

Global Sisters Impact Overview

July 2020



Who We Are

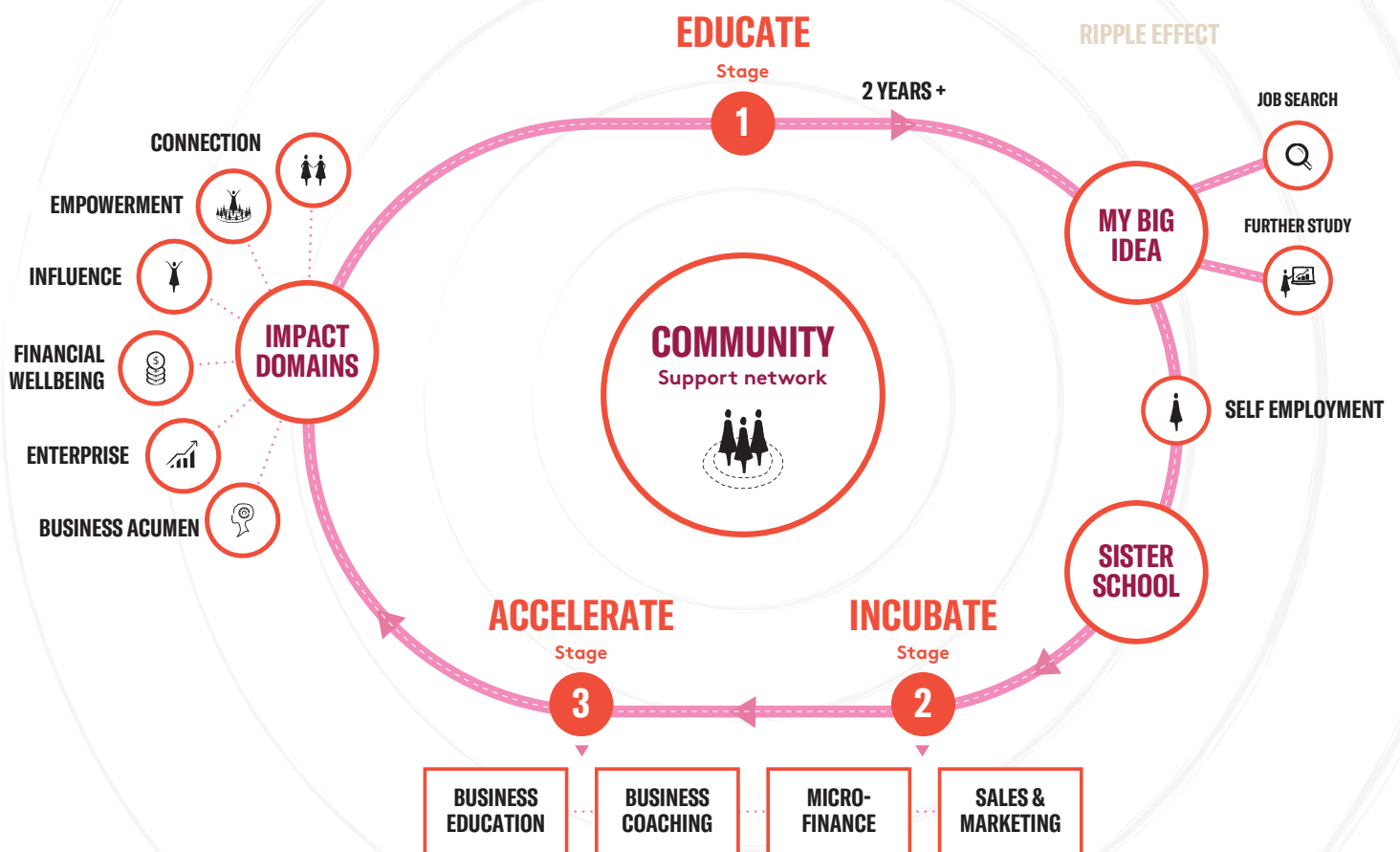
We exist to make business possible, for all women. We are a not-for-profit organisation that works with Australian women that are unemployed, underemployed, on welfare or are in low-paid, unstable work. We support our Sisters to become self-employed and create successful businesses. We provide a long-term roadmap, offering business education, coaching, microfinance and sales & marketing support.

