



Rabobank

*Media release
October 15, 2014*

Western Districts ladies celebrate International Day of Rural Women

One hundred and fifty local ladies from the Western Districts gathered yesterday to celebrate the United Nations International Day of Rural Women event hosted by Rabobank at the Lake Bolac Memorial Hall.

Senator the Honourable Fiona Nash, Assistant Minister for Health – a rurally-based woman herself, hailing from Young in southern NSW – gave a key note presentation to the group, celebrating the role women play in rural communities both in Australia and around the world.

In her previous role as Shadow Parliamentary Secretary for Regional Education, Minister Nash led a successful campaign to make the independent youth allowance criteria fair for thousands of students living in inner regional areas, seeing a marked change take place across Victoria's rural zones.

As a resident and representative of regional Australia, Senator Nash has a deep understanding of the challenges faced by people living outside metropolitan Australia and said the role of women in rural areas is a unique and important one.

"We've got to get out there and talk about the good stories in agriculture – there are so many good stories and so many great women involved in this industry," Senator Nash said.

"Women in agriculture have achieved so much and should have the confidence in their skills to take on leadership roles in whatever discipline they choose."

The first International Day of Rural Women was observed on 15 October 2008. This new international day recognises the critical role and contribution of rural women, including indigenous women, in enhancing agricultural and rural development, improving food security and eradicating rural poverty.

Horsham-based finance manager for Rabobank Tracey Beddison said she was proud to be part of the team hosting the United Nations-led celebration and at a local level in Western Victoria.

"We have a fantastic community with some very talented and capable women working in the rural and agricultural sectors in our area – both on and off-farm," Ms Beddison said.

"At Rabobank, being a global bank, International Day of Rural Women is an initiative we have been consciously supporting since its inception in 2008. The fabulous turn-out of women who came to Lake Bolac to our event is a reflection of the passion and drive that exists among the rural ladies in this region."

Also attending the event was Rabobank regional manager for western Victoria Daker Pern who said the contribution women make to rural communities is immense.



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“Our Rabobank team across the region is made up of rural women who are passionate about farming and agribusiness.”

“Regionally, and across rural Australia more broadly, we are seeing women take an increasing responsibility in the operations, management and strategic decision-making of their farming enterprises. Its often the female partner who looks after the financial management of the farming business. It’s important that we recognise this and look to how the role of women on the land has evolved.”

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Rabobank Australia is a part of the international Rabobank Group, the world’s leading specialist in food and agribusiness banking. Rabobank has more than 110 years’ experience providing customised banking and finance solutions to businesses involved in all aspects of food and agribusiness. Rabobank is structured as a cooperative and operates in 41 countries, servicing the needs of about 10 million clients worldwide through a network of close to 1600 offices and branches. Rabobank Australia is one of the country’s leading rural lenders and a significant provider of business and corporate banking and financial services to the Australian food and agribusiness sector. The bank has 61 branches throughout Australia.

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