

Media Release

Ms Danielle Green MP

Parliamentary Secretary for Sport

Parliamentary Secretary for Regional Victoria



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VICTORIA'S 2022 RURAL WOMEN'S AWARD WINNER

A Central Victorian entrepreneur has taken home the 2022 Victorian AgriFutures Rural Women's award for her innovative work to connect regional and rural women through her print magazine publication.

Parliamentary Secretary for Regional Victoria Danielle Green announced the winner at last night's ceremony in Melbourne, with Strathfieldsaye resident Kimberley Furness winning a \$15,000 bursary to bring her project to life.

The AgriFutures Rural Women's award acknowledges and celebrates the essential role women play in rural and regional businesses, industries and communities.

Kimberley was selected from a group of three finalists from across the state. She was acknowledged for her efforts in creating OAK Magazine, a proudly independent print publication dedicated to female entrepreneurs and women in business across regional and rural Australia.

The magazine combines Kimberley's passion for telling regional stories and her experience as a regional journalist to enhance community and collaboration between female business leaders.

Kimberley looks forward to using the \$15,000 bursary to grow her publication to span print, digital and audio by working with dedicated digital specialists, editors, writers and photographers to amplify the voices of rural Australia.

Kimberley will now compete for a further \$20,000 bursary and the National Award, which will be announced at a Gala event in Canberra in September.

In addition to the Victorian AgriFutures Rural Women's Award, the Andrews Labor Government is supporting Victorian women in agriculture with the Rural Women's Network, working with rural women's groups and individuals to encourage women to have a more active voice in government and community decision-making.

For more information, visit agriculture.vic.gov.au.

Quote attributable to Parliamentary Secretary for Regional Victoria Danielle Green

"Victoria's innovative rural women are at the forefront of driving change across the country – I congratulate Kimberley Furness for winning this year's award and look forward to seeing what she achieves."

Quote attributable to Managing Director of Agrifutures Australia John Harvey

"This is Australia's leading award in acknowledging and supporting the essential role women play in rural industries and communities. This announcement is an important step in acknowledging the contribution of these outstanding women, as well as shining a spotlight on role models for the next generation of rural leaders."

Quote attributable to Westpac's Regional General Manager for Northern Victoria Laura Mattiazzi

"The AgriFutures Rural Women's Award is a great catalyst for recognising the work women from rural and regional Australia are doing. Not only does it champion their projects, but it also allows these inspiring women to discover new opportunities and connect with others through the Rural Women's Award networks."

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