Incredible things happen when you back women. When women are given skills, connections and support they so often miss out on, there is no stopping them. They break down barriers, force change and move us all on. They start-up and grow businesses, lift up communities, and make the economy a more equal, more inclusive place. All these women need is the same backing given to everyone else.

Global Sisters. Back Her Brilliance.

We provide a roadmap of long term, milestone based business development support for women across Australia. The diagram below shows the three stages of support, Educate, Incubate and Accelerate, and the four program pillars: Business Education, Microfinance, Sales & Marketing and Coaching. We do this through a place based and digital offering.

Impact Roadmap



Impact To Date

Global Sisters has been operating since early 2016 and in the first 4 years of piloting we supported 1,300 women to make business a genuine possibility across five urban and regional areas of Australia.

Our scale program commenced in early 2020 and we are seeing significantly larger numbers of women registering for our programs with a total of 4646 in the last four months.

Global Sisters Impact: June 2020



3324

Women Supported



2647

My Big Idea Participants



655

Sister School Graduates



333

Businesses



379

Sisters Earning Income

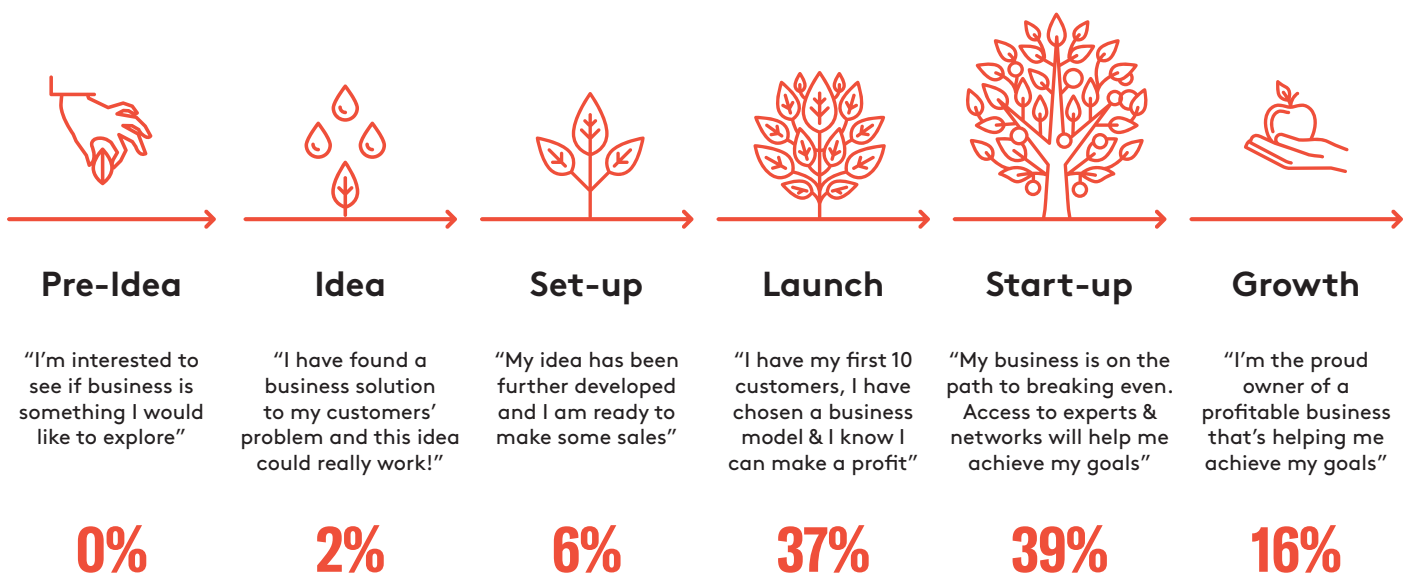
Starting Point

The majority of the women we support start at Pre-idea or Idea stage, and often haven't previously considered business as an alternative to welfare or casual, low paid employment. Our goal is to support women to move through our long-term milestone based program to launch and grow businesses and become sustainably self-employed.

64% of Sisters are receiving Centrelink payments or are unemployed / underemployed when they first engage with Global Sisters

Current Stage Of Business

The diagram below is a snapshot of where our Sisters were placed as of Q1 2020.



