



Pitch Pack

Connecting women. growing leaders.
Strengthening regional Australia



"We believe regional Australia deserves a leadership ecosystem that matches its contribution to the nation."

Regional women are already leading. They run businesses, govern communities, shape policy and drive innovation across agriculture, energy, health and education. Yet they remain among the most under-resourced leaders in the country.

The Regional Women Collective was founded to change this. Not with another event series or networking group but with genuine leadership infrastructure: connection, development, amplification and influence.

This prospectus outlines our vision, our model and the investment required to build something that will endure for generations.

LETTER FROM THE FOUNDERS



Clare Lawley
Co-Founder



Sarah Norris
Co-Founder

"Regional Australia contributes 40% of national GDP yet receives minimal leadership investment."

THE OPPORTUNITY

Regional communities are the backbone of Australia's economy. Yet women leading in these regions lack access to the networks, development, and platforms available to their metropolitan counterparts. RWC addresses this gap with a scalable, evidence-based model.

40%

of GDP from
regional Australia

THE MODEL

Our ecosystem moves women through four stages: Connect, Develop, Amplify and Influence. Each stage builds on the last, creating a compounding leadership pipeline that strengthens organisations, communities and regions over time.

52%

of regional leaders
are women

THE ASK

We seek foundation partners to invest in leadership infrastructure — not a program, but a platform. Investment supports chapter establishment, leadership development, research, media and national scaling over a five-year horizon.

Leadership is infrastructure.

Roads connect towns. Hospitals keep people well. Schools develop minds. Leadership infrastructure develops the people who make all of it work. The people that shape regional Australia.

Without deliberate investment in leadership capability, particularly in regions — we leave the future of communities to chance.

RWC builds the connective tissue between talented women and the opportunities, networks and platforms they need to lead at scale.



The engine room of the nation.

\$700B

annual economic
contribution

40%

of national
GDP

28%

of Australia's
population

85%

of agricultural
output

67%

of mining and
energy production

A compounding leadership ecosystem.

1

CONNECT

Regional chapters bring women together through curated gatherings, shared purpose and trusted relationships.

2

DEVELOP

Leadership programs, mentoring, peer coaching and capability building tailored to regional context.

3

AMPLIFY

Podcast, media, research and public platforms that elevate regional women's voices nationally.

4

INFLUENCE

Board and executive pathways, policy engagement, advisory roles and systemic change at scale.



From individual growth to regional transformation.

Stronger Organisations

Women leading with confidence bring better governance, innovation and culture to every organisation or community they serve.

Stronger Communities

Connected leaders create more resilient communities, sharing resources, solving problems and building social capital.

Stronger Regional Australia

A critical mass of capable, connected women leaders transforms the trajectory of entire regions and ultimately Australia.

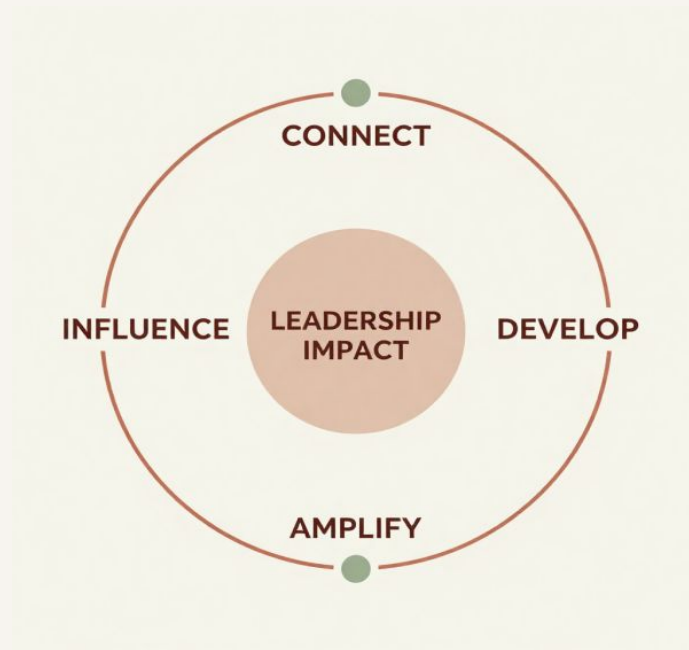
CONNECT → DEVELOP → AMPLIFY → INFLUENCE → IMPACT

"When one woman leads well, her community feels it for generations."

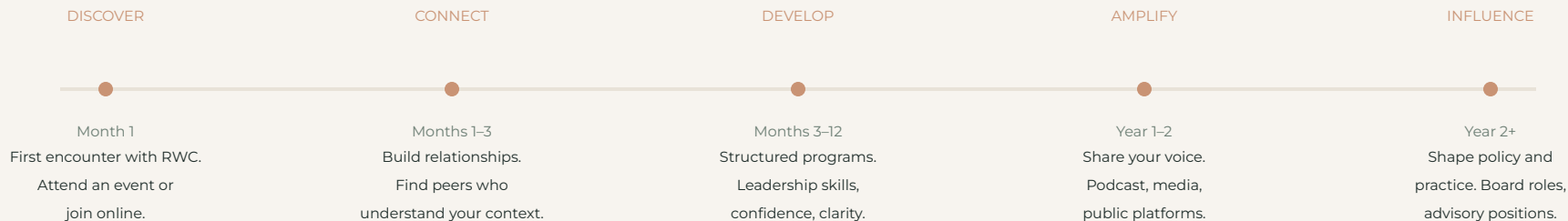
The Circular Leadership Model

Leadership is not linear. Our model reflects the reality that growth compounds through connection, practice and contribution back to community.

