



THE WOMENS SOCIETY

Improving the wellbeing of all women through strategic events and community initiatives.

IMPACT STATEMENT 2025

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THE WOMENS SOCIETY

ABOUT US

Founded in 2022, The Women's Society is a grassroots charity dedicated to reducing depression, isolation, and mental distress among women through inclusive, community-led support. We collaborate with a broad network of support services, local businesses, and specialist providers to ensure safe spaces are provided for all women, including survivors of domestic violence and those experiencing mental distress. Through advocacy, fundraising, and social change initiatives, we strive to redefine how communities approach mental health support, build resilience, and strengthen women's economic security and wellbeing across North Queensland.

OUR MISSION

The Women's Society's mission is to reduce isolation and loneliness by creating engaging programs, events, community initiatives, and safe spaces that foster a sense of belonging.

OUR VALUES

Connection
Community
Collaboration
Compassion

RECOGNITION



Queensland
gives



Our Impact since 2022

Thanks to the dedication of our volunteers, the support of our members, and grassroots coordination from our founder—all without funding—The Women's Society has already created life-changing impact. Imagine what we could achieve with the investment and resources to scale.

10+

Organisation
Collaborations

25+

Business
Collaborations

4.3k+

Members

550+

Hours of Meaningful
Connection

25k+

Donations and
Money Fundraised
for Women in Need

120+

Community
Programs and
Events

+++ database of over 7,000 locals

85% said The Women Society has has a large positive impact on their life

92% of Members agreed that The Women Society gave them a sense of belonging

45% of members said that it sparked a new interest in volunteering

STATISTICS THAT CAN'T BE IGNORED

Loneliness is linked to approximately 100 deaths every hour – more than 871,000 deaths annually.

Almost 1 in 3 people feel lonely, and people in rural areas and women are more likely to feel lonely.

Loneliness increases the risk of premature death by approximately 26%, which is comparable to smoking 15 cigarettes a day.

In Australia, family, domestic, and sexual violence against women is a leading cause of mental health problems. Townsville is the third highest rate of domestic and family violence per capita in Queensland

The report Queensland Council of Social Service (QCOSS) "State of the Sector 2024" highlights significant unmet demand for community services across Queensland, including in regional/remote areas.

43%

of people aged 15 to 25 feel lonely. That's more than two in five young people.

85%

of women in rural areas have reported feeling isolated, and half lacked access to support groups or safe places to connect

1 in 6

aged over 65 experience long term loneliness, with more women affected than men.

42%

of women with a mental health condition do NOT seek help due to perceived stigma.

60%

Specialist homelessness services clients are isolated women

55%

Foodbank Australia indicates that 55.9% of their users are isolated women

12%

only 12% of philanthropic foundation grants are allocated to projects for women and girls

1 in 3

1 in 3 Women are Diagnosed with Anxiety in Their Lifetime

1 in 3

Almost 1 in 3 people feel lonely, and people in rural areas and women are more likely

45%

of women report having a mental disorder at some point in their lifetime.

50%

Estimated women and children turned away because of a lack of crisis support

1 in 6

Women experienced physical or sexual violence since the age of 15



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OUR CURRENT PROGRAMS

The Women's Society has delivered over 100 free and low-cost programs, events, and activities—most entirely free- consistently welcoming new members (many attending alone to make new connections), and while we are proud of the impact these initiatives have had, our current reliance on online promotion and occasional pop-up hubs limits our reach; with greater funding and capacity, we could connect with far more women who remain isolated.

SOCIAL CONNECT

We aim to provide a welcoming environment for women to connect and engage in meaningful conversations such as coffee meet and greets, and bespoke events.

CREATIVE CONNECT

Offer opportunities for women to explore and express their creativity, whether through class workshops, writing, music, dance or other artistic endeavors.

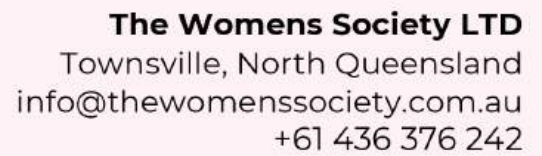
HEALTH CONNECT

We promote mental and physical well-being by organising community lead mindfulness activities, breathwork, fitness groups and our hike and heal sessions. We also launched our pop up womens wellness check in hub during mental health week.

COMMUNITY CONNECT

Focuses on giving back and making a positive impact on society. From volunteer projects to charitable events, fostering a sense of purpose and fulfillment through collective action.





