need to support their mental, emotional and physical wellbeing - as well as the wellbeing of their families.

The platform features businesses and organisations offering both in-person and telehealth support across a broad range of categories, ensuring rural mums can access help - no matter where they live.

Growth & Reach (as at December 2025)

- **169 businesses and organisations listed**
- Listed services have appeared in over **25,000 search results**
- An average of **380 visitors per month**

The Motherland Connect platform delivers a significant impact on access to healthcare for rural and remote Australians.

- **95% of rural mums** feel confident that the businesses and organisations are trustworthy and safe for rural mums.
- **Nearly four in five rural mums** have put off seeking healthcare because they cannot access or find the right services.
- **45% of rural families have at least** one family member with additional health needs and challenges.
- **More than 60% of rural mums** say their local community does not have the health services to support their families.

2025 FUNDRAISING EVENTS

- Motherland delivered five fundraising events across rural Australia, significantly expanding our in-person reach and impact.
- Across Deniliquin (NSW); Kingaroy, Clermont and Quilpie (QLD); and our first-ever Western Australian event in Darkan (WA), Motherland connected 857 rural mums, an ~80% increase in in-person attendance on 2024, reflecting growing demand for meaningful, face-to-face connection.
- With the support of 58 sponsors and grant partners, our 2025 fundraisers generated $148K in total profit - almost tripling funds raised in 2024.
- These funds directly support Motherland's mental health and wellbeing initiatives for rural mums, including critical investment in our national Scholarship Fund. We are proud to confirm that 52 mums attended our events in 2025 for free thanks to our Scholarship Fund.

857 rural mums connected

(+80% vs LY)

5 events | 58 sponsors & grants

$148K raised -

~197% growth on 24' event fundraising results

2026 NATIONAL CONFERENCE

Motherland progressed planning throughout 2025 for our next National Conference, to be held in March 2026.

Ticket sales launched in July 2025, with all 350 conference tickets sold out by October 2025 - five months ahead of the event!

The Conference Gala Dinner, also reached capacity, selling out at 550 guests by December 2025.

12 incredible speakers and panelists were confirmed for our National Conference, including Giaan Rooney, Anna Meares, Catriona Towntree, Gina Chick, Julie Goodwin, Gen Muir, Courtney McCarty, Toni Powell and panelists Bronnie Taylor, Caitlin Crowley, Louise Martin, Steph Schmidt, Rebecca Gilchrist and Madonna Thomson.

- **350 Conference Tickets sold-out**
- **550 Gala Dinner Tickets sold-out**
- **30 scholarships recipients confirmed**

Queensland Government

Major Partner

Elders

Platinum Sponsor

2025 MILESTONE MOMENTS

Trained two rural mums as certified Motherland Village Facilitators (Jan–Oct), expanding peer-led support in rural communities.

Enhanced the Motherland Village program with expert-led video content (February), providing mums with practical tools and trusted guidance on demand.

Brought communities together through five rural fundraising events across Deniliquin (NSW), Darkan (WA), and Kingaroy, Clermont and Quilpie (QLD) - raising vital funds and strengthening local connections.

Launched Season 1 of the Father Land Podcast (September), amplifying conversations around rural fatherhood and strengthening family support networks.

Introduced our new "Support Us" fundraising channel (September), empowering communities and workplaces to rally behind rural mums in meaningful ways.

Sold out our March 2026 National Conference (October) **and Gala Dinner** (December) — a powerful reflection of growing national momentum and community support.

