



MOTHERLAND

20 | MOTHERLAND
23 | IMPACT STATEMENT



THE MAGIC OF MOTHERLAND



OUR VISION: NO RURAL MUM LEFT BEHIND

Motherland is a national charity that advocates for the emotional wellbeing of rural mothers in Australia and delivers services that help build resilience 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, online support network, events, and advocacy, we have become the voice and village that rural mums desperately needed but didn't have, until Motherland.



THE MOTHER OF ALL JOURNEYS



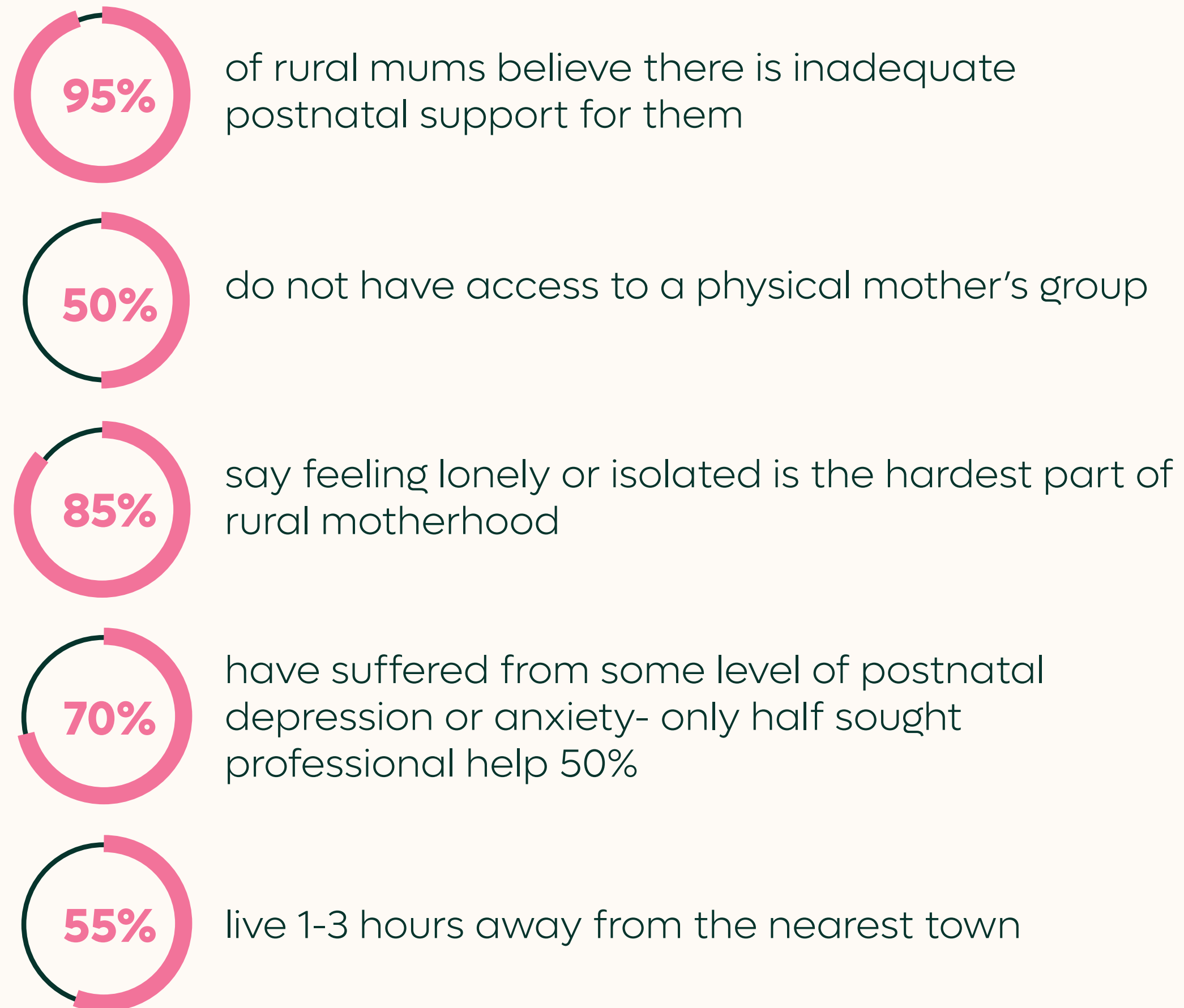
Stephanie Trethewey is a visionary leader who has transformed personal challenges into a nationwide movement to support rural mothers across Australia. Stephanie's transition from life in the city and a successful career in television journalism, to embracing farm life and rural motherhood in Tasmania,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



