

# STRATEGIC PLAN 2022 - 2025

## FOUNDATION

### Our Mission

To actively engage with and advocate for Western Australian rural, regional and remote women to strengthen their economic and social security, inspire leadership and inform the gender equality policy with government, private sector, civil society and the media.

### Our Core Values

#### Integrity

We act with care and diligence and make decisions that are honest, impartial, transparent and timely considering all relevant information, so fair to all.

#### Diversity

We are committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion, so that we continue to learn and understand all of the issues that impact RRR women.

#### Courage

We act with courage knowing that the people we serve may be challenged simply because of their geography. We demonstrate a loud but respectful voice.

### Our Vision

A diverse, strong, connected and influential network of WA RRR women who strengthen and enrich the lives of each other through advocacy.

### Focus Areas

Our key focus areas are the foundation of our strategic plan. They expand on our Vision and help us to achieve our mission:

1. Strong partnerships.
2. Grow the RRR Network.
3. Understand the needs of our members.
4. Advocate on issues important to WA women.
5. Deliver services and programs to our members.
6. Financial security.

## STRATEGIC OBJECTIVES

### Focus area 1 - Strong Partnerships

1. Establish Stakeholder Sub committee that includes people from government, private sector, civil society and the media by 30/06/22.
2. Identify, engage and sustain key corporates that will financially support organisation.
3. Identify and engage with key regional organisations and individuals that will support the objectives of the RRR Network.
4. Develop and maintain strong relationships with government agencies and their regional bodies, the private sector, civil society and the media.

### Focus area 2 - Grow the RRR Network

1. Employ Events and Membership Coordinator.
2. Increase RRR membership by at least 10% annually.
3. Increase RRR Network online following by at least 10% annually.
4. Develop a RRR Champion program by 31/12/2022.
5. Adhere to 'Diversity and Inclusion' road map and strengthen 'Aspirational Guide'.

### Focus area 3 - Clear understanding of the needs of our members

1. Expand Board subcommittees to members by 30/10/2022.
2. Conduct a member survey in September annually.
3. Hold regular forums online and in person across regional WA that allows members to share their views and experiences.
4. All members to receive a personal email or phone call annually from the RRR Network team.

### Focus area 4 - Advocate on issues important to West Australian RRR women

1. At the AGM, Board and members, are to compile a prioritised list of key issues that are important.
2. Implement research initiative with research partner by 30/12/2022.
3. Regularly inform government, private sector, civil society and the media of key issues and research outcomes pertaining to RRR women.

### Focus area 5 - Deliver appropriate services and programs to our members

1. Identify member training/professional development needs annually.
2. Collaborate with training partners to deliver services and programs annually.
3. Transition from being a major or role training provider to training service support.

### Focus area 6 - Financial security

1. Secure seed funding by 30/12/2022.
2. Secure private partnerships to 20% of annual operating costs by 30/12/2022.
3. Actively pursue grants on-going.
4. Finance Sub-Committee to drive financial rigour and accountability.
5. Actively pursue financial model that is 70% self sufficient and 30% grants and or government funded.
6. Achieve financial sustainability by 2025.



## HOW WILL WE MEASURE SUCCESS?

1. By increasing our individual and corporate membership base.
2. By developing and progressing a prioritised list of key issues that are important to our members and engaging research partners to work with us.
3. Making regular submissions to government and sharing reports with our Network on key issues.
4. By establishing RRR Committees that include members to meet local needs.
5. By having an engagement strategy with key stakeholders and developing stronger relationships with government agencies and regional bodies.

## IMPLEMENTATION

### How we make strategy a habit?

- Assign responsibility for each strategic objective and project.
- Hold staff and board accountable to the strategic plan.
- Board has clear oversight over the strategic plan and receives regular reporting updates.
- Engage members and stakeholders on the journey.
- Review strategy annually to maintain focus.

## HOW WILL WE GET THERE?

### Organisation Strategies

**2021** - Focus on developing the RRR value proposition, increase awareness of the RRR within the broader community and engage with stakeholders and partners.

**2022** - Implement new business model and pursue business case for stakeholder funding (corporate and government).

**2023** - Expand business model, sustain corporate partners, become the voice of WA regional research and grow government and non government financial base.

## SHORT TERM STRATEGY

Focus on activities and expenditure that will aid and support seed funding from January to June 2022.

Present Business Case to potential stakeholders to encourage partnerships, funding and corporate sponsorship.

Board members to prioritise strategy discourse at board meetings. Board to direct their operational comments via their sub committees.

Adequately prepare for the organisation to shut-down in the event funding is not secured by June 30, 2022.