



RRR NETWORK

RRR Network Strategy

2024 - 2026



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How we will operationalise this?

We would like to acknowledge the past, present and future traditional owners and elders, whose culture and customs have and will continue to nurture the land on which we walk and live – Wooditchup (Margaret River), Wadandi Boodja.



01: Our Purpose

Our purpose is to understand and advocate on key issues that affect rural, regional and remote (RRR) women in Western Australia.



We provide connection and empowerment to RRR women that inspires their leadership.



We support RRR women to achieve their goals.





02: About Us

The RRR Network is the peak women's body in Western Australia (WA) advocating for RRR women and their communities. Over its 25-year history, first as a Reference Group to the WA Government and then as an Incorporated Association, the RRR Network has cemented its place as an important voice for women.

The RRR Network also has a strong reputation and is trusted across all levels of government, the private sector, and throughout regional WA.

Leveraging its state-wide network, the RRR Network is a powerful voice for RRR women, delivering positive social outcomes across the entire state.

1996

First established as a Reference Group to the WA Government.

107

Reference Group and Board Members since 1996.

2016

Transitioned out of WA Government to become an Incorporated Association.

12

Staff and Ambassadors in 2024.

14,500

State-wide Network online.



03: Our Values

Integrity

We act with care and diligence, and are accountable in our decisions by being honest, transparent and timely.



Diversity

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



Courage

We act boldly and hold our space to give voice to women who are faced with the real and perceived challenges of living in rural, regional and remote WA.



04: Our Three Pillars



1.

Connection

Connect and build a sense of community through collaboration with and for all rural, regional and remote women.

Objectives:

- Increase opportunity for RRR women to find and create pathways to network and build connections.
- Build relationships with key industry, government and community stakeholders that support the RRR agenda.

We succeed when we...

- Engage and identify corporate partners that support the Network and drive increased revenue.
- Demonstrate regular collaboration with other groups and organisations that support the Network's purpose.
- Grow the Network annually.
- Identify and implement efficient structures using IT systems and processes to grow the Network and community state-wide.

Our Three Pillars

2. Advocacy & Research

Understand and drive awareness of key RRR issues and opportunities.

Objectives:

- Understand what is important to RRR women through research and evidence.
- Build strong partnerships with advocacy and research entities that support the RRR purpose.
- Provide leadership and support to industry, government and research organisations.
- Positively influence government policy.

We succeed when we...

- Understand the key issues that are impacting RRR women, providing an informed platform to operate.
- Build strong relationships with key women's interest groups and research organisations that can help to give voice to RRR women.
- Have strong relationships with government and influence policies concerning RRR women.



Our Three Pillars



3. Taking Action

Delivering opportunity for RRR women to build skills and capability that drive social and economic wellbeing.

Objectives:

- Empower RRR women and their communities through personal and professional development, leadership opportunities and education.
- Be innovative in our approach when engaging with RRR women through social media, working with like-minded partners and through events and activities.



We succeed when we have...

- An engaged and growing Network.
- Strong and active relationships with key industry, government and corporate organisations.
- Increased the confidence of program participants in advocating for themselves and their RRR community.

05: Financial Sustainability

Grow revenue so we can continue to operate independently and deliver on our purpose.

The RRR Network from 2024 to 2027 will receive \$700,000 from Royalties for Regions from the WA State Government. By 2026, the RRR Network must be financially sustainable. To assist the RRR Network in achieving this within two years, they have introduced four financial sustainable practices:

1 Invest our resources in a proportionate way that supports financial sustainability.



3 Grow corporate investment and grant funding.



2 Cover cost to operate each year.



4 Collaborate with partners to deliver programs to reduce or share costs whilst delivering on our purpose.

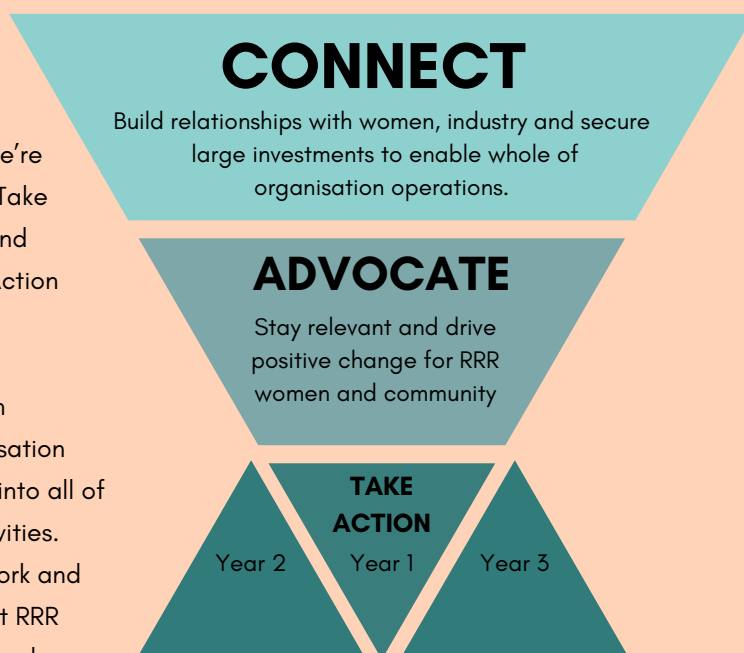


How our Three Pillars will drive financial sustainability.

The RRR Network will prioritise its Three Pillars as shown in the diagram to the right.

Connection and investment is the focus, so that we're then able to allocate resources to Advocacy and Take Action. We expect steady growth in Connection and Advocacy over three years that will increase our Action and impact.

In addition, the RRR Network will transition from an individual sponsorship model to a whole of organisation sponsorship model. Sponsors are invited to invest into all of the RRR Network's operations not just one off activities. Such as advocacy, connecting a state-wide network and delivering education opportunities that will benefit RRR women and contribute to gender equity and regional liveability.





06: How will we operationalise this?

Over the next three years, the RRR Network will deliver against its Three Pillars through the following actions:

1) Place based approach.

The RRR Network represents women living in rural, regional and remote WA, therefore using a place-based approach is integral to leaving a lasting impact. This will mean that we activate women where they live and create opportunities for them to participate in RRR themed activities. In doing so, we will strengthen RRR women's personal and professional networks, lift their leadership capacity and support financial independence.

We will:

- Connect RRR women to scholarship opportunities to inspire leadership and support them to achieve their goals.
- Collaborate with various partners to raise funds to invest into RRR women's education.
- Work closely with industry and government to best position RRR women for the future skills needs of Western Australia.
- Deliver meaningful and fun events (online and in-person) that strengthen women's professional and personal networks.

2) Understand the key issues affecting RRR women, regional communities and advocate.

This will mean identifying and researching issues raised by our members, collaborating to increase our voice and forming strong relationships with government and industry. **We will:**

- Survey RRR women annually to understand their evolving needs and concerns.
- Contribute to and influence at least three policy processes per year and/or advocate on issues raised by RRR women.
- Identify and collaborate with research and industry partners to amplify our advocacy and address the priorities of RRR women.
- Participate in Government roundtables and industry reference groups to strengthen our regional knowledge and reputation.

3) Identify industry and corporate partners whose strategic plans align, and who want to invest in RRR women (and by extension the RRR Network).

Helping RRR women to achieve their goals, inspiring their leadership and advocating for gender equity, will not only make RRR women stronger and financially independent, but it will also increase our regions liveability.

The research is clear that gender equity is vital to increase the social and economic development for all.

When we have more women participating in the workforce, GDP increases. When more women are CEO's, the gender pay gap in their respective companies is smaller. When men in the workplace are given equal consideration about their primary caring responsibilities, the burden is shared.

The RRR Network has a large responsibility in Western Australia when it comes to advocacy and women's empowerment.

The RRR Network is the only state-wide, active and reputable body dedicated to RRR women aged between 15 to 60. In the absence of our voice, the ability for the approximate 275,000 RRR women to connect, learn and lead will be reduced and our regions will suffer as a result.

It is therefore our mission to increase the value of our work and identify partners who recognise our worth.

We will:

- Work with organisations that operate in RRR Western Australia, have a shared gender equity vision and support a whole of organisation investment model.
- Offer various investment options for small to large corporate partners allowing for diverse investors.
- Focus on generating large education projects aimed at RRR women that create opportunity for our investors to be visible at, participate in and enhance their strategic plans impact.





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