FUNDRAISING & DONATION DRIVES

TWS HUB

CONNECTION CAMPAIGN - LAUNCHING SOON

A collage of 18 photographs showing various activities from the 'Run for the Cause' event. The images include: a person in a pink shirt at a table; a group of people standing in front of a backdrop; a woman in a maroon dress being interviewed; a large group of people seated at a dinner; a table covered with many colorful, personalized balloons; a person running on a path with a 'FINISH' banner; a woman in a red dress kneeling by a Christmas tree; a group of women holding a certificate; a large crowd of people at a social gathering; three women holding a large check; a woman holding a white box with circular logos; a person in a pink shirt holding a box; a person in a pink shirt standing outdoors; a group of people in a garden; a woman in a pink shirt holding a large check; and several cardboard boxes filled with donated items.



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OUR MAJOR EVENTS

INTERNATIONAL WOMENS DAY

TWS hosted International Day at Levanti Townsville, with over 65 in attendance. The theme was accelerate action showcasing the importance of celebrating and supporting one another. We had guest speaker and member, Joiy Okobi showcasing her new song, superwoman. TWS is looking to scale IWD next year for an even bigger attendance and impact.

ART & ADVOCACY

After a very successful art and advocacy event in 2025 to support PROJECT:HERSELF, TWS raised vital funds to support women that have been incarcerated in far north Queensland. The event brought together people from many organisations for a deep panel conversation on how we can support those most isolated from society, especially women leaving prison. Local female artists donated over \$5000 worth of art for our art auction and raffle with all funds raised going to support programs to support project:HERSELF's mission.

MENTAL HEALTH WEEK

This was the first time TWS received a grant of \$2,000 to deliver a free public event for mental health week. This year's focus is strengthening our connection with community, self, others, and nature thanks to the QLD Mental Health Commission. We collaborated with 5 mental health organisations and had an estimation of 100 people in attendance throughout the day.

COMMUNITY CHRISTMAS

TWS have traditionally held a Community Christmas, where we chose a local organisation and hold a large fundraiser for them, invite members and non members and promote our donation tree to help those in need. 2025 we have chosen to fundraise for Orange sky, and aiming for 150-200 pax which will be our biggest fundraiser to date.

Other Popular Events & Activities

TWS has delivered many successful one-off and ongoing activities events over the years. As we continue to grow, it's important for the committee to identify which events are viable and sustainable for the organisation moving forward.

Our strongest events—based on engagement and attendance—have been the following:

- Dinner under the Stars
- Brunch (bridgerton and liptember)
- Speed networking

Our strongest programs/ activities—based on engagement and attendance—have been the following:

- Health connect: Hike & Heal with Townsville Hike and Explore as well as yoga, breathwork and womens circle activities
- Creative connect: Paint splatter, Mark Making and ceramic workshops





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HIGHLIGHTS

AUSTRALIA DAY AWARDS

The Womens Society was a finalist for the 2025 Australia Day Awards in Townsville. Jade received an honourable mention as citezin of the year, but wasn't selected as the winner. TWS has been nominated again, fingers crossed we make it to the finals for 2026.

QUEENSLAND GIVES

The Womens Society was one as one of just three finalists for Queensland Gives Emerging Philanthropist Award hosted by Queensland Gives Community Foundation. This recognition was a huge step for TWS in networking and highlighting the impact we have made so far.

CHARITY REGISTRATION

The Women's Society (TWS) operates as an incorporated, not-for-profit charity governed by a volunteer committee in accordance with the Associations Incorporation Act 1981 (QLD) and the Australian Charities and Not-for-profits Commission (ACNC) governance standards. As of May 2025, The Women's Society is registered under two charitable subtypes with the ACNC (*Advancing social or public welfare, and Advancing health.*)

FIRST FUNDRAISER FOR TWS

Leading Ladies asked Jade to be a guest speaker at their canapes and conversations event where local real estate agents got together to connect and raise funds for The Womens Society. This marked the first time any organisation had chosen to fundraise for our organisation, raising over \$1,000 that went towards our insurance. Special thanks to Ray White Townsville and Leading Ladies.

