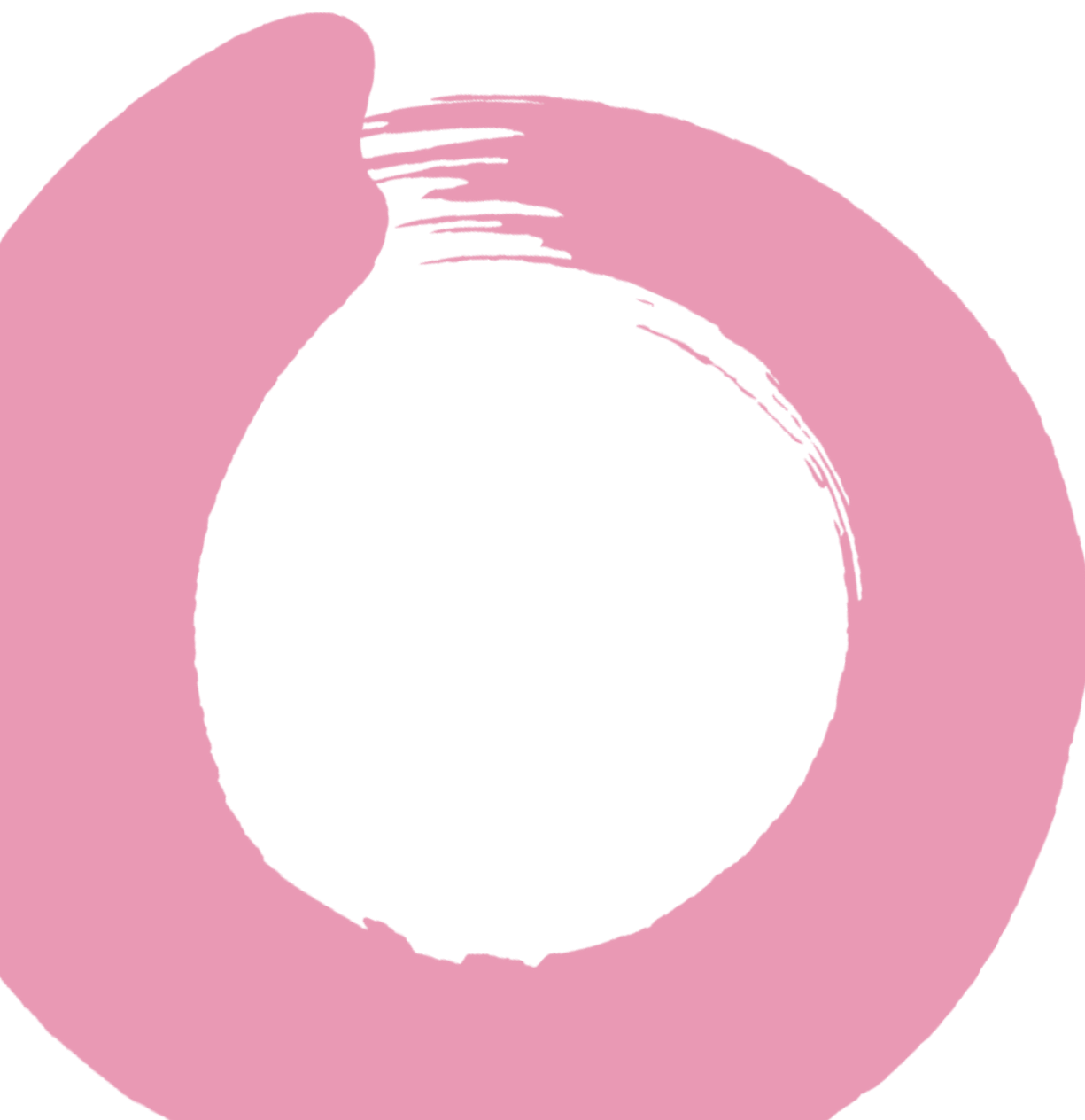


COVID –19 Re-Design of the *2020-2025 Strategic Plan*





Values

EQUITY

We believe in equality, equity and justice, but we also understand the importance of intersectionality, inclusivity and accessibility within the movement, and consider this in all that we do.

PASSION

We are passionate about feminism and gender equality, and are excited to shape the future of the feminist movement. We undertake all the work we do with enthusiasm, action and passion.

CONTINUOUS IMPROVEMENT

We strive to continually improve. We embrace feedback and understand that continuous learning is part of the feminist journey.

ACTION

We are action-orientated and we get work done. We take initiative, learn from our mistakes and we lead by example. We take action to create change.

ACCOUNTABILITY

We are accountable and responsible for the work we do and aim to ensure it is high quality, intersectional, accessible and inclusive.

PERSISTENCE

We do not back down at the first challenge. Using our creativity and innovation, we workshop solutions and persist. We are eager to educate and support all on their feminist journey.

SELF-CARE AND CARE FOR OTHERS

We exercise self-care and encourage others to do the same. We are empathetic towards others and their circumstances.

