

Case study | Empowering women

International Women's Day Dinner in Hume

The hub leaders created an event to bring the mothers from their hubs together to celebrate their culture, share their aspirations and talk about what inspires them. They shared a meal together and danced to a variety of cultural music. The relationships and trust they built within the hub, extended outside the hub to this event in Craigieburn.

What was the challenge?

Creating an event to appeal to the mothers from 12 different community hubs, on the same night, for an affordable cost; and then making them feel comfortable enough to travel outside their community to an unfamiliar venue in Craigieburn. Finding a suitable venue, that wasn't too far away, was a challenge; as well as organising the event on a limited budget, ensuring the cost to the mothers was minimal.

What worked? What didn't?

It worked! We managed to get nearly 200 women to travel to from their hub to Craigieburn. They came in their best outfits and created an energy that was uplifting and empowering. It worked because each hub leader worked with their local communities, giving them the time and the information they needed to prepare for the event. They ensured that their needs and interests were catered for and that it was an event that appealed to the women. Groups of women met in the foyer, waiting for each other to arrive and then entering the event together, making it less intimidating and safe. They danced all night!

**“Tonight I feel like I’m
10 years younger”**

**Mother from
Meadow Heights Primary School**

Your advice?

Use a local venue, local catering, and engage your local Council. For this event, we used a Council building and the cost for the hire was donated by the Social Development Department at Council as part of International Women's Day. The catering was supplied by a local family business, who access the hub and local primary school. The hub leaders were able to secure a range of prizes for the event that were donated by local providers and community members. The hub leaders worked closely with the mothers and local service providers to ensure it was an event inspired by the local women and for the local women, in a place where they felt safe and empowered.

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