"Each stage feeds the next. Leadership compounds."



From First Connection to Regional Influence



"Every leader starts with a single conversation."

The Regional Women's Leadership Framework™

The framework is RWC's intellectual foundation, a shared leadership philosophy and language that runs through the Lunch Series, mentoring, the 360 Assessment, coaching, research, and future chapters. It treats leadership as a journey that expands outward: from leading yourself, to leading others, organisations, regions, and the distinct experience of a life built regionally.

Domain	Focus
Leading Yourself	Self-awareness, values, energy and resilience needed to lead authentically under pressure.
Leading Others	Interpersonal skill for leading individuals and leaders — trust, communication, coaching, culture and succession.
Leading Organisations	Strategic and commercial capability: vision, governance, financial literacy, change and sustainability.
Leading Regions	Systems thinking, place-based advocacy and cross-sector collaboration that strengthens regional economies.
Living Regionally	What makes regional leadership distinct — belonging, family, isolation and legacy.

Over time, the Framework will anchor a broader suite of protectable IP: the Regional Leadership Index™, Regional Women's Leadership Report™, Regional Leadership Summit™, Emerging Regional Leaders Program™, RWC Mentor Network™, RWC Leadership Circle™ and Regional Leadership Awards™ — each building on the same foundation for consistency as RWC grows.

The Regional Table

Conversations with women shaping regional Australia. Honest, practical and deeply human.

The Regional Table is the official podcast of the Regional Women Collective, bringing together the voices of women shaping the future of regional Australia.

Hosted by the founders of RWC, each episode features honest conversations with inspiring leaders, founders, CEOs and changemakers about leadership, resilience, business and the realities of leading beyond the capital cities.

More than a podcast, *The Regional Table* extends the Regional Women Collective beyond the room—creating a platform to share ideas, build connections and champion the women driving change across regional Australia.



Snowy Monaro.

The first chapter.

The Snowy Monaro region is our founding chapter, a proof of concept for the national model. A region of agriculture, energy, tourism and healthcare, with women leading across every sector.

- Aug 2026 Founder chapter launch event
- Aug 2026 Foundation prospectus released
- Sep 2026 Podcast launches nationally
- Oct 2026 Founding chapter program starts
- Feb 2027 Founder chapter emerging leaders program starts
- June 2027 Second chapter expansion



We don't fund programs. We invest in foundations for change.

RWC is not a grant recipient. We are a long-term investment in the leadership capacity of regional Australia. Our model is designed for compounding returns, social, economic and cultural.

Systemic

We address root causes — isolation, invisibility, lack of pathways — not symptoms.

Compounding

Every dollar invested creates ripple effects across organisations, communities and regions.

Measurable

Clear metrics. Transparent reporting. Evidence-based program design.

"This is not philanthropy. This is nation-building."

Partner with purpose.

Three tiers of partnership designed for organisations seeking meaningful, measurable impact in regional Australia.

FLAGSHIP

Foundation Partner

\$200,000+
3-year commitment

- Naming rights to flagship program
- Board advisory position
- Quarterly impact reporting
- Annual leadership summit access
- Brand integration across all channels

Growth Partner

\$100,000+
2-year commitment

- Program sponsorship
- Executive briefings
- Bi-annual impact reporting
- Leadership summit access
- Co-branded research publications

Community Partner

\$25,000+
Annual

- Chapter sponsorship
- Event naming rights
- Annual impact report
- Network access
- Regional visibility

"Investment in women's leadership is the highest-return spend available."

Overall success by 2030

By the end of the Founding Strategy, RWC will be a trusted leadership community that has:

- Proven its founding model and developed a recognised Regional Women's Leadership Framework.
- Built a connected community of influential regional women leaders with demonstrated retention and engagement.
- Amplified regional women's leadership nationally through published research, a podcast and media presence.
- Delivered measurable leadership and community impact, backed by a published impact report.
- Established strong research, corporate and community partnerships, including a university research collaboration.
- Positioned itself to expand confidently into additional regional communities through a proven chapter model.



National by design.

From one founding chapter in the Snowy Monaro
to a national network of regional leaders.

- 2026 Founding Chapter — Snowy Monaro
- 2027 Second chapter — Regional NSW
- 2027-28 Victoria & Queensland expansion
- 2028 National network — 10 chapters
- 2030 Australia's leading regional leadership platform



The women behind the vision.



Clare Lawley

Co-Founder

An executive leadership coach with more than 20 years' experience in People and Culture roles across Australia and the Asia Pacific, Clare has supported organisations and leaders through growth, change and performance transformation.



Sarah Norris

Co-Founder

An experienced strategist and communicator who has built networks across regional NSW, connecting women in agriculture, energy and professional services.

"We built what we wished existed
when we were starting out
and what we still need to day"

Both founders live and work in regional Australia. They understand the challenges because they live them every day.



It's time to invest in what regional Australia really needs.

Connecting women. Growing leaders.
Strengthening regional Australia

hello@regionalwomenscollective.com.au

www.regionalwomenscollective.com.au

RWC