In Q1 2020, we conducted a national survey of 73 Sisters who have graduated Sister School and are currently part of our Incubate or Accelerate stages. The data showed the progress (as an average) of Sisters, from where they begin their business journey with us, to where they are now. The majority of Sisters surveyed in Q1 2020 start at pre-idea or idea (almost 70%). Sisters are progressing through the business stages, from Pre Idea to Growth. After Sister School, 61% of surveyed Sisters were able to move their businesses forward to Set-up, Launch and even the Start-up stage.

We are continuing to collect longitudinal data on each Sister that goes through our roadmap of business development support to see broader trends and timeframes for women to become self-employed.

Read more in the Enterprise section of the [2020 Impact Report](#)



Businesses Selling and Financial Resilience

Our “businesses selling” indicator tracks economic participation and the business starting to trade. As of July 2020, we have supported over 372 women to earn an income through their business. A number of these businesses are now providing employment to other women, and we expect to see more Sisters employing others as their businesses progress to “Growth” stage.

Global Sisters supports women to not only earn an income but increase their financial resilience and wellbeing via their business. A sample survey of Sisters in early 2020 reported that their income has doubled since being involved with Global Sisters.

As part of the randomly selected national survey of 73 Sisters, over half the Sisters (58%) reported a belief that they see their business as a source of financial independence. For 42% of Sisters, the goal or belief was that the business would be a supplement to their income, reflecting the different reasons why Sisters set up businesses. Connection, community, flexible and meaningful work are being identified by Sisters as significant motivators for business creation.

Read more in the Financial Wellbeing section of the [2020 Impact Report](#)

Before Global Sisters

\$155

Average weekly supplementary income earned by our Sisters

With Global Sisters help

\$360

Average weekly income of Sisters currently involved in our Incubate & Accelerate programs

Impact Case Studies

The following impact case studies illustrate how Global Sisters supports women to not only start businesses but significantly increase their income and become financially independent. They also highlight the benefits of value transfer from the corporate sector to Sisters.

Celeste Iannotta, Miluny Mud ▼ (Albury Wadonga)

Celeste is an Aboriginal woman living in regional Victoria, currently working on a collaboration with international homewares brand Cristina Re

Read Celeste's [case study](#)



Jo-Ann Wolles, Goanna Hut (Sydney) ▲

Jo-Ann has a \$90,000 wholesale deal with T2 (Unilever) to retail her Indigenous native teas in stores nationally.

Read Jo-Ann's [case study](#)

Jacqui Thomas, Cubby Houses (Benalla)

Jacqui is a single mum in regional Victoria who is using her carpentry skills to earn her own income by manufacturing cubby houses.

Read Jacqui's [case study](#)

Minerva Jiminez, Minjums (Melbourne) ▼

Minerva is a new migrant who has launched and is growing a vibrant health food business.

Read Minerva's [case study](#)

Glenis Wilkinson, Yoga (Brisbane)

Glenis Wilkinson, Yoga (Brisbane) is an older woman who has overcome trauma and risk of homelessness to create her own income through her yoga and meditation business. She has pivoted her business during COVID with the support of Global Sisters.

Read Glenis's [case study](#)

Corina Muir, Amber Days (Melbourne)

Corina is a Yorta Yorta woman and single mum who launched her business with the help of Global Sisters. She recently accessed \$25,000 business finance to take her children's clothing business to the next level.

Read Corina's [case study](#)



A Business Led Recovery

According to ABS 6291.0.55.001 (Table EM6) the number of women who work in unincorporated enterprises with no employees (microbusinesses) rose slightly between May 2019 and May 2020, a period in which nearly every other category of employment fell significantly. Global Sisters will soon be releasing an analysis of this data to help demonstrate the important role that female entrepreneurs can play in a business led recovery.

Global Sisters aims to reach more than 40,000 women through our business education programs and support 17,000 businesses to be selling in the next five years. We are seeking funding of \$10 million over 3 years to support 10,000 women into self-employment.

Our analysis indicates that the cost per Sister in our scale model is \$1000. This will enable us to support a woman, either in our place based, face-to-face model or digitally, to get their business to Launch (selling stage) and beyond. Additional funding will simply enable us to reach more women, faster.



Learn more

Visit the [Global Sisters website](#)

Read the Global Sisters [Scale Strategy](#)

Explore the Global Sisters [Social Impact platform](#)



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