



**WOMEN IN BUSINESS
&
REGIONAL DEVELOPMENT INC.**

Strategic Plan

1 JULY 2010 - 30 JUNE 2013

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Foreword

Women in Business and Regional Development Inc. (WiB&RD) is a not-for-profit community organisation.

Initially established in 1998 under the auspice of the Limestone Coast Area Consultative Committee (LCACC) the organisation has built a reputation of excellence and professionalism and is widely recognised for its contribution to the training and development of women across the Green Triangle incorporating South East South Australia and South West Victoria.

Following the closure of the ACC network across Australia in 2009, due to regional development policy change by the Australian government, board members of WiB&RD agreed to continue to operate independently. On 1 July 2009 WiB&RD Inc. came into being and since that time has initiated a number of initiatives to build ongoing sustainability.

The organisation operates on sound corporate governance principles, with board members:

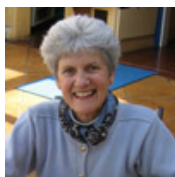
- Formulating policy and procedural guidelines
- Providing leadership and strategic direction
- Contributing to the achievement of the organization's business and marketing objectives

This is the first strategic plan for WiB&RD Inc since incorporation and is an exciting stage in its development as an independent organisation. The strategic plan builds on past success and incorporates information from stakeholder interviews, an on-line survey of members and input from board members at a strategic planning day on 17 May 2010.

Based on this extensive consultation, the most valued aspects of our work to date are:

- Training programs and access to new business skills for women
- Networking opportunities
- Provision of innovative programs in partnership with others to develop skills in leadership and to build successful businesses
- Provision of mentoring opportunities for women

Considering these priorities the board over the coming three years will work closely with members and key stakeholders to deliver relevant, flexible and timely initiatives that support business growth.



ELIZABETH HODGES

CHAIRMAN
1 July 2010



Vision

Our vision reflects the views of members and aims to support the personal and professional aims of all women across the Green Triangle:

Igniting the potential of women

Mission

Women in Business and Regional Development Inc connects rural and regional women for the purpose of developing their skills, celebrating their successes, and achieving their full potential. They work in collaboration with like-minded people and organisations to provide dynamic programs that are relevant and accessible, and contribute to building rural and regional futures.

Values

It is important that all activities of WiB&RD abide by our guiding principles of:

Inclusion – provide a network for rural and regional women that is supportive, with programs that are accessible, flexible, and relevant

Collaboration – work in collaboration with like-minded people and organisations

Innovation – provide access to inspirational and creative opportunities for rural and regional women to reach their potential and grow

Professionalism – conduct business with integrity and in an ethical and transparent manner, and provide quality service and programs

Growth – build on past successes and build futures for rural and regional women and communities

Strategies

The strategic plan is structured around the following **four Strategic Themes**:

- Build corporate ideals
- Provision of diverse & innovative learning opportunities
- Broaden business networking opportunities
- Raise the profile of women's achievements in business and regional development



Goal One

Build Corporate Ideals

To ensure effective governance, sufficient revenue and human resources are available to support the organisation to achieve its vision, mission and objectives

Strategies:

Build the leadership capacity of the organisation

Grow the existing WiB&RD database to continue to create an invaluable resource and asset for the organisation

Strengthen government links and build alliances

Create a volunteer 'Energy Bank' for members to contribute to the work and growth of the organisation

Performance Indicators:

Funding is secured from a variety of sources to sustain and grow the organisation

Service contracts compatible with organisational expectations

Board member satisfaction with decision making processes

Improved board performance through developing the leadership capacity of the organisation

Additional members are contributing to the success of the organization

Goal Two

Provision of Diverse Learning Opportunities

To ensure the provision of relevant, flexible and cost effective training and development programs, assisting women to develop the necessary skills to achieve success

Strategies:

Implement well organised and relevant training and development programs which build on past successes and utilize diverse modes of delivery

Develop positive relationships with various organizations to collaborate in seeking funding opportunities to support new initiatives

Develop a formal business mentoring program incorporating business coaching to support business growth

Foster links with education and training organizations to establish opportunities for young people to gain experience in small business and events management

Performance Indicators:

Minimum of two subsidized training programs that utilize diverse modes of delivery are held annually and valued highly by participants

A formal business mentoring program incorporating business coaching is initiated and well supported by business and employees alike

Young people are accessing work experience in small business and event management

Goal Three

Broaden Business Networking Opportunities

Increase the reach of WiB&RD Inc. in the Green Triangle to enhance networking and information-sharing opportunities thereby building business success

Strategies:

Foster the development of local networking forums across the Green Triangle

Encourage the development of business networks

Develop the capacity of the website and e-newsletter to be an effective networking, resource and information resource

Performance Indicators:

Business networking forums are held in different locations on a rotational basis with the assistance of local WiB&RD members

At least two new business networks are formed

The website and e-newsletter is further developed as a networking, resource and information resource

Goal Four

Raise the profile of women's achievements in business and regional development

Acknowledge and celebrate women's achievements in business and regional development

Strategies:

Conduct annual awards to recognise and celebrate women's achievement in business and regional development

Showcase the businesses of interested award nominees and winners

Actively seek out opportunities to nominate women to various state and national awards/recognition programs

Promote board member and award winner profiles as the face of WiB&RD

Hold a *business expo* to showcase businesses and their achievements

Performance Indicators:

An awards ceremony and celebratory dinner is held annually

Maximise media exposure to promote award winners

Innovative promotion of award nominees and winners

Minimum of five women are nominated to local, state or national awards/recognition programs

A business expo linked to business awards is held

