

Girl Guides Australia Updated Strategic Plan 2009-2012



GIRL GUIDES
AUSTRALIA

Our mission is to enable girls and young women to grow into confident, self respecting, responsible community members

2015 aspiration

Australia's **leading** organisation for girls and young women in leadership and personal development

2015 goals

Growing membership & active Alumni

Sustainable surplus, with diversity of income

National "top of mind" positioning as the leadership development organisation for girls and young women

What we will deliver

Girls and young women learning by doing through engaging, practical, fun activities : Values-Based Leadership & Advocacy, Life Skills, Confidence & Self-Esteem

How we will do this: national priorities

Revitalising the Movement

High quality leadership, with increased support and flexibility

Reinvigorated brand

Redesigned program experience (including outdoors)

Unified, stronger national organisation

New 'commercial' model and sustainable funding

Disciplined change management and project management

Actions

See next slide for details

GGA Updated Strategic Plan 2009-2012: Priority Actions



1 High quality leadership

- Provide best practice nationally consistent learning and development to support and retain volunteers
- Implement effective Performance Management process including performance evaluation, succession planning, recognition, reassignment and retirement
- Dedicated resource to attract, select, allocate and retain volunteers in the right role
- Establish and utilise more flexible adult volunteer roles

2 Reinvigorated brand

- Roll out updated Guiding identity internally so that members can “walk and talk” Guiding in the 21st century
- National Brand relaunch - establish ongoing targeted media/advertising/PR campaign to enable external community to understand who we are and what we stand for, and encourage them to engage with Girl Guides Australia
- Establish active alumni of friends of Guiding

3 Redesigned program experience

- Implement learning and development strategy to enable high quality and inclusive delivery of youth programs
- Develop and roll-out relevant program resources, and expand community engagement activities and partnerships
- Introduce flexible delivery of approved Guide programs e.g. short term Guiding, Summer camp Guiding, etc

4 Unified, stronger national organisation

- Implement new governance and management structures of GGA, and review regularly
- Establish/update technology infrastructure to support members – e.g. national database, finance and accounts, e-learning
- Establish external GGA Advisory Board of experts and business leaders

5 Sustainable funding, new commercial model

- Identify new GGA income streams
 - Royalties
 - Resources & service costing
 - Retail
 - Corporate partnerships
 - New commercial models of Guiding
 - Expand fundraising
 - New finance model for national events
- Explore establishment of national “future” fund
- Implement national business/management information dashboard report
- Establish philanthropic culture

6 Disciplined change management and project management

- Establish dedicated resources to oversee change management and project management for all national projects and for all national changes
- Undertake national roadshow to engage members in case for 2015 vision and six national priorities
- Realign culture, values and behaviours