



MOTHERLAND

20 | MOTHERLAND
24 | IMPACT STATEMENT



THE MAGIC OF 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 2024 Impact Statement showcasing some of our charity's key impact areas and milestones from last year.



THE MOTHER OF ALL JOURNEYS

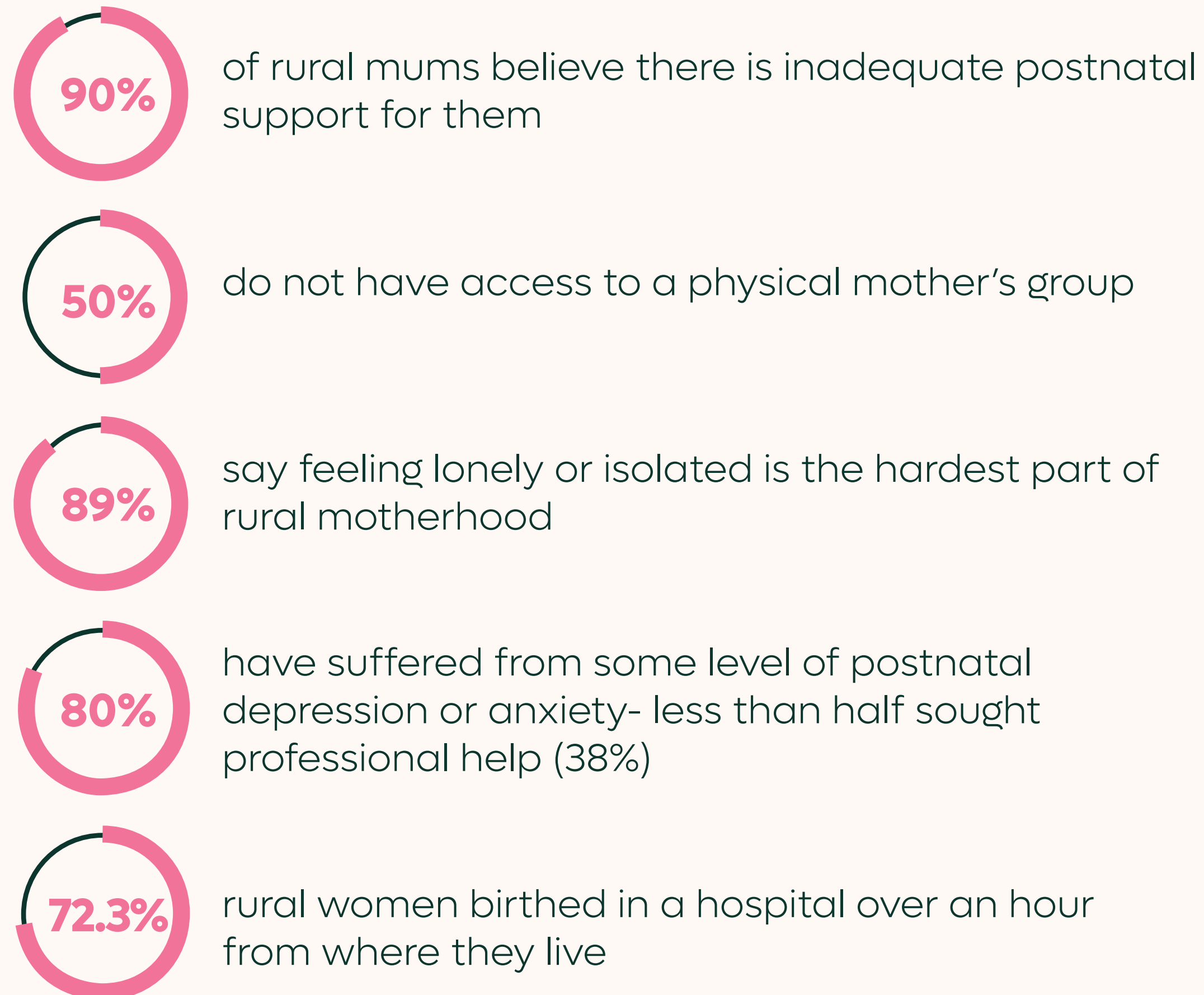
Stephanie Trethewey is a visionary leader who has transformed personal challenges into a nationwide movement to support rural mothers across Australia. Stephanie's transition from life in the city and a successful career in television journalism, to embracing rural motherhood in Tasmania, was both brutal and beautiful. Her struggles with postnatal depression and isolation inspired the creation of Motherland which she 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
Parenting columnist, 9Honey*