Stephanie Trethewey, Founder & CEO

*Keynote speaker
Author, 'Motherland'
2022 Rural Woman of the Year
Advisory Council, Thankful4Farmers
Parenting columnist, 9Honey
Co-founder, Tasmanian Agricultural Company.*

THE PROBLEM



Live rounded data from Motherland Your Say Survey (as at 21/11/2023 - 327 rural mums nationally)



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

27%

of all Australian births in 2022 were delivered by mums living in regional or remote Australia (80,146 births)

- Australian Bureau of Statistics - Births 2022, released October 2023.

OUR REACH

In the past four years, Motherland has reached an audience of over 5 million people.

We have grown quickly and organically with very little funding in the first four years. We are a proud rural startup success story, and we're only just getting started.

Steph and Motherland are featured regularly in the media in some of Australia's most widely circulated and consumed publications.



Online community

11,000+
rural women

Average organic
reach per quarter:

79,691

Motherland Chat Room
(private support group)

1,000+ members

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.

Join Steph each week for frank and unfiltered conversations about rural motherhood that dive deep into life on the land, champion vulnerability, and promote mental health.

8,000+ downloads per week

800,000+ downloads

Apple Top 15 Parenting Podcasts



Steph, I just had to reach out and say thank you for Karla's episode and story today, and thank you to Karla for being so honest. I'm crying my eyes out, sitting in a paddock supposed to be checking sheep waters, hoping my eyes will calm down by the time I have to see my husband later today.

So much of Karla's story is my reality now. I haven't got the help I need yet, but hopefully one day soon I can. Just thank you for the reassurance that your podcast brings us isolated women. Many days I feel so alone, but hearing this conversation makes me feel so much less alone in this moment.

Thank you



PODCAST TESTIMONIALS



Bec Bidstrup

Life enhancing!

Listening to this podcast has made a tangible difference to my mental health, and I'm so thankful to Steph for identifying the need/gap and then facilitating the telling of these stories. Being a mum can feel quite isolating and hearing others' relatable stories certainly has made me feel less alone and has validated a lot of the conflicting feelings that go with the territory. Thanks so much Steph!



Rosie Weatherly

Thank you

Thank you for giving rural mums a voice and sense of connection to others. It's so empowering listening to other women and their stories!



Jillina Whittaker

Motherland is more than just a great podcast to me.

Thank you Steph for connecting women across rural Australia. Thank you for providing a platform to share our stories. Thank you for sharing yours. And thank you for connecting me with women who understand what it's like to be in remote communities.

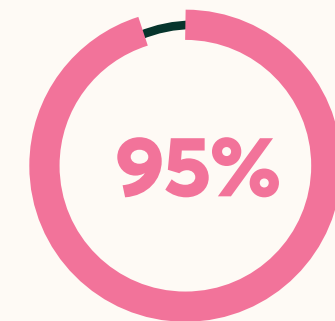
MOTHERLAND VILLAGE DATA

In our first two years, we've connected more than 200 rural mums to their own personalised support group through our six seek program. We connect mums with children aged 0-18, redefining the meaning of a mother's group so support extends beyond the baby years.

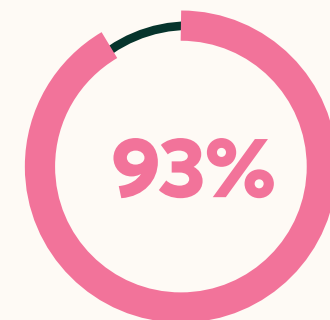
We're so proud of the impact the program is having.



