

# RRR Network Strategic Plan 2025 - 2026

## Purpose

Connect and empower women to build strong communities and improve liveability in rural, regional and remote Western Australia (WA).

## Vision

Women in rural, regional and remote WA are central to leading positive change and building thriving, inclusive communities.

## Mission

We connect and empower rural, regional and remote women to lead, influence and build stronger communities through advocacy, collaboration and action.

## Our Values:

### Integrity

We act with care and diligence, and are honest, transparent and accountable in everything we do.

### Diversity

We value equity, inclusion and representation, and are committed to learning from experiences of all women across rural, regional and remote WA.

### Courage

We act boldly to seize opportunities and amplify the voices and priorities of women in rural, regional, and remote WA.

## STRATEGIC PILLARS

### Connection

**Connect and build a sense of community through collaboration with and for all RRR women.**

- Create and foster relationships with and between RRR women, regional industries and communities, corporate, education and research partners, and government and decision makers.
- Create and promote opportunities to showcase, engage and connect RRR women through collaborative media and events.

#### Success Measures:

1. An engaged and growing network of RRR women.
2. Number of new and continuing strong and active relationships with all stakeholders.
3. Regular and high quality engagement and collaboration with partners.

### Advocacy & Action

**Amplify the voices, priorities and opportunities of and for RRR women to influence change and drive collective action.**

- Gather data, insights and lived experiences of RRR women on what matters to them and their communities.
- Activate mutually beneficial partnerships and collective action to amplify the priorities of RRR women.
- Influence government policy, shape decision making and drive systemic change.
- Provide and create pathways for personal and professional development, leadership opportunities, mentorship and education for RRR women.

#### Success Measures:

1. Number and diversity of women contributing to consultation and insight-gathering activities.
2. Completion of an annual report on RRR women's priorities and supporting communication campaign.
3. Number of collaborative advocacy campaigns or joint submissions to government.
4. Evidence of co-designed initiatives with partners aligned to RRR women's priorities.
5. Invitations to participate in advisory groups, roundtables or inquiries.
6. Number of leadership, mentoring, or development programs offered or supported across wide geographical spread.

### Sustainability

**Sustain a strong and financially independent organisation that enables long-term impact and thriving futures for RRR women and communities.**

- Strengthen the organisational business model by growing diverse income streams, whilst ensuring financial management is impact-focused.
- Champion initiatives that support women-led businesses, social enterprises and community groups to grow, thrive and stay in rural, regional and remote WA.
- Promote the value of regional communities and the vital resources they provide as essential to the long-term social, cultural, economic, and environmental sustainability of WA and the nation.

#### Success Measures:

1. Quarterly financial reporting that includes impact-oriented measures.
2. Proportion of income from diverse sources (grants, corporate, philanthropy, earned income).
3. Number of women-led regional groups/businesses supported or profiled annually.
4. Media coverage and communications that highlight the economic and social contribution of RRR communities.



RRR NETWORK