THE PROBLEM



Data from the Motherland Your Say Survey of 486 rural mums nationally as at 22 Dec 2024

“

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 2023 were delivered by mums living in regional or remote Australia (80,146 births)

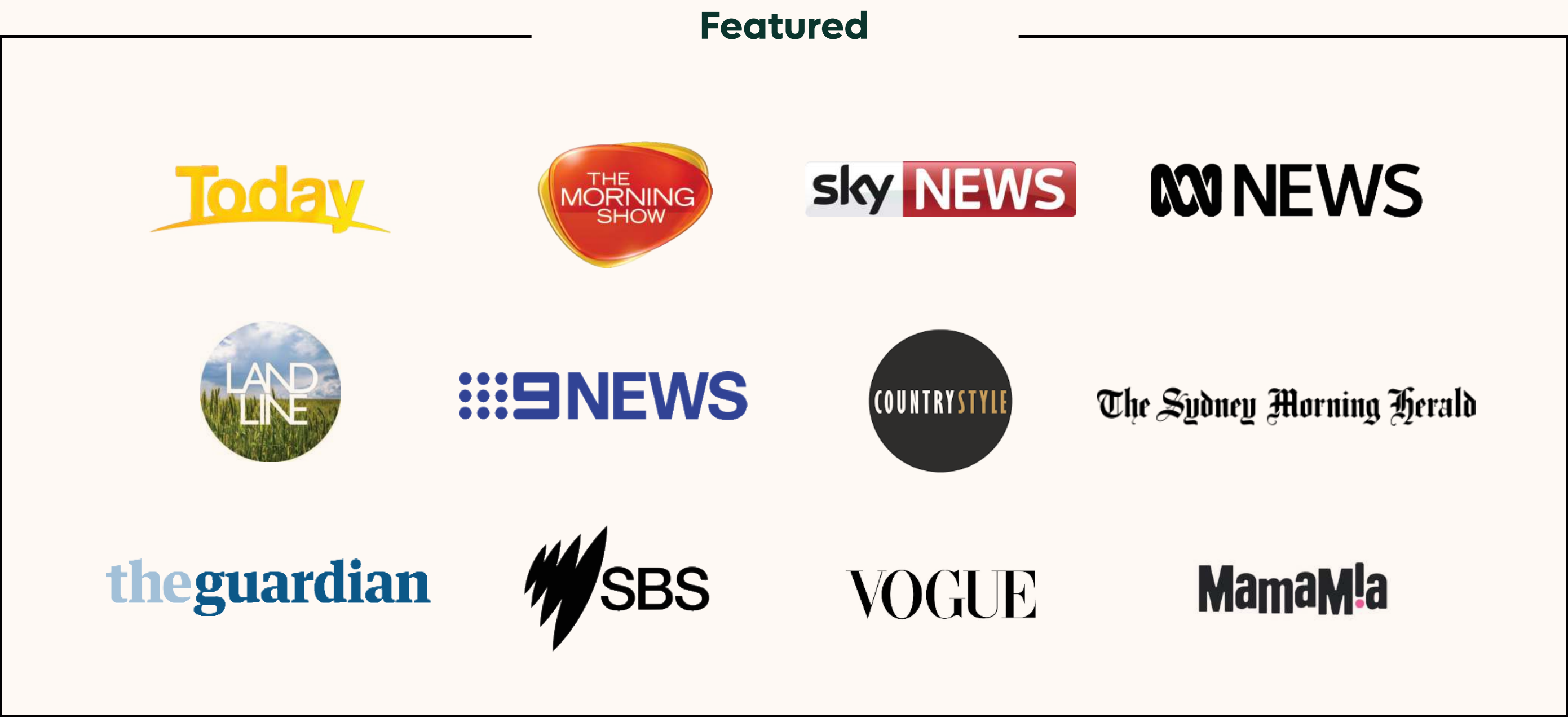
- ABS data.

