



## Where are we going by when?

### Strategic intent statements

**Our Purpose** (why we exist) **To actively engage with rural, regional and remote women to support and contribute to the economic and social wellbeing of their communities**

**Our Vision** (what we aspire to) **A strong, connected and influential network of rural, regional and remote women**

**Our Commitment** (what we do)

- **ENGAGE** - We work to embrace, engage, and empower WA women to strengthen their communities.
- **INFLUENCE** - We build awareness and lead with power and pride to grow a network of connected, strong, influential women.
- **DEVELOPMENT** - We invest, enable and promote rural, regional and remote women to thrive and/or reach their potential.

**Our Values** (what we value)

- Integrity
- Diversity
- Courageous
- Excellence

**Our Differentiation** (how we want to differentiate)

- Progressive organisation
- Accessible and understand needs
- Ability to influence
- Flexibility and agility
- Partnering approach
- Diverse membership base

**Our Objectives** (what we are aiming for)

- Financial sustainability:
  - Build a financially sustainable organisation
  - Grow government and non-government funding streams
- Relevant services and programs:
  - Grow existing core services, e.g. Women’s Leadership course
  - Develop new services and programs based on evidence base of needs
- Recognised brand and clear value proposition:
  - Increase reach - increase member numbers; increase number of participants engaging with the Network
  - Increase opportunities for women’s personal/ professional development
  - Engage with key decision makers of government and the private and non-profit sector to represent rural, regional and remote women
- Strong evidence base and understanding of material needs:
  - Build a stronger, more diverse network of WA RRR women
  - Catalyse community and economic development in WA through the empowerment of women
- Operational excellence:
  - Responsible allocation that optimises the Network’s resources
  - Best practice governance

## How are we going to get there?

### Strategic themes and programs

**Strategies** **Programs**

Horizon 1 Focus Areas (Year 1 to Year 3)

OUR FUTURE AND GROWTH	(1) Financial sustainability	<ol style="list-style-type: none"> <li>1. Retain government funding &amp; ↑ independent funding                             <ol style="list-style-type: none"> <li>a) Increase government grants and funding                                     <ol style="list-style-type: none"> <li>i. Explore extension of DPIRD funds</li> <li>ii. Federal Women’s Leadership funding</li> <li>iii. STEM Teacher PD grant</li> <li>iv. WA Office for Women</li> <li>v. Explore Lotterywest regional grants</li> </ol> </li> <li>b) ↑ options for in-kind support</li> <li>c) Explore potential fee-for-service options and/ or partnerships</li> </ol> </li> </ol>	
	(2) Expand core services	<ol style="list-style-type: none"> <li>1. Expand existing core services &amp; build new services                             <ol style="list-style-type: none"> <li>a) Increase number of Women’s Leadership courses</li> <li>b) Explore options for Regional Women’s Conference</li> <li>c) AgriFood Emerging Entrepreneurs program</li> <li>d) Explore options for Mentoring program</li> <li>e) Explore options for Regional Women’s Awards</li> </ol> </li> </ol>	
	(3) Profile and promotion	<ol style="list-style-type: none"> <li>1. Increase RRR Network brand, profile and promotion                             <ol style="list-style-type: none"> <li>a) Develop marketing and social media strategy</li> <li>b) Establish Ambassadors program</li> <li>c) Explore option to drive Regional Voices Network (e.g. Partners in Grain, WA Farmers, Rural Health West, etc)</li> </ol> </li> </ol>	
STRONG FOUNDATIONS	(4) Credible evidence base	<ol style="list-style-type: none"> <li>1. Build strong evidence base                             <ol style="list-style-type: none"> <li>a) Continue next steps Sexual Harassment focus</li> <li>b) Build groundswell around Domestic Violence</li> <li>c) Secure PhD student to assist to further build evidence base of material issues</li> </ol> </li> </ol>	
	(5) Strong business support systems	<ol style="list-style-type: none"> <li>1. Strong business support systems                             <ol style="list-style-type: none"> <li>a) Transition to RRR Network 2.0 – new fit for purpose operating model</li> <li>b) Performance reporting</li> <li>c) Best practice governance model</li> </ol> </li> </ol>	