



MIDDLE GROUND
motherhood

Strategic Plan

2022

Summary

2021

Middle Ground Motherhood (MGM) launched 1 September 2021 as a passion project. I set out to create a platform to focus my advocacy activities, and deliver support programs, to improve mothers experience of matrescence.

Activities to date have included:

- Content creation for social media including Instagram, Facebook and LinkedIn
- Research and writing for 'Meet me in the Middle' blog
- Women's Circle facilitation
- Babes on Bikes: campaign including partnerships with Bike Adelaide and Australian Parents for Climate Action, online petition through GetUp, 6 November Protest Parade, related media and liaison with elected representatives
- The Parenthood: volunteering to promote the #ParentsUp campaign and coordinate Time Bomb session with UniSA Business with Emeritus Professor Barbara Pocock and Pip Williams.

Vision

MGM activities contribute to the definition and creation of mother-centred communities in Adelaide, South Australia.

Mission and Purpose

MGM is a social enterprise that advocates for mother-centred communities and supports women's matrescence. We do this by working with individuals and organisations to develop and advocate for programs, policy, and planning that supports mothers and families to thrive.

Social Enterprise

MGM trade including consulting services and matrescence support programs, fund activism campaigns that align with the MGM mission.



"Social enterprises are entities and organisations that are led by an economic, social, cultural or environmental mission consistent with a public or community benefit, that trade to fulfill their mission, derive a substantial portion of their income from trade, and reinvest the majority of their profit/surplus if any, in the fulfillment of their mission" - South Australian Social Enterprise Council ([SASEC](#))

Advocacy Focus 2022

- Improved government paid parental leave, including for fathers
- Universal Early Childhood Education and Care (ECEC)
- Family friendly and gender equitable workplace policy
- Family friendly and female friendly cycling infrastructure in the 5000+
- Investigate feasibility of School Lunch Pilot project for Adelaide

MGM operates with a focus on collaboration and partnerships.

In 2022, I wish to continue to work with purpose driven individuals and organisations who have shared interests and goals.

I invite you to get in touch if you have an idea you would like to chat about.



The overarching goal for 2022 is for MGM to generate profit to fund effective activism campaigns.

Membership

- Australian Association of Social Workers
- South Australian Social Enterprise Council
- Australian Breastfeeding Association
- Bike Adelaide
- Australian Parents for Climate Action
- The Parenthood
- Mama Rising

Middle Ground Motherhood acknowledges the Traditional Owners of Country. We live, work and play on Kurna Country on the Adelaide Plains in South Australia. We pay our respects to Elders past and present.

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