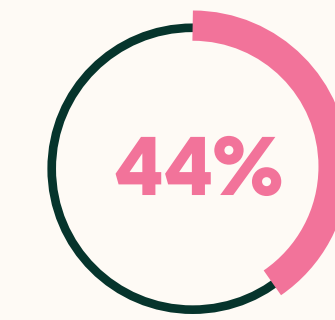
virtual villages created



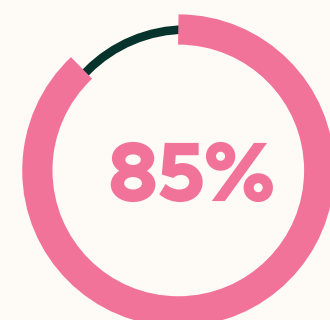
improved mental health if it was an issue before



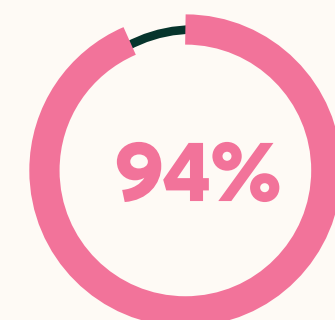
rated the overall program 4+ on completion



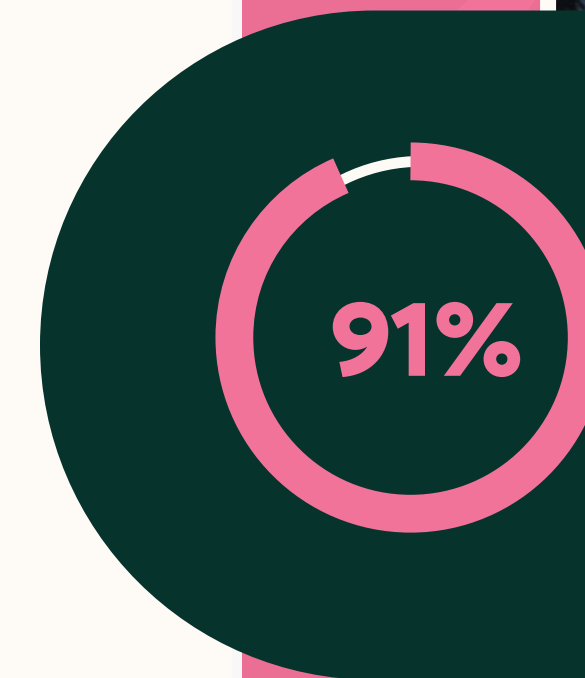
have increased their selfcare



improved loneliness rating



say it was the support they wanted from a mothers group



say the program changed their lives



Data from our post program survey on completion as at 13 Nov 2023

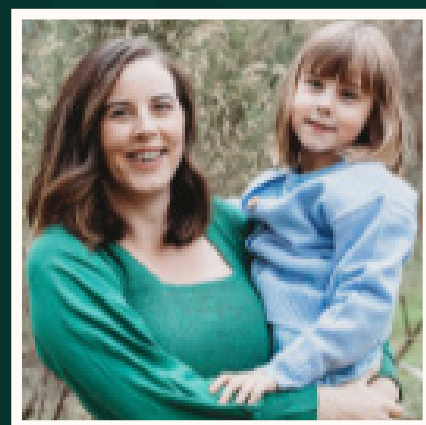
MOTHERLAND VILLAGE TESTIMONIALS



Absolutely exceeded my expectations. The connection I felt with the other mums was immediate and I left each zoom call feeling the kind of tingling excitement you feel after a date with someone you just KNOW you're really into!! This was the best online shopping I've ever done."

Bessie Thomas

4-10 years group



I have absolutely loved Motherland Village, more than I could have imagined. The mums I was connected to instantly became like old friends and such an amazing support straight away. I don't think I have felt so supported so quickly in a new group. We just seemed to get each other and understand our circumstances without judgements. **It was like we were meant to meet each other.** Sometimes motherhood is extremely lonely and isolating especially living rurally, Motherland instantly made me feel less alone."

Anna Sutton
0-3 years group



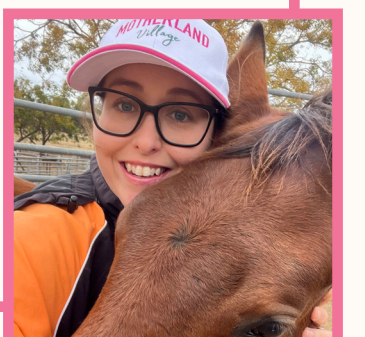
Motherland Village has been everything I'd hoped for and more. Connecting with a group of incredible women who have an understanding of raising a family and rural life. Steph's guidance has helped to create a safe space to get to know each other, and supported us in being vulnerable and authentic. It has been an amazing experience, and I look forward to maintaining our village in the future".

