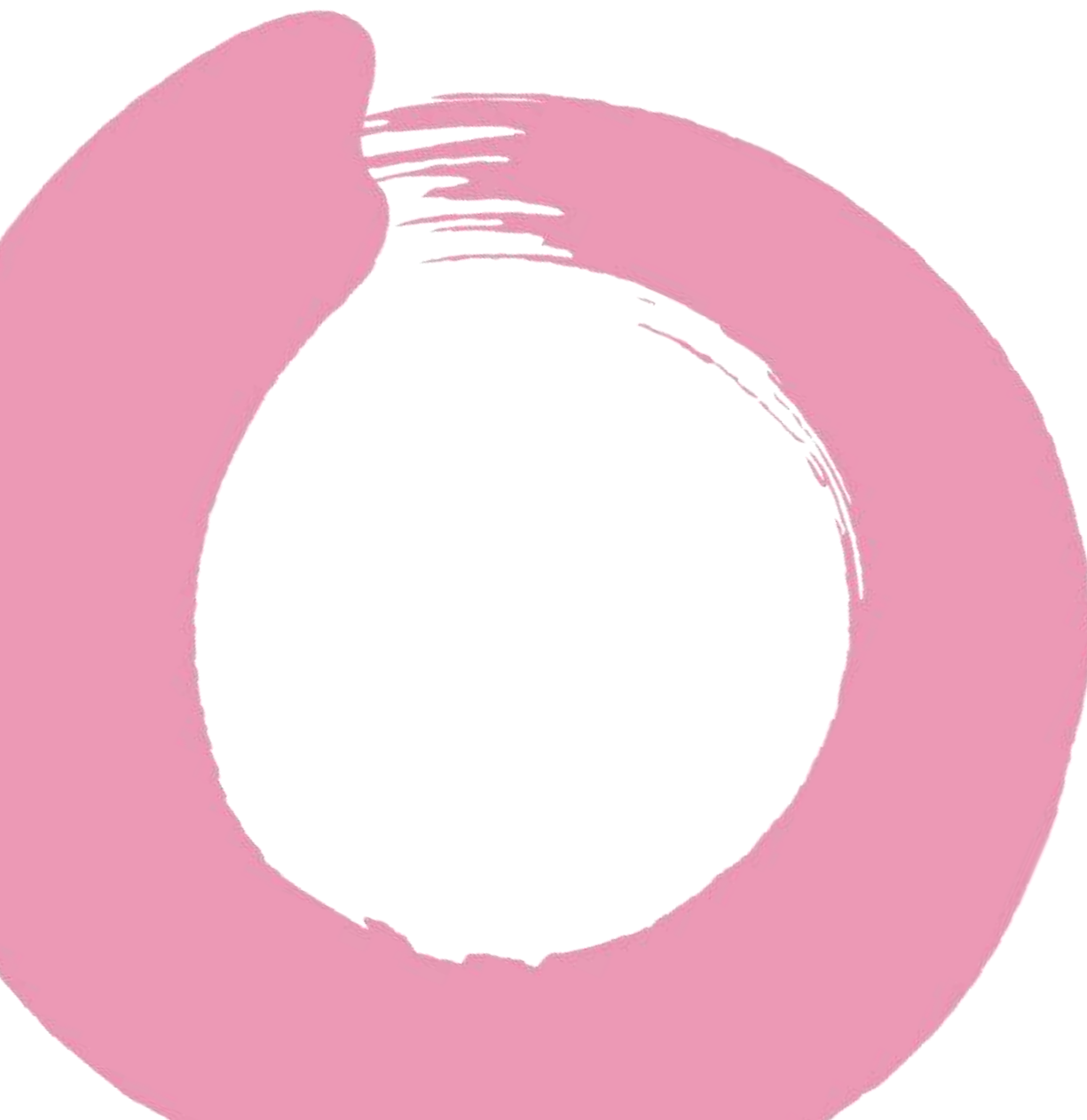


## COVID-19 Re-Design of the *2020-2025 Strategic Plan*

Report by: Madeline Price, National Director  
Tuesday 8 December, 2020



## COVID-19 Re-design of the Strategic Plan

In light of the ongoing impacts of COVID-19, the *2020-2025 Strategic Plan* has been adjusted to accommodate. The changes implemented for 2021-2022 include:

Portfolio	Goal	Year Three Goal (Original)	Year Three Goal (Revised)
<b>Organisational Development and Leadership</b>  <u>Overarching Goal:</u> Organisational growth, development and quality improvement of the organisation.	The development of the One Woman Project as a thought-leader in the feminist movement in Australia	The publication of a suite of resources supporting the development, growth, resourcing and organising of feminist organisations	No change – should not be impacted by the ongoing effects of COVID-19
		The development of a suite of training, resources and procedures to enable and encourage succession planning within all aspects of the organisation	No change – should not be impacted by the ongoing effects of COVID-19
	The growth of diversity, intersectionality and inclusivity within the leadership of the One Woman Project	Recruitment, promotion, development and training of a diverse, inclusive and intersectional team prioritising the lived experiences of volunteers in shaping their roles (with a demonstrated commitment to ceding power and leadership roles to First Nations folk, culturally and linguistically diverse individuals, and people of colour).  Measured through: <ul style="list-style-type: none"> <li>• Commitment to 50% of the organisational team identifying as BIPOC;</li> <li>• Commitment to 50% of the National team identifying as BIPOC;</li> <li>• Commitment to 30% of the National team identifying as LGBTIQ+;</li> <li>• Commitment to 30% of the National team identifying as having a disability;</li> </ul>	No change – should not be impacted by the ongoing effects of COVID-19

		<ul style="list-style-type: none"> <li>• Commitment to 50% of the Board of Directors identifying as BIPOC.</li> </ul> <p>Design, development and delivery of organisational caucus' focused on anti-racism and dismantling internalised misogyny, in addition to supporting people of colour, people with a disability, CALD individuals, LGBTIQ+ individuals and First Nations team members.</p> <p>Design, development and delivery of:</p> <ul style="list-style-type: none"> <li>• Anti-racism caucus;</li> <li>• Caucus to dismantle internalised misogyny;</li> <li>• POC caucus;</li> <li>• First Nations caucus;</li> <li>• CALD caucus;</li> <li>• LGBTIQ+ caucus; and</li> <li>• Caucus for individuals with a disability.</li> </ul>	<p>No change – should not be impacted by the ongoing effects of COVID-19</p>
<p><b>People and Culture</b></p> <p><u>Overarching Goal:</u></p> <p>For every volunteer to be equipped with the upskilling opportunities, team building opportunities, and resources they need to perform their roles in the organisation</p>	<p>Update and implementation of policy</p> <p>Development of training resources and activities</p>	<p>To fully streamline and integrate each stage of the Volunteer Life Cycle</p> <p>Extend “getting started checklist” to checklist for full volunteer journey</p> <p>To develop a centralised database of volunteer feedback and performance information</p> <p>To develop a suite of welcome and training resources available for volunteers online</p> <p>Number of training videos uploaded – 5 training videos, 3 OWP welcome videos</p> <p>To organise one whole team training retreat annually</p>	<p>No change – should not be impacted by the ongoing effects of COVID-19</p> <p>No change – should not be impacted by the ongoing effects of COVID-19</p> <p>No change – should not be impacted by the ongoing effects of COVID-19</p> <p>No change – should not be impacted by the ongoing effects of COVID-19</p>

	Growth of the People and Culture team.	To manage a team of People and Culture volunteers across three states/territories	No change – should not be impacted by ongoing effects of COVID-19
<b>Marketing and Branding</b>  <u>Overarching Goal:</u> Reach more than 2 500 additional people in social media engagement, event attendance and/or website visits	Increase consistency and recognition of One Woman Project branding	To increase the relevancy of visual materials to target audience, in order to enforce the organisational mission  Through downloads and purchases in the online shop, visits to website, following on social media  10% increase in brand recognition by audience	No change – should not be impacted by the ongoing effects of COVID-19
		Create a content strategy	No change – should not be impacted by the ongoing effects of COVID-19
	Develop a suite of visuals and content strategy	To develop a suite of visuals (illustrations, designs and relevant imagery) that can be used to further brand recognition and create unique features and promotions	No change – should not be impacted by the ongoing effects of COVID-19
<b>Education and Curriculum</b>  <u>Overarching Goal:</u> Reach 3 000 young people with quality educational programs	Growth and expansion of the Education team	To recruit a complete facilitation team (six volunteers) in Victoria	No change – should not be impacted by the ongoing effects of COVID-19
	Growth and expansion of educational programs	Development and piloting of the Victoria In-School Workshop program  Evaluate through: <ul style="list-style-type: none"> <li>• 85% of participants are satisfied with the quality of the Workshops’;</li> <li>• 85% of participants have gained knowledge;</li> <li>• 85% of participants believe they will use this knowledge to take action in their communities.</li> </ul>	This will be shifted to a five-year goal, allowing for delivery across the 2021-2025 time period to account for the ongoing impacts of COVID-19
		Host two annual Seminar Series’ in both Queensland and Victoria  Evaluate through:	The delivery of one online Seminar Series’ using facilitation resources and team members from both Queensland and Victoria  Evaluate through:

		<ul style="list-style-type: none"> <li>85% of participants are satisfied with the quality of the Seminar Series’;</li> <li>85% of participants have gained knowledge from the Series’;</li> <li>85% of participants believe they will use this knowledge to take action in their communities.</li> </ul>	<ul style="list-style-type: none"> <li>85% of participants are satisfied with the quality of the Seminar Series’;</li> <li>85% of participants have gained knowledge from the Series’;</li> <li>85% of participants believe they will use this knowledge to take action in their communities.</li> </ul>
		Expansion of the educational programs into an additional state/territory	This will be shifted to a five-year goal, allowing for delivery across the 2021-2025 time period to account for the ongoing impacts of COVID-19
<b>Partnerships</b>  <u>Overarching Goal:</u> Growth of pro bono and financial support; and growth and expansion of corporate educational programs	Growth of pro bono and financial support	Attract and secure two or more financial and/or pro bono sponsorships annually	No change – should not be impacted by the ongoing effects of COVID-19
	Growth and expansion of corporate educational programs	Organise and deliver four workshops/events to corporate audiences for a commensurate fee annually	This will be shifted to a five-year goal, allowing for delivery across the 2021-2025 time period to account for the ongoing impacts of COVID-19
<b>Online Engagement and Campaigns</b>  <u>Overarching Goal:</u> To reach an increased 5 000 people through online engagement. To gain a community of engaged followers who take part in discussions on our posts.	Growth and expansion of reach and engagement	To reach 10 000 followers on Facebook	No change – should not be impacted by the ongoing effects of COVID-19
		To reach 5 000 followers on Instagram	No change – should not be impacted by the ongoing effects of COVID-19
	Increased publication of e-books	To publish three more e-books.  45% of readers believe they will make one change in their local, national or international community based on knowledge gained from the e-book	To publish two editions of RARA annually and one e-book.

<p><b>Engagement and Outreach</b></p> <p><u>Overarching Goal:</u></p> <p>Development of attendees ability to take tangible action against structural gender inequality</p>	<p>Growth and development of the Brisbane Feminist Festival, and local engagement and outreach events</p>	<p>Growth and development of the Brisbane Feminist Festival, and local engagement and outreach events</p>	<p>This will be shifted to a five-year goal, allowing for delivery across the 2021-2025 time period to account for the ongoing impacts of COVID-19</p>
	<p>Utilisation of feminist engagement and outreach events to inspire, upskill, educate and drive members of the feminist community to take tangible action against structural gender inequality</p>	<p>Growth and development of engagement and outreach events to focus on inspiring, upskilling, educating and driving members of the feminist community to take radical, tangible action and advocacy against structural gender inequality.</p> <p>Measured by:</p> <ul style="list-style-type: none"> <li>• Delivery of four engagement and outreach events annually dedicated to tangible upskilling of the feminist community;</li> <li>• 85% of attendees believe they have learnt something from the event;</li> <li>• 65% of attendees will take what has been learnt and will take action in their communities.</li> </ul>	<p>Growth and development of online and offline engagement and outreach events to focus on inspiring, upskilling, educating and driving members of the feminist community to take radical, tangible action and advocacy against structural gender inequality.</p> <p>Measured by:</p> <ul style="list-style-type: none"> <li>• Delivery of four online and/or offline engagement and outreach events annually dedicated to tangible upskilling of the feminist community;</li> <li>• 85% of attendees believe they have learnt something from the event;</li> <li>• 65% of attendees will take what has been learnt and will take action in their communities.</li> </ul>