



Business Plan

1 July 2014 to 30 June 2015

PO Box 9432
Mount Gambier West SA 5291
www.wibrd.org.au
ABN 45 404 926 425

Vision

To lead a series of inclusive networks for like-minded women in a supportive and professional environment.

Mission

Women in Business and Regional Development Inc. supports and provides opportunities to:

- ✓ enhance business connections
- ✓ building skills base
- ✓ develop friendships
- ✓ supportive strategic alliances
- ✓ identifiable and respected source of community and regional perspectives

Guiding Principles

- ✓ **Inclusive** - open and encouraging of all.
- ✓ **Collaborative** – work with and support all stakeholders
- ✓ **Innovative** – provide new opportunities for rural and regional women.
- ✓ **Professional**– conduct business with integrity.
- ✓ **Growth** – build on strong well developed organisation of WiBRD to expand its membership, networks and influence.
- ✓ **Responsive**– respond to changing needs of women in our rural & regional communities
- ✓ **Lead** - Identify, facilitate and promote upskilling and leadership opportunities
- ✓ **Voice** – provide a voice for women
- ✓ **Fun** – inviting, fun, vibrant

Key Performance Indicators

In 2013/14 our success will be determined by:

- Membership numbers
- Sponsorship received
- Number of network events held
- Number of attendees at events
- Financial position – black budget
- Feedback from members through annual survey

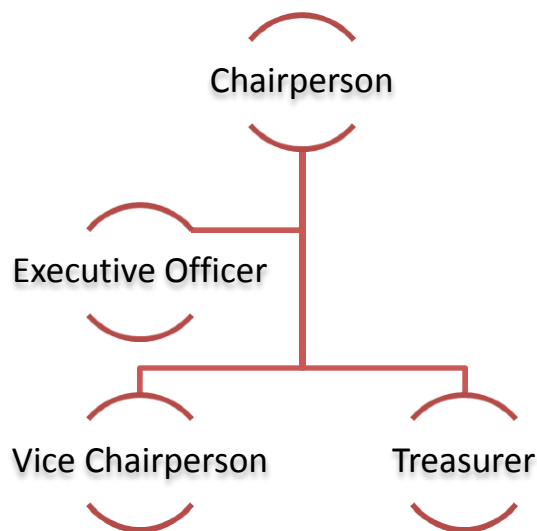
Board

Members must bring commitment and a willingness to commit their time and effort to ensuring WiBRD can meet its targets. WiBRD is a hands on Board and Board members are expected to actively contribute to the operation of the organisation through their involvement in subcommittees and the general running of the organisation. WiBRD has the following positions on the Board and the incumbents of these positions form the executive of WiBRD.

Position	Appointment process
Chairperson	Elected by Board at first meeting after AGM
Deputy Chairperson	Elected by Board at first meeting after AGM
Treasurer	Elected by Board at first meeting after AGM

There are a series of roles where Board members are expected to coordinate, which are identified in the structure below. It is anticipated that WiBRD members will also form part of these groups, as either an entry to the Board or as a members wanting to seek experience in these areas.

The diagram below outlines the executive which is a subset of the Board.



Structure

WiBRD operates with a Board and a contract for service Executive Officer (EO). The Board members have responsibilities for key area of operations and are supported by the executive officer. The Executive and Finance groups comprise only Board members or contractors. The other Subcommittees are lead by a

Board member and are likely and encouraged to involve non Board members on them.

Executive

WiBRD executive comprises the Chairperson, Vice Chairperson and Treasurer. They are charged with the everyday responsibility of running the organisation.

The Executive Officer is engaged on contract and reports directly to the executive via the Chairperson.

Finance

The Finance subcommittee comprises the Treasurer, EO and either the Chairperson or Vice Chairperson. This group is charged with the day to day financial operation of WiBRD. It includes Invoicing, payments, audit and budgeting.

Sub Committees

Events Sub Committee

Charged with responsibility for brainstorming ideas for key events while providing sponsors with opportunities for promotion. All events are to broadly run at a break even budget. Some minor costs (<\$100) can be carried by WiBRD but these must be forecast and agreed to by the executive. Although, in the past, these events have been primarily focused in Mount Gambier, WiBRD seeks opportunities to have events in other parts of the Green Triangle region.

A subcommittee of this group is the Gala and Awards nights.

Marketing and sponsorship subcommittee

In 2013/14 WiBRD will target to achieve net \$25,000 in sponsorship and increase membership revenue by a minimum of 10%. It is the responsibility of the entire Board to achieve this goal or better.

Sponsorship will be sought in October with finalisation of 2015 sponsors before December 15 2014. The sponsorship year will run from February 1 2015 to February 1 2016.

Maintaining and increasing membership is an indicator of the health of WiBRD. People should feel it is a valuable organisation to be part of and a cost effective way of spending their time and money. In order to achieve this it is pivotal that events focus on issues facing women in business and provide adequate time for networking. WiBRD will aim to increase its Facebook “likes” from approximately 500 to 750 during 2014/15. It will continue the LinkedIn page and post regularly to it. It will aim to have

more than 100 LinkedIn connections in 2014/15. WiBRD will aim to have the E Newsletter distribution of 700-800 by the end of 2014/15.

Relationship and membership subcommittee

The primary aim of this group is to build relationships. This will involve network relations and developing tools for increasing membership. This will dovetail into the work of the other subcommittees, but will work to enhance their achievements and present the value of WiBRD to the community.

Business Networks

WiBRD will run monthly networking events in Mount Gambier between February and November each year.

It will aim to run at least one networking event in Portland, Naracoorte/Lucindale, Robe/Kingston and Millicent each year.

It will run at least 3 gala events each year. Gala events will cost a significant premium to non-members. Members will be entitled to bring a partner/friend to Gala events at WiBRD member rates.

Budget 2014/15

An operational budget is attached.

Operational Plan

Each subcommittee will present an operational plan to the Board for approval and will report against it each Board meeting..

Budget

A detailed budget has been approved by the Board.