



Strategic Plan

2013 – 2016

The National Rural Women's Coalition (NRWC) is a collaborative national voice for women living in rural, remote and regional Australia.

The **OBJECTIVES** of the NRWC are to:

- Represent the diverse views of women in rural, remote and regional Australia
- Provide policy advice to the Australian Government on policy issues relevant to the views and circumstances of rural women
- Contribute to building a positive profile of rural women, their achievements and issues.

VISION

The NRWC will work to support and grow vibrant rural, remote and regional communities throughout Australia.

VALUES

- Respect – recognising and showing commitment to the diverse views of RRR Women
- Innovation – challenging and improving connections with RRR Women
- Professionalism – acting with integrity and transparency
- Empowerment – promoting equality, diversity and inclusiveness

Strategic Plan

This strategic plan has been developed with the Directors of the NRW and identifies four key areas for implementation and monitoring 2013 – 2016.

Strategic Direction 1 – **Leadership**

Strategic Direction 2 – **Partnerships**

Strategic Direction 3 – **Communication**

Strategic Direction 4 – **Governance**

Strategic Direction 1 – LEADERSHIP

Our Goal: To represent the interests and needs of women in rural, remote and regional Australia.

Objectives	Actions	By Whom	By When	Outcome
Consultation	<ul style="list-style-type: none"> Engage with grassroots RRR women, organisations and communities using variety of mediums to identify needs and interests. Do a needs analysis and document needs. 	Program Manager and all Directors through to member organizations	Ongoing Annually e.g. by December	<ul style="list-style-type: none"> Issues and needs have been identified to strengthen the skills and knowledge of RRR women.
Communication	<ul style="list-style-type: none"> Undertake clear two-way communication to ensure the diverse needs of RRR women are communicated. Ensure diverse voices from Australia and internationally are heard. Ongoing advocacy and lobbying with government / organisations. Facilitate knowledge sharing to/from RRR women. 	Directors NRWC Staff	Communication Plan by August 2013 Ongoing	<ul style="list-style-type: none"> Internal and external communication plans established to include a two-way communication process.
Engagement	<ul style="list-style-type: none"> Regular social media interaction. Regular face-to-face engagement. Collect existing RRR women research, knowledge and information into central data repository. Ongoing advocacy and lobbying with government / organisations to promote needs and interests of RRR women. 	Program Manager Directors Employed contractor	Ongoing	<ul style="list-style-type: none"> An interactive website to enhance traditional and social media is functioning. RRR women are communicating needs and interests.
Education and Training	<ul style="list-style-type: none"> Identify RRR women's training needs. Provide opportunities to build skills. Ensure appropriate access to training, projects and forum. 	Program Manager Directors	Needs audit - September 2013 and hosting annual forum thereafter.	<ul style="list-style-type: none"> Sufficient, flexible and sustainable resourcing has been secured to facilitate training.
Representation	<ul style="list-style-type: none"> Strong and confident leadership. Listen to RRR women. Promote and market NRWC as national voice for RRR women. 	NRWC President and Directors	Ongoing	<ul style="list-style-type: none"> Women's capacity has been enriched to meet needs to promote participation.

	<ul style="list-style-type: none">• Ongoing advocacy and lobbying with government / organisations.• Source grants and sponsorship.• Undertake ongoing board training.	Program Manager	Annually at AGM F2F.	
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Strategic Direction 2 – PARTNERSHIPS

Our Goal: To build collaborative relationships.

