



Strategic Plan

1 July 2014 – 30 June 2017



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www.wibrd.org.au

Introduction

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

WiBRD began in 1998 (a Limestone Coast Area Consultative Committee (LCACC) funded program), focusing on training and development of women in the region. After the closure of the LCACC, WiBRD evolved into an Incorporated body on 1st July 2009.

The last survey in November 2013 provided the following input:

1. Broad age class distribution from 18-55 years.
2. WiBRD seen as a networking and training body
3. Need to be more inclusive – not just business, inclusive of all women
4. Need to promote group more
5. Needs revitalisation
6. Key training areas:
 - How to run a business eg office work, BAS, employing people, OH&S, work safety, tips etc
 - Leadership training, with inspiration
 - Directorship
 - How to command respect from male co-workers – understand the way they think, training in conflict resolution
7. Training offered mainly during school hours and odd evening
8. People want to make connections/network and learn from each other

Considering the results from the survey the Strategic plan for the next three years has been developed.



Sally Beck
A/Chairperson
WiBRD

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

Goals

To be a viable network

To run an effective and efficiently governed organisation to achieve its vision, mission and guiding principles.

Strategies

- Build the leadership capacity of the organization
- Expand the membership and reach of WiBRD
- Strengthen and build alliances
- To build proactive network relationships to grow the organization

Performance Indicators:

- Build capacity in region for members to gain knowledge and practice in Corporate Governance
- Build the skills and opportunities for members to engage in and with the Board
- Additional members are contributing to the success of the organization
- Increase WiBRD financial membership
- Increase reach via Newsletter, Social media and other media tools
- Cross promote and support events and activities by other regional bodies eg RDA, SELGA, Portland WiB, YPN etc
- Positive feedback from members and community

Identify, facilitate and promote leadership and mentoring opportunities

To support WiBRD networks to access opportunities to upskill.

Strategies:

- Identify needs of members to improve their skills
- Communicate needs
- Maintain and develop relationships with organisations to support new initiatives
- Seek avenues to enable mentoring, both formally and informally
- Foster links with education and training organisations to communicate the opportunities within the community

Performance Indicators:

- At least one training opportunity accessed by members each year through WiBRD
- Training providers seeking feedback from WiBRD

Market WiBRD

Acknowledge and promote women in the region

Strategies:

- Develop a Marketing Plan which will include:
 - Conduct bi-annual awards to recognise and celebrate women's achievements
 - Seek opportunities to promote various state and national awards and recognition programs to WiBRD members

Performance Indicators:

- A functioning Marketing Plan
- An awards ceremony and celebratory dinner bi-annually