

Strategic Plan for Guides Western Australia 2006 - 2008

March 2007

<i>Our Vision</i>	<i>Our Mission</i>	<i>Our Operations</i>	<i>Our Values</i>
<p>To be a growing organisation which influences the wider community.</p>	<p>Helping girls and young women to grow into confident, self- respecting, responsible community members.</p>	<p>Guides WA will take part in a range of varied activities throughout the year on a local, state and national level. Activities are designed to develop skills in participants and awareness in the community of the value of the Guiding movement</p>	<ul style="list-style-type: none"> ▪ Fun, safe, non-competitive and friendly environment ▪ Integrity thorough a code of ethics ▪ Recognition of a spiritual dimension ▪ All female with a voluntary commitment ▪ Non- formal, flexible education program
Key directions: To achieve our vision	Objectives: How we will achieve our vision	Activities: How we will deliver on strategies	Key Performance Indicators: How we will see what we have achieved
<p style="text-align: center;"><i>Guides & Families</i></p> <p>To ensure that positive Guiding experiences are available to Guides, girls, women and families from diverse backgrounds.</p>	<ul style="list-style-type: none"> • We will provide Guides with skills to develop their self potential and citizenship through their guiding experience • We will ensure programs consider family needs and encourage their participation • We will promote skills and leadership development for all girls and women 	<p>Raise awareness of Guide opportunities on local and state level through:</p> <ul style="list-style-type: none"> • Website upgrade – launch July 07 • Guide snapshot templates for Districts • Develop photo library • Brand brochures and handout materials, including Our Barn • Develop list of key stakeholders for local/state level and communicate 2x year with high priority contacts/groups • Use local/state programs for media promotion and stories of interest • 	<ul style="list-style-type: none"> • Member and participant feedback is reviewed with actions delegated to appropriate parties. • Membership of Guides is increased by 10% per annum, including an increase of 5% per annum in retention. • Participation of families and supporters is increased.
<p style="text-align: center;"><i>Leaders and other workers</i></p> <p>To ensure that Leaders and other workers, from a diverse cross section of the community, are skilled, supported and recognised in carrying out their roles.</p>	<ul style="list-style-type: none"> • We will attract and retain a diverse range of women to fill roles in our organisation • We will provide the support that Leaders and other workers need to carry out their roles effectively. • We will provide skill development opportunities in a flexible framework • We will provide ways to recognise Leaders and other workers for their commitment to Guiding. 	<ul style="list-style-type: none"> • Develop Leader recruitment kit made up of letters, bulletins and brochures for use by District Leaders. • Ensure internal databases, communications and collateral are consistent and professional • Develop targeted brochures, resources and giveaways for WA for key markets • Profile key sources for recruitment and communications (may require research to review and profile most successful recruitment/retention activities to date) 	<ul style="list-style-type: none"> • The number of new Leaders and other workers is increased. • The number of Leaders and other workers leaving is decreased. • Each qualified Leader will attend a minimum of 12 hours training in each three year appraisal period • All leaders will meet appraisal requirements within the specified period • The overall satisfaction levels of Leaders and other workers will be increased.
<p style="text-align: center;"><i>Wider community</i></p> <p>To be recognised and well respected by the Government and the wider community.</p>	<ul style="list-style-type: none"> • We will keep families, governments, and the wider community aware of the benefits of the Guiding experience. • We will raise awareness of issues that affect girls and women in the wider community. 	<ul style="list-style-type: none"> • Reinforce guide activities and community support through local media and posters for display in offices of key stakeholders (eg politicians, local council, library, schools, etc) • Have input to discussions on state and national level, and raise some of these issues in communications with key stakeholders, and on website 	<ul style="list-style-type: none"> • The quantity and quality of Press coverage is increased by 100% in three years. • The numbers of Guiding personnel recognised in Federal, State, Local Government and other honours systems is increased by 100%. • Communication on policies and issues affecting girls and women is increased between Guides Western Australia and Government and non-Government organisations.

	<ul style="list-style-type: none"> • We will build partnerships which will help us to fulfil our mission. • We will promote the guiding experience amongst diverse groups within the community 	<p>Develop partnership/sponsorship plan for Guide Biscuits, targeting partners and planning relationship development with these partners (added value activities down the track and co-promotional opportunities)</p> <p>Promotions include brochures, media releases, Guide Bulletins, website, displays and exhibitions; highlight participation in cork recycling, working teddy bears for Ambulances, Harmony Day, Anzac Day, Jamboree Insert list of events here</p>	<ul style="list-style-type: none"> • By the end of 2007, Guides Western Australia will establish at least one major new corporate partnership.
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Appendix: Key stakeholders (internal and external - will need a workshopping for listing...local, state, national)

Including media, political reps and local govt reps, funding bodies, sponsors, parents, education organisations, sponsors and partners, etc etc)

<p style="text-align: center;"><i>Governance and Management</i></p> <p>To demonstrate the organisation's integrity and accountability through effective governance, management and financial practices.</p>	<ul style="list-style-type: none"> • Resources are available to achieve the objectives of the Strategic Plan • The distinction between governance and management is clear in both structure and terms of reference at all levels of Guides Western Australia. • Progress towards the achievement of the objectives of the Strategic Plan is monitored continuously and accurate timely reports are made available when needed. • Communication with all relevant stakeholders is open and multidirectional 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Existing resources are identified and put to effective use in achieving the objectives of the Strategic Plan within a balanced budget • New sources of funding and support are identified and accessed to generate an operating surplus of 5% in three years • Guides Western Australia is effectively governed and managed with minimal duplication and clear lines of communication within the organisational structure • All structures and terms of reference are subject to regular, ongoing review according to a clearly defined register. • Appropriate data collection and reporting strategies are used to provide accurate, up to date information on the achievement of the objectives of the Strategic Plan • Relevant stakeholders are clearly identified and open communication is maintained. • Responses to feedback from stakeholders are clearly and promptly communicated
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