OUR REACH

Over the past five years, Motherland has reached an audience of over 20 million people.

We’ve grown quickly and organically, and we’re a proud startup success story.

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



Online community

23,000+
rural women

Average organic
reach per quarter:

89,586

Motherland Chat Room
(private support group)

1,300+ 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.

1.1 MILLION downloads

6,000+ downloads per week

Apple Top 15 Parenting podcasts

Title	
#1	Pop Culture Parenting
#2	Calm Parenting Podcast
#3	Australian Birth Stories
#4	Good Inside with Dr. Becky
#5	How Other Dads Dad with Hamish B
#6	Wiggle Talk - A Podcast For Parents
#7	Parental As Anything
#8	Beyond the Bump
#9	Dr Justin Coulson's Happy Families
#10	Motherland Australia
#11	Growing
#12	BratBusters Parenting Podcast
#13	Boob to Food - The Podcast



PODCAST TESTIMONIALS



WSallyJade

Fav podcast!!

Just love this real, down to earth, nothing is taboo, podcast!! Helping me survive the crazy journey of motherhood.



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!



Iamont87

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.



K8Brow

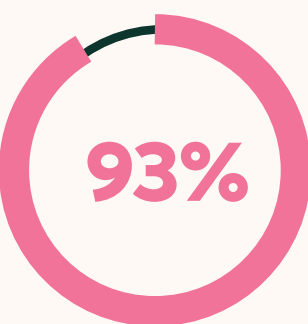
Most relatable podcast

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.

MOTHERLAND VILLAGE DATA

In our first three years since launching our online rural mother’s group program, we’ve connected more than 320 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.



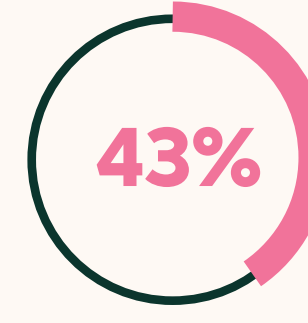
say the program changed their lives



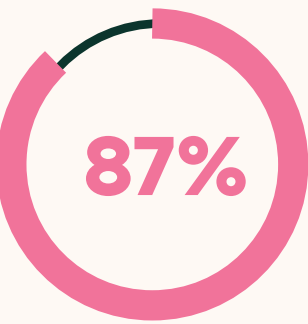
improved mental health if it was an issue before



virtual villages created in 2024 (100 mums)



have increased their selfcare



improved loneliness rating



say it was the support they wanted from a mothers group

Data from our post program survey on completion as at 31 Dec 2024



MOTHERLAND VILLAGE TESTIMONIALS

“

Just do it! The last 6 weeks have been life changing. I have formed genuine connections with like minded women, dived deep into conversations that would normally take years to have and found a village of 8 beautiful women that I can now call on for support or just a chat. Theres no better feeling then walking away knowing these friendships will last a lifetime. Distance is no barrier.”

Kim Vine

0-3 years group



“

Motherland Village is the mother's group for mums of teens that everyone should join! It's a whole new learning curve and connection and advice from others going through the same thing is invaluable, especially women who understand rural life. A group of open like minded women came together with open hearts and connected from across the country. Conversation, friendship, ideas, advice, support all came freely from everyone, what a beautiful thing to be part of, thanks Motherland for providing a much needed platform.”

Sarah Parkinson

11-18 years group



“

Motherland Village was the first thing I decided to do for me as a mother and I was beyond blown away with the experience and of the group of women in our village. The support from Motherland, not only from my village but from Steph, Kate and our group facilitator Marissa was nothing short of amazing! The love I have of my country town is really captured throughout Motherland and this program has been the lifeline I needed while in the trenches! Thank you Motherland for providing lifelong meaningful friendships and an even bigger reason to convince the hubby we absolutely need a caravan to do a catch up!!”

Ali Hawker

0-3 years group



“

Motherland Village is exactly what all rural mums need in their lives, even if they don't realise it! It's a beautiful way to make some meaningful friendships with other ladies in the same season of life and the team behind the scenes does a phenomenal job at matching groups based on location and personality types. What a very special program created for the many Australian women who don't have access to the more conventional mothers group. I would highly recommend to anyone, you've got nothing to lose and a whole lot to gain!”