INVITED TO THE 1ST QUEENSLAND WOMENS ECONOMIC SECURITY THOUGHT LEADERS' ROUNDTABLE

Jade was invited to Brisbane to talk with the Minister of Women Hon Fiona Simpson MP GAICD. Check out the statement [here:https://statements.qld.gov.au/statements/103608](https://statements.qld.gov.au/statements/103608). The Roundtables will inform Queensland's first-ever Women's Economic Security Strategy, which will identify barriers and opportunities to empower women to achieve their aspirations and create a stronger, fairer and more prosperous Queensland.

COMMUNITY ACHIEVEMENT AWARDS WINNER

Jade had the honour of attending the Queensland Community Achievement Awards – and TWS were incredibly humbled to be named Winner of the Royal on the Park Local Legend Award. We hope this moment helps open doors, spark more conversations, and shine a light on the importance of community-built support. Special thanks to all members, volunteers and supporters. Cheers to COMMUNITY & CONNECTIONS <3





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OUR FUTURE GOALS for 2026

Our strategy to continue building safe spaces for connection and mental wellbeing for all women.

BUILD SUSTAINABLE PATHWAYS FOR THE WOMEN'S SOCIETY

Our long-term vision is to ensure The Women's Society remains a stable and accessible source of connection for women across North Queensland. We aim to strengthen the foundations of our organisation so we can continue delivering free and inclusive programs, expand our reach, and ensure our impact remains strong for years to come. This includes developing sustainable models that support growth, resilience, and long-term community benefit.

STRENGTHEN GOVERNANCE AND LEADERSHIP

As our community grows, so does our responsibility. We are committed to building a robust governance framework with diverse, skilled leadership that reflects the needs of our members. Strengthening governance ensures accountability, transparency, and strategic direction, empowering The Women's Society to operate with confidence and credibility as we continue expanding our initiatives.

LAUNCH THE CONNECTION CAMPAIGN

We plan to champion the voices and stories of local women through our Real Women. Real Impact. campaign. This initiative will highlight lived experiences, celebrate the resilience of women in our region, and build greater understanding, connection, and community pride. By elevating real stories, we strengthen awareness, reduce stigma, and inspire positive social change.

GROW AND SUPPORT OUR VOLUNTEER NETWORK

Volunteers are at the heart of everything we do. Our future goals include expanding our volunteer base, providing meaningful opportunities for involvement, and building a connected, supported, and empowered network of women helping women. We aim to develop pathways for leadership, peer support, and community contribution, ensuring volunteers feel valued and equipped to make a difference.

FOSTER STRONGER PARTNERSHIPS ACROSS THE COMMUNITY

Collaboration is essential to our mission. We aim to deepen and expand partnerships with local organisations, councils, community groups, and services. By working together, we can amplify impact, share resources, reduce duplication, and create a more cohesive support network for women across the region. We will continue expanding our events, programs, and community initiatives to ensure more women feel seen, supported, and connected. Our focus is on creating inclusive, accessible spaces where women of all ages, backgrounds, and experiences can come together, build relationships, and strengthen their wellbeing.

STRENGTHEN COMMUNICATIONS AND IMPROVE COMMUNITY REACH

At present, much of our communication relies on social media channels, which limits our ability to connect with women who do not have internet access or who face digital barriers. One of our future goals is to develop a broader, more inclusive communication strategy that ensures all women—regardless of age, background, or digital connection—can access information about our programs, events, and support pathways. This includes exploring diverse communication methods, community notice points, printed materials, local partnerships, and outreach opportunities that widen our reach and reduce barriers to participation. Strengthening how we communicate will help ensure no woman misses out simply because she is offline or disconnected.