COLLABORATION

We respect those we engage with and trust our team, our speakers, our guests and our partners to execute their roles in line with our values.

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. In 2023, OWP focused on refining internal processes and portfolio responsibilities. We hope these improvements and changes will position the OWP well for a year of sustainability and growth. The changes implemented for 2023 include:

Portfolio	Goal	Year Three Objective (revised)
<p>Organisational Development and Leadership</p> <p><u>Overarching Goal:</u> Organisational growth, development and quality improvement of the organisation.</p>	<p>The development of the One Woman Project as a thought-leader in the feminist movement in Australia</p>	<p>The publication of a suite of resources supporting the development, growth, resourcing and organising of feminist organisations</p>
		<p>The development of a suite of training, resources and procedures to enable and encourage succession planning within all aspects of the organisation</p>
		<p>Collaborate with Australian universities to:</p> <ul style="list-style-type: none"> • Host at least 2 placement students and/or interns; and • With the students, produce at least 2 research reports on current and future developments of feminist issues in Australia.
	<p>The growth of diversity, intersectionality and inclusivity within the leadership of the One Woman Project</p>	<p>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).</p> <p>Measured through:</p> <ul style="list-style-type: none"> • Commitment to 50% of the organisational team identifying as BIPOC; • Commitment to 50% of the National team identifying as BIPOC; • Commitment to 30% of the National team identifying as LGBTIQ+; • Commitment to 30% of the National team identifying as having a disability; • Commitment to 50% of the Board of Directors identifying as BIPOC. <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"> • Bodies caucus; • BIPOC/CALD caucus; • Caucus for gender-diverse individuals; • LGBTIQ2SA+ caucus; • Caucus for individuals with a disability; and • Caucus for neurodiverse individuals.
<p>People and Culture</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>	Update and implementation of policy	<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>
	Development of training resources and activities	<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>
	Growth of the People and Culture team.	To manage a team of People and Culture volunteers across three states/territories
	Improve and sustain current levels of volunteer engagement	Produce an annual Volunteer Engagement survey to monitor and evaluate volunteers' levels of engagement
<p>Education</p> <p><u>Overarching Goal:</u></p> <p>Reach 3 000 young people with quality educational programs</p>	Growth and expansion of the Education team	To recruit a complete facilitation team (six volunteers) in Victoria
	Growth and expansion of educational programs	<p>The delivery of OWP’s online education programs using facilitation resources and team members from both Queensland and Victoria</p> <p>Evaluate through:</p> <ul style="list-style-type: none"> • 85% of participants are satisfied with the quality of the Seminar Series’; • 85% of participants have gained knowledge from the Series’;

Development of attendees' ability to take tangible action against structural gender inequality		85% of participants believe they will use this knowledge to take action in their communities.
	Utilisation of educational programs and events to inspire, upskill, educate and drive members of the feminist community to take tangible action against structural gender inequality	<p>Measured by:</p> <ul style="list-style-type: none"> • 85% of attendees believe they have learnt something from the event; • 65% of attendees will take what has been learnt and will take action in their communities.
Finance <u>Overarching Goal:</u> Growth of pro bono and financial support; and implement transparent financial processes in the organisation	Apply for government and community grants	Apply for one grant per month to support projects across the organisation
	Attain DGR status	Produce a strategy on applying for DGR status through consultation with similar organisations, experts, and the OWP community.
	Develop and introduce coherent financial processes to volunteers	Designate team members to administer financial processes Introduce volunteers to financial templates, which are stored in a central and accessible location on Sharepoint.
	Produce monthly financial reports	The financial reports are to be shared with the National team for optimal financial transparency.
Online Engagement and Brand <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	Build a self-managed social media team
		To reach 10 000 followers on Facebook
		To reach 5 000 followers on Instagram
	Increased publications	<p>To publish two editions publication.</p> <ul style="list-style-type: none"> • 45% of readers believe they will make one change in their local, national or international community based on knowledge gained from the e-book <p>Seek external funding to make publications more viable Develop a publications prospectus to attract financial partners or sponsors</p>

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 <ul style="list-style-type: none"> 10% increase in brand recognition by audience
		Create a content strategy
	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
Engagement and Outreach <u>Overarching Goal:</u> Foster OWP's relationship with community organisations and corporations by administering sponsorships or partnerships.	Restructure the portfolio for future relationship building with community organisations and corporations	Complete a partnerships prospectus
		Build a partnerships database
		Reach out to 20 potential community or corporate partners for sponsorship
		Gather feedback from these potential partners for future improvements. Feedback can be: <ul style="list-style-type: none"> Written expression of interest in future sponsorship; and/or Written/oral feedback on OWP's performance in the partnership.
Brisbane Feminist Festival	Growth and development of the Brisbane Feminist Festival, and local engagement and outreach events	Growth and changes to the Brisbane Feminist Festival to expand the remit to either include Victorian Feminist Festival and/or National Feminist Festival events. The vision is to create a hybrid event that includes online and offline components for engagement. E&O will also develop local engagement and outreach projects in Victoria and Queensland