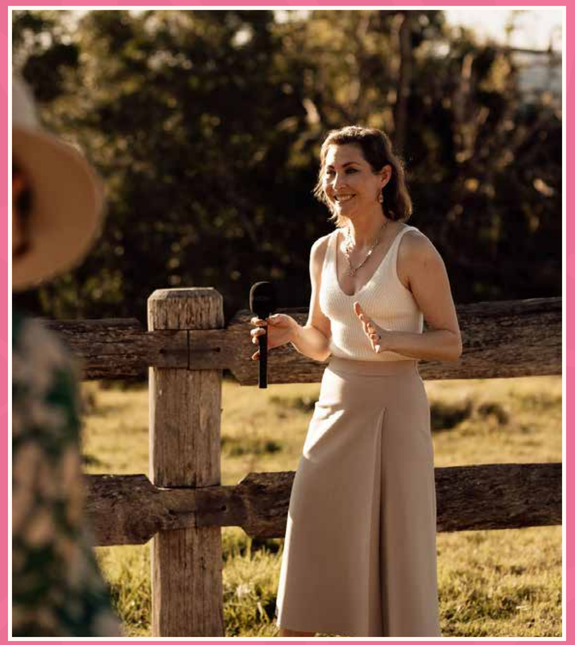
Established an Employee Assistance Program for our team (July), delivered by Rural Mind Matters, ensuring our staff are supported to continue supporting others.

Enhanced our facilitator training program, including:

- Empathy Training (Empathy First)
- Grief & Loss Training (Red Nose)
- Cultural Awareness Training (Multicultural Australia)
- Domestic & Family Violence eLearning (Lifeline) (Feb–Sept)

Motherland began as a podcast in December 2019 that Steph produced from her kitchen table.

In July 2022 Motherland became a national charity following the incredible growth of our organisation and the need to support more rural mums.



THE TEAM

Over the past three years, Motherland has grown from a team of just one, to a team of twelve.

We proudly employ rural mothers from across Australia to work with us.
Currently, our team is based in five different states.

Stephanie Trethewey
Founder & CEO

Kate Brow
Motherland Village
Program Manager (NSW)

Jane McAlpine
Head of Marketing &
Communications (QLD)

Michelle Brownstein
Partnerships Manager (VIC)

Clare McCabe
Project Support Officer
(NSW)

Kelly Schmidt
Events Manager (QLD)

Georgia Stehr
Marketing & Events
Coordinator (QLD)

Marissa Veitch
Motherland Village
Facilitator (SA)

Fiona Waters
Motherland Village
Facilitator (NSW)

Melanie McNaughton
Motherland Village
Facilitator (QLD)

Hilary Grigg
Motherland Village
Facilitator (VIC)

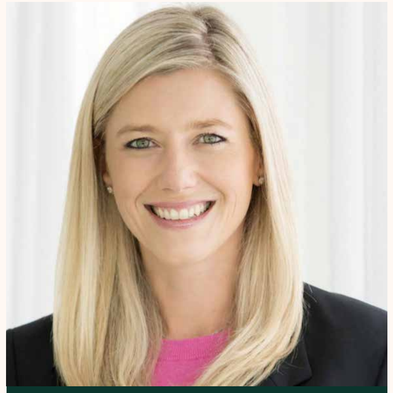
Leonie Wardle
Motherland Village
Facilitator (QLD)

BOARD OF DIRECTORS

Our board of directors brings decades of experience to Motherland across the corporate and not for profit space, including extensive experience in the mental health and agricultural sector.

The board is made up of an incredibly passionate and talented group of volunteers who provide effective governance, leadership and strategic direction for our organisation.

Bronnie Taylor
Former Minister and Deputy Leader of the NSW Nationals



Arabella Gibson
CEO of Gidget Foundation Australia

Julia Spicer
OAM, Founder, Engage & Create Consulting

Terrie Morgan
Farmer, agribusiness leader and lawyer

Dr Alison Kennedy
Director, National Centre for Farmer Health

Stephanie Trethewey
Founder & CEO, Motherland

Helen Barker
Marketing Professional
Company Secretary

PARTNERS IN IMPACT

Standing with Rural Mums

None of this work happens alone. We are deeply grateful to the many businesses, organisations and community supporters who stood beside us in 2025.

We proudly acknowledge some of our key impact partners below who supported us in 2025.

MOTHERLAND

MOTHERLANDAUSTRALIA.COM.AU