**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)** |
| **Organisational Development and Leadership** Overarching Goal: 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:* 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 LGBTIQA+;
* Commitment to 30% of the National team identifying as having a disability;
* Commitment to 50% of the Board of Directors identifying as BIPOC.
 | No change – should not be impacted by the ongoing effects of COVID-19 |
| 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, LGBTIQA+ individuals and First Nations team members.Design, development and delivery of:* Anti-racism caucus;
* Caucus to dismantle internalised misogyny;
* POC caucus;
* First Nations caucus;
* CALD caucus;
* LGBTIQA+ caucus; and
* Caucus for individuals with a disability.
 | No change – should not be impacted by the ongoing effects of COVID-19 |
| **People and Culture**Overarching Goal: For every volunteer to be equipped with the upskilling opportunities, team building opportunities, and resources they need to perform their roles in the organisation | Update and implementation of policy | To fully streamline and integrate each stage of the Volunteer Life CycleExtend “getting started checklist” to checklist for full volunteer journey | No change – should not be impacted by the ongoing effects of COVID-19 |
| To develop a centralised database of volunteer feedback and performance information | No change – should not be impacted by the ongoing effects of COVID-19 |
| Development of training resources and activities  | To develop a suite of welcome and training resources available for volunteers onlineNumber of training videos uploaded – 5 training videos, 3 OWP welcome videos | No change – should not be impacted by the ongoing effects of COVID-19 |
| To organise one whole team training retreat annually | No change – should not be impacted by the ongoing effects of COVID-19 |
| 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 the ongoing effects of COVID-19 |
| **Marketing and Branding**Overarching Goal: 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 missionThrough downloads and purchases in the online shop, visits to website, following on social media1. 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 |
| **Education and Curriculum**Overarching Goal: 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 programEvaluate through:* 85% of participants are satisfied with the quality of the Workshops’;
* 85% of participants have gained knowledge;
* 85% of participants believe they will use this knowledge to take action in their communities.
 | 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 VictoriaEvaluate through:* 85% of participants are satisfied with the quality of the Seminar Series’;
* 85% of participants have gained knowledge from the Series’;
* 85% of participants believe they will use this knowledge to take action in their communities.
 | The delivery of one online Seminar Series’ using facilitation resources and team members from both Queensland and Victoria Evaluate through:* 85% of participants are satisfied with the quality of the Seminar Series’;
* 85% of participants have gained knowledge from the Series’;
* 85% of participants believe they will use this knowledge to take action in their communities.
 |
| 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 |
| **Partnerships**Overarching Goal: 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 |
| **Online Engagement and Campaigns**Overarching Goal: 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.  |
| **Engagement and Outreach**Overarching Goal: Development of attendees ability to take tangible action against structural gender inequality | Growth and development of the Brisbane Feminist Festival, and local engagement and outreach events  | Growth and development of the Brisbane Feminist Festival, and local engagement and outreach events | 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 |
| 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 | 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.Measured by:* Delivery of four engagement and outreach events annually dedicated to tangible upskilling of the feminist community;
* 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.
 | 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.Measured by:* Delivery of four online and/or offline engagement and outreach events annually dedicated to tangible upskilling of the feminist community;
* 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.
 |