Suz
4-10 years group



In just 6 weeks I have found a village of incredible women who are my daily cheerleaders and confidantes. The careful choice of weekly discussion topics and empathetic facilitation has been the catalyst to developing lifelong friendships with other rural mums who just get it, at a time in my life where I truly needed it."

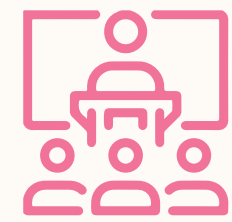
Emily Blackburn
0-3 years group



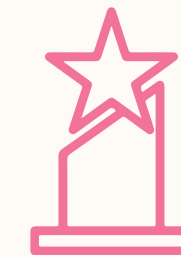
2023 MILESTONE MOMENTS



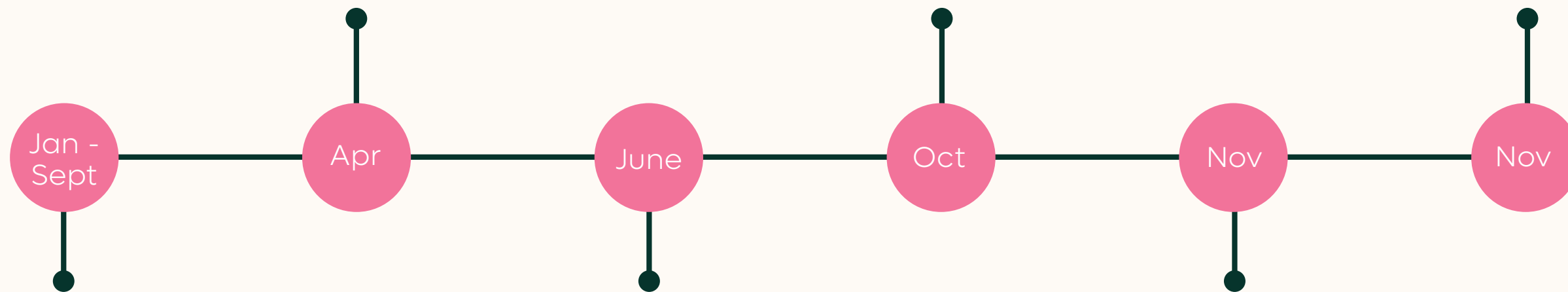
Founder Stephanie Trethewey released her first book, Motherland, with publisher Allen & Unwin.



We launched our crowdfunding campaign and raised thousands to bring struggling rural mums to our conference.



Steph was named the 2024 Australian of the Year for Tasmania.



We recruited and trained three rural mums as our Queensland, NSW and South Australia Ambassadors.



We launched our Scholarship Fund to support rural mums experiencing financial hardship.



Our podcast hit 200 episodes and over 800,000 downloads.



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

It's still produced from Steph's kitchen table, but in July 2022 Motherland became a national charity following the incredible growth of our organisation, especially our Motherland Village Program.



THE TEAM

Over the past 18 months, Motherland has grown from a team of just one, to a team of six.

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



Stephanie Trethewey
Founder & CEO



Kate Brow
Program Coordinator
& Facilitator



Abbey McGregor
Partnerships
Manager



Alice Woods
QLD Ambassador
& Facilitator



Georgina Simson
NSW Ambassador
& Facilitator



Marissa Veitch
SA Ambassador
& Facilitator

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.



Arabella Gibson
CEO,
Gidget Foundation Australia



Julia Spicer
QLD Chief Entrepreneur +
Founder, Engage & Create
Consulting



Natalie Sommerville
President, Australian Women
in Agriculture



Kate Brow
Company Secretary



Simon Talbot
Director Commercial,
ABEL Energy



Dr Alison Kennedy
Director, National Centre
for Farmer Health



Alexandra Wythes
Senior Commercial Advisor,
Origin Energy



Stephanie Trethewey
Founder, Motherland &
Co-founder, Tasmanian
Agricultural Company



MOTHERLAND



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