



📷 St Kilda Mums founder Jessie MacPherson has been added to the Victorian Honour Roll of Women.  
Picture: Chris Eastman

Inner South

# St Kilda Mums founder and chief executive Jessie Macpherson added to Victorian Honour Roll of Women

Jordy Atkinson, Port Phillip Leader  
March 8, 2017 12:00am

THE head of a St Kilda charity that has provided more than 74,000 nursery items to new mums in need has been added to the Victorian Honour Roll of Women.

The list celebrates exceptional women who have made contributions to their communities in areas from medicine to sport and human rights.

St Kilda Mums founder and chief executive Jessie Macpherson, from Balaclava, said despite being “incredibly honoured” she was reluctant to take all the credit.

**RELATED: [Leader and St Kilda Mums launch Cots for Tots campaign](#)**

**RELATED: [St Kilda Mums desperate search for new warehouse for overflowing donations](#)**

**RELATED: [St Kilda Mums launches fresh Cots for Tots campaign](#)**

“I couldn’t have achieved this without the hard work of the volunteers and our generous donors,” she said.

“So I’m a bit of a reluctant figurehead in that regard; their work needs to be acknowledged too.”

Borne out of a need to provide struggling mothers, including teens and victims of family violence, with quality nursery furniture, Ms Macpherson started accepting donations on the porch of her Balaclava home in 2009.

Since then the charity has given away 74,594 items — with a total second-hand value of \$2.2 million — from its Vale St warehouse and birthed two other branches in Ballarat and Geelong.

“When I started (St Kilda Mums) it was because I saw a real need for it and I still see that need today,” Ms Macpherson said.

“We know that one in six children are living in poverty in Australia and those children are being unfairly punished, often because of marriage breakdowns.

“Women are often more financially disadvantaged when a relationship ends; they are generally left holding the baby and that makes it harder for them to find ongoing, flexible employment.

“Just this last (financial) year we helped 7383 families.”

Ms Macpherson said her induction would instil “confidence in our supporters and regular donors that we’re fulfilling our promises and doing what we set out to do”.

St Kilda’s Susan Provan, the force behind the Melbourne International Comedy Festival, and Anna Moo, a tireless advocate for family violence support services, were among 24 other women inducted into the honour roll this year, who join more than 600 women named since the roll began in 2001.

Minister for Women Fiona Richardson said everyone included on the roll was a role model for all Victorians.

“These women have agitated for social justice and pushed frontiers,” she said.