Jessica Powell

0-3 years group



SCHOLARSHIP PROGRAM

In July 2024, we celebrated one year of our Motherland Village Scholarship Fund.

We’ve supported more than 50 rural mums into our program via scholarships since its inception.

In 2024 - 26% of our program participants were scholarship recipients. Scholarship Fund sponsors to date:



In addition, we’ve had a number of private donors support our Scholarship Fund, and Motherland’s fundraising events also provide much needed funds to support our Scholarship Program.

Scholarship Recipient Testimonials:

“

Joining a Motherland Village group is truly unexplainable until you are in one. The support, kindness and how vulnerable strangers can be just in a short six weeks is truly breathtaking. I’m so honoured to be in a group of such strong and amazing mummas. I will definitely be recommending motherland. AMAZING <3

Bridget Ginns Larkin
0-3 years group



“

I will be forever grateful I actually sat down & watched Landline with my husband & discovered Motherland. I have LOVED the past 6 weeks, getting to know some incredible rural mums! The banter, the friendship, the support & respect for each other is nothing short of amazing. I feel more connected, supported and grateful as a Mum than I ever have. Even my kids have said “Mum you are a happy mum”. I cannot recommend this program enough.

Rebecca Fair
4-10 years group



MOTHERLAND CONNECT

In September 2024, we launched Motherland Connect; the first digital resource hub of its kind for rural mums in Australia.

Our platform is a one stop shop connecting women to the services they need to support their mental, emotional and physical health, along with their family's. The businesses and organisations listed offer in person and/or telehealth services across a wide range of different categories.

In its first 4 months...

- **130+ businesses & organisations listed**
- **Over 1,300 users**
- **1 in 5 returning visitors**

Data as at December 2024

- **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.



2024 NATIONAL CONFERENCE

On March 1st and 2nd, 2024, Motherland held its first national conference, bringing together 250+ rural women from across Australia to Launceston, Tasmania.

Demand from the rural community for a Motherland conference had been growing, and we secured several notable speakers to help us deliver a truly unique experience for rural mothers. The two day event focused on two core themes: CONNECTION and CELEBRATION, whilst delivering on our charity's overarching mission: to reduce isolation and improve mental health outcomes.

Special guests and notable speakers included the Tasmanian Premier Jeremy Rockliff, Minister for Women and Minister for Primary Industries Jo Palmer, Giaan Rooney - MC, Jessica Rowe, Maggie Dent, Sam Bloom and Amy Taylor-Kabbaz.

Impact:

- **250 x rural women | 11 x rural men attended**
- **191 travelled to Tasmania from interstate**
- **50+ Motherland Village alumni attended, many meeting their group in person for the first time**
- **99% of attendees would recommend others attend the conference in the future**
- **97% rated the conference 4+ stars**
- **91% say the conference made them feel less isolated and 'filled their cup'**

Planning has commenced for our next national conference in 2026!