Queensland
gives



OUR GROWING IMPACT

Our Impact since 2022

10+

Organisation
Collaborations

25+

Business
Collaborations

4,301

Members

550

Approx Hours of
Meaningful Connection

\$25K

Approx. Donations and
Money Fundraised for
Women in Need

120

Community Programs
and Events

85% said The Women Society has has a large positive impact on their life

92% of Members agreed that The Women Society gave them a sense of belonging

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Media

<https://statements.qld.gov.au/statements/103608>

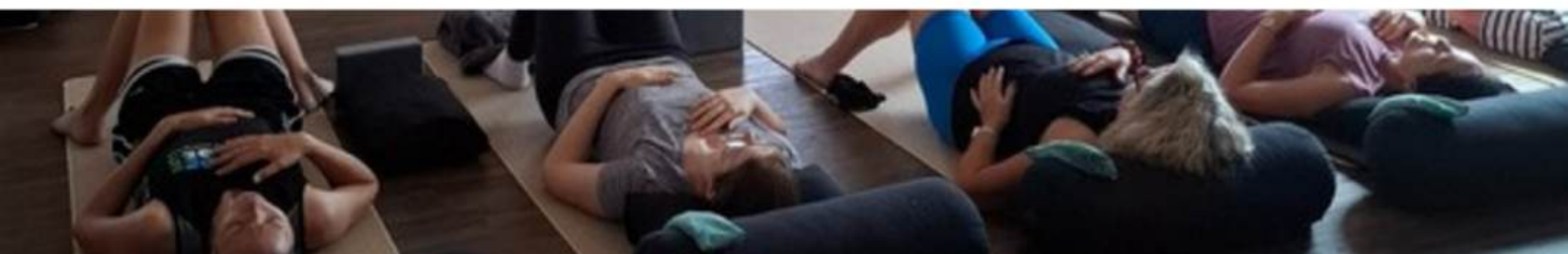
<https://www.townsvillebulletin.com.au/news/jade-nelson-founder-of-the-womens-society-grateful-to-be-finalist-in-2025-queensland-philanthropy-awards/news-story/59bf59e07884bc36baf68bae7296a1b4>

<https://www.townsvillebulletin.com.au/news/artists-unite-to-raise-funds-for-women-postprison/news-story/c172f43f5e2c87ce1fe9e152e1f22933>

<https://www.townsvillebulletin.com.au/news/power-list-our-50-most-influential-and-inspirational-women-of-2025/news-story/943561e26fffc03c1fd9dc9f2cb8a5c>

<https://www.townsvillebulletin.com.au/news/in-pictures-high-tea-fundraiser/news-story/cb9efedd97f3475a98589784f1aa5ee8>

<https://www.realestate.com.au/news/leading-ladies-of-real-estate-heading-back-to-townsville/>





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THANK YOU

TO ALL OUR CONNECTIONS AND COMMUNITY COLLABORATIONS



EVENT & PROGRAM SPONSORS

Acknowledging cash, in kind support, discounts and raffle donations



MEDIA PARTNERS & SUPPORTERS





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MESSAGE FROM FOUNDER

It has been an amazing year for growth as an organisation. We may be small, but we are taking the necessary steps to be heard.

Loneliness is one of the most urgent but overlooked public health issues of our time—linked to approximately 100 deaths every hour, increasing the risk of premature death by 26%, and contributing more than A\$2.7 billion annually to Australia's healthcare burden. Women, particularly those in regional and remote communities, are disproportionately affected. Yet proactive, community-led solutions remain severely underfunded and under-recognised.

The Women's Society has a mission to change that. This year, over 80% shared that our initiatives have made a significant positive impact on their wellbeing. These results affirm what we have always known: connection saves lives. When women have opportunities and safe spaces to connect, gather, talk, breathe, create, and simply belong, everything changes....

To every sponsor, collaborator, partner, volunteer, and member who has walked beside us—thank you. You are the reason this grassroots movement continues to grow. Whether you offered your expertise, your platform, your resources, your time, or simply showed up when it mattered, you have helped build a community that truly sees and supports women.

Despite our progress, the need is still immense. Women in rural and regional Queensland continue to be left behind—isolated by distance, stigma, overstretched systems, and the reality that many services are at capacity or forced to turn people away for not fitting criteria. With 1 in 6 women experiencing depression and 42% never seeking help, the urgency for accessible, non-clinical, community-led support has never been clearer.

We have proven that our model works.

We have delivered more than 100 free and low-cost programs each year without major funding.

We have supported thousands of women through connection, kindness, and community.

We have built strong partnerships with organisations who are also carrying the weight of unmet need.

But to continue this impact—and to strengthen the organisations that support women every day—we need a permanent home. A sustainable, women-led hub. A place for collaboration. A place without barriers. A place where no woman is ever told there is "no room" or "no service" for her.

This is about reducing isolation.

This is about giving frontline services the breathing room they desperately need.

This is about ensuring every woman—regardless of background, culture, or circumstance—has somewhere to turn.

Every day we delay, more women face disconnection and preventable crisis alone.

Together, we can build a future where connection is accessible, where women feel safe and supported, and where community is no longer a luxury—but a lifeline.

Thank you for believing in this movement.

Thank you for helping us change lives.

And thank you for standing with us as we build what comes next.

Jade Nelson

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