Objectives	Actions	By Whom	By When	Outcome
Identify potential partners	<ul style="list-style-type: none"> Undertake a gap analysis of potential partners NRWC is not currently partnering with. Establish of list of potential (emerging and existing) partners, including government, industry, state and national RRR groups. Work towards forming partnerships. 	Program Manager Directors	October 2013 December 2013 2014 +	<ul style="list-style-type: none"> Research and consultations have been undertaken to build effective, productive relationships.
Collaboration	<ul style="list-style-type: none"> Develop partnership agreements and appropriate plans e.g. risk management. Develop clear visual flow charts which map partnerships. Ensure information and knowledge is shared with partners e.g. newsletters, social media, minutes. Work jointly on partnership events and activities e.g. training, forums and projects. Review and evaluate partnerships to assess effectiveness. 	Program Manager Directors Networking the Networks Advisory Group	January 2014 Ongoing	<ul style="list-style-type: none"> Working collaboratively in partnership with rural women and their communities.
Strengthen Office for Women relationship.	<ul style="list-style-type: none"> Continue to develop and strengthen working relationship with the Office for Women. 	Program Manager President	Ongoing	<ul style="list-style-type: none"> Effective and dynamic relationship in operation.
Work collaboratively with Alliances.	<ul style="list-style-type: none"> Continue to develop and strengthen working relationship with Alliances. Work one at least one collaborative alliance project each year. Action programs of benefit to RRR women. 	Program Manager President Directors / staff	Ongoing Annually Annually	<ul style="list-style-type: none"> Effective collaborative work undertaken in partnership with other Women's Alliances.
Provide training, projects and forums.	<ul style="list-style-type: none"> Develop training programs / projects for RRR women. Provide opportunities to expand RRR women's skills and engagement in political / community and governance activities. 	Program Manager Project Committees	Annually, as per training needs audit.	<ul style="list-style-type: none"> Effective practice models have been developed and implemented.

	<ul style="list-style-type: none"> • Ensure appropriate access to training, projects and forum. 			
Build meaningful partnerships.	<ul style="list-style-type: none"> • Continuously work to build collaborative relationships with member organizations. • Nurture a 'seep through' two way culture of information sharing. 	Program Manager Directors	Ongoing	<ul style="list-style-type: none"> • A strong connection between NRWC and member organisations.

Strategic Direction 3 – COMMUNICATION

Our Goal: To share information with women in rural, remote and regional Australia

Objectives	Actions	By Whom	By When	Outcome
Plan	<ul style="list-style-type: none"> Develop a communication plan which establishes directions for internal and external marketing; communications for traditional and social media; face to face communication and advocacy and internal /external NRWC operations. 	Program Manager	December 2013	<ul style="list-style-type: none"> Information efficiently shared between NRWC and the wider community.
Ensure visibility	<ul style="list-style-type: none"> Ensure traditional communication media is utilised to ensure inclusive sharing to all RRR women. NRWC Board to have RRR women representatives at face to face events, conferences etc. Develop a social media communications plan to ensure NRWC social media and website is user friendly. 	Directors Program Manager Website Manager	September 2013	<ul style="list-style-type: none"> Effective communication strategies are shared among and between NRWC, RRR women's organisations and the wider community.
Develop marketing activities.	<ul style="list-style-type: none"> Develop a comprehensive marketing plan to promote the NRWC / alliances. Develop and implement customized marketing packages for specific audiences e.g. politicians, commodity groups, RRR women and other organisations. Develop material which promotes and celebrate events that profile RRR women e.g. calendar. Ensure acronyms are defined. 	Program Manager Identified personnel and Program Manager	March 2014 Ongoing	<ul style="list-style-type: none"> Marketing is ongoing and sustainable.
Voice	<ul style="list-style-type: none"> NRWC to constantly create discussions relating to RRR women. NRWC to proactively submit submissions and provide comment on national emerging issues. NRWC to be a recognised national advocacy voice for RRR women. 	Directors Program Manager	Ongoing	<ul style="list-style-type: none"> NRWC is a recognised advocacy body which is regularly utilised as a national voice for RRR women's needs and interests.
Look	<ul style="list-style-type: none"> Continually investigate and trial technologies which enhance internal NRWC communications. Implement best practice communication flow and interaction to enhance NRWC operations. 	Program Manager President	Ongoing	<ul style="list-style-type: none"> Internal communications ensure quality information sharing

				and operations.
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	timely manner.			<ul style="list-style-type: none"> Contracts have been met in a timely manner.
Training	<ul style="list-style-type: none"> All board members (new and existing) receive comprehensive training opportunities on a regular basis. Directors receive ongoing training to ensure they can action their governance roles fully. NRWC Directors understand all aspects of governance and legislation which pertains to NRWC. 	<p>Vice President</p> <p>Program Manager</p> <p>President</p>	<p>As need arises</p> <p>Annual skills audit and training</p> <p>Ongoing</p>	<ul style="list-style-type: none"> Directors are able to action their governance roles and responsibilities. Directors are actively encouraged to promote and engage in activities that heighten the profile of the NRWC.