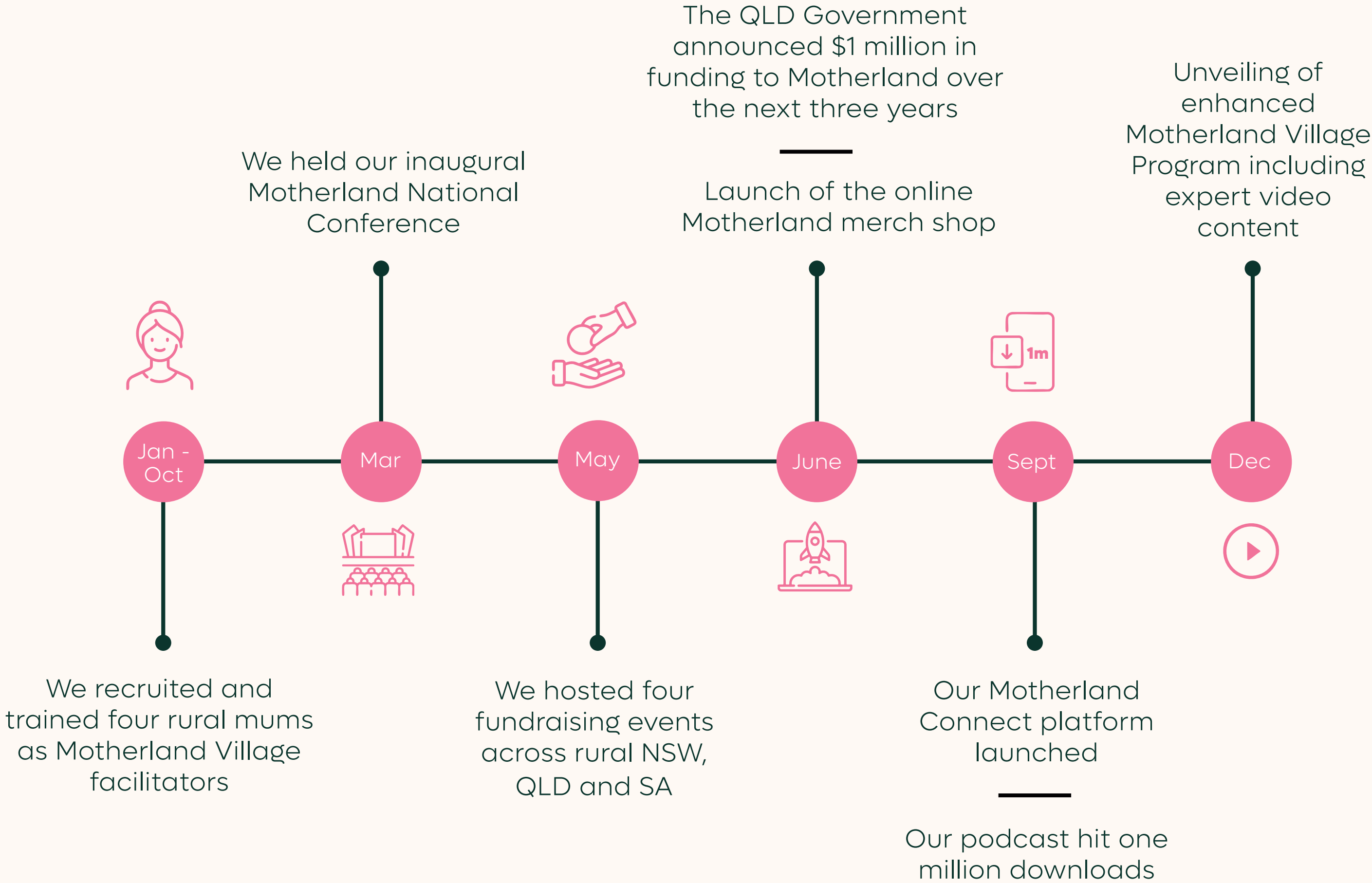


2024 FUNDRAISING EVENTS

- 4 x unique and successful Motherland fundraising events were held in 2024: Kangaroo Island, SA - Goondiwindi, QLD - Spring Ridge and Bombala, NSW
- We connected 475 + rural mums who drove and even flew from well beyond their region to make it
- These events connected rural women and reduced isolation through speakers who shared the highs and lows of rural motherhood
- Over \$50,000 was raised for our charity to help fund our initiatives that support the mental health and wellbeing of rural mums, including critical funding for our national Scholarship Fund
- The huge success of our 2024 fundraisers means we plan to grow our events footprint around rural Australia



2024 MILESTONE MOMENTS



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, especially our Motherland Village Program.



THE TEAM

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

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



Abbey McGregor
Brand and Partnerships
Manager



Jane McAlpine
Events and Marketing
Manager



Clare McCabe
Project Support Officer



Melanie McNaughton
Queensland Ambassador
& Facilitator



Hilary Grigg
Victorian Ambassador
& Facilitator



Fiona Waters
New South Wales
Ambassador & Facilitator



Marissa Veitch
Facilitator

BOARD OF DIRECTORS

Our board of directors bring decades of experience to Motherland across the corporate, government, 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
OAM: Deputy Chair, Australia
Economic Accelerator
Advisory Board



Natalie Sommerville
President, Australian Women
in Agriculture



Bronnie Taylor
Former Deputy Leader of
the NSW Nationals



Simon Talbot
CEO,
ABEL Energy



Dr Alison Kennedy
Director, National Centre
for Farmer Health



Stephanie Trethewey
Founder & CEO,
Motherland



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