



Women in Business & Regional
Development

Limestone Coast

Strategic Plan

December 2006 to December 2008

WOMEN IN BUSINESS & REGIONAL DEVELOPMENT

VISION

Women in Business & Regional Development will be the catalyst for accelerating the level of active participation of the Region's women in promoting economic growth, business prosperity and employment.

MISSION

The Mission of Women in Business & Regional Development is to:

- * identify and encourage enthusiastic women who have the potential to stimulate creativity, wealth, and business at a community level;
- * provide potential leaders with skills, motivation and confidence to identify and promote opportunities for economic development in their communities and in the Region;
- * support individual women who wish to establish a new business or to expand an existing business by providing information, advice and opportunities for skills development.

Support and Develop New and Existing Businesses

Goal: 1. *To increase the numbers of women undertaking successful business ventures.*

Strategy 1 Support and encourage individual women who wish to establish a new business or to expand an existing business by providing information, advice and opportunities for skills development.

Actions		Responsibility	Time frame
1.1.1	<p>Sustain and grow the Women's Business Network Groups by raising profile and disseminating knowledge and information through :</p> <ul style="list-style-type: none"> • Continuing regular Network newsletter and or training calendar (emailed) to database • issuing regular press releases to regional print and electronic media re activities of Network • Update WiB&RD website • continue to develop links with other women's and business organisations within the Green Triangle region and across the state • Promote inclusiveness 	All members	Ongoing
1.1.2	<p>Ensure continued relevance and viability by:</p> <ul style="list-style-type: none"> • Surveying network members to determine needs • Attracting quality speakers to network meetings • Implementing membership fees to sustain networks • Investigating the establishment of additional network groups (eg Mount Gambier) • Stage at least one combined network function each year 	Network Leaders	Ongoing

Performance Indicators:

- Program objectives will have been substantially met.

Business Network for Women (Cont.....)

Goal: 1. *To increase the numbers of women undertaking successful business ventures.*

Strategy 2 *Provide further opportunities for business skills building, information and practical assistance to women in business or considering a new business venture*

Actions		Responsibility	Time frame
1.2.1	<p>Link with other organisations to conduct a further series of business forums to assist women to extend their business, develop export potential and broaden networks by:</p> <ul style="list-style-type: none"> • identifying relevant topics • obtaining stakeholder commitment • identifying & seeking out funding opportunities • arranging guest speakers/ presenters • coordinating activities across the Network • evaluating effectiveness of program 	LCACC / Nadine Network members	By May 2007
1.2.2	<p>Identify opportunities for cooperative programs with other agencies to meet the needs of our Network Members by:</p> <ul style="list-style-type: none"> • developing a six monthly training calendar for dissemination throughout networks • developing links and attracting support from business and relevant government agencies • consider joint conferences with other similar organisations interregional and cross region and cross border • disseminating information on government assistance to businesses, business improvement programs and other relevant information <p>Develop partnerships with other business networks:</p>	All members and LCRDB & relevant training organisations	January 2007
1.2.3	<p>Develop partnerships with other business networks:</p> <ul style="list-style-type: none"> • Promote Home Based Business Network at every opportunity • Disseminate information throughout networks • Encourage strategic alliances wherever possible 	All members	Ongoing

Performance Indicators:

- Women in Business and Regional Development will be able to demonstrate that it has been instrumental in the establishment or expansion of a minimum of five new businesses.

Business Network for Women (Cont.....)

Goal: 1. *To increase the numbers of women undertaking successful business ventures.*

Strategy 2 *Provide further opportunities for one on one support through the Women's Business Mentoring Network*

Actions		Responsibility	Time frame
1.2.1	Evaluate and review the outcome of the current mentoring program	Project Officer and Committee	
1.2.2	Expand the register and profile of women prepared to act as business mentors in next stage project	Nadine	January 2007
1.2.3	Seek funding and/or inkind support to continue second stage of the program	Nadine / LCACC	May 2007
1.2.4	Investigate links and referral of clients to the Limestone Coast Regional Development Board Program	WiB&RD	May 2007

Performance Indicators:

- Women in Business and Regional Development will be able to demonstrate that it has been instrumental in the establishment or expansion of a minimum of five new businesses
-
-

Community Development

Goal: 2. *To energise new and existing leaders to expand their abilities to create opportunities for economic and social development within the regional community.*

Strategy 1 *To expand community leadership programs aimed at producing leaders who are capable of developing and articulating a shared community vision, have the ability to engender enthusiasm and commitment in their regional community and possess the knowledge of networks and information channels required to successfully lead their communities into the future.*

Actions		Responsibility	Time frame
2.2.1	Seek funding to implement programs to develop community development skills	LCACC, Committee LCVRC	Ongoing
2.2.2	Disseminate information about public and private sector leadership programs	As above	Ongoing
2.2.3	Provide or facilitate access to training in submission writing to assist communities in the region to access public funds	ACCs across SA	May 2007
2.2.4	Promote the need for ongoing project management skills training together with monitoring and evaluation for those responsible for expending public funds	LCACC WiB&RD	Ongoing

Performance Indicators:

- Success in obtaining funding.
- Successful implementation of programs as assessed by formal evaluation.

Community Development

Goal: 2. *To energise new and existing leaders to expand their abilities to create opportunities for economic development within the regional community.*

Strategy 2 Youth Development

To encourage young people to take a leading role in community, social and economic development within the Limestone Coast

Actions		Responsibility	Time frame
2.2.1	Building on the success of the Youth Leadership Forum in August 2005, support the development of a Youth Leadership program for the Limestone Coast	Committee	Ongoing
2.2.2	Assist with the identification of suitable programs and funding sources to meet identified needs and goals.	Youth Leadership Board	March 2007
2.2.3	Target youth and ensure that they are included in initiatives for community development skills		As above
2.2.4	Encourage entrepreneurship by being an advocate for regional access to the SAYES program	Committee	May 2007

Performance Indicators:

- Successful implementation of a Pilot Youth Leaderships program within the Limestone Coast

Promote Regional Women’s Participation in Public Life and Leadership Roles.

Goal: 3 *Identify and target enthusiastic and creative individuals who have the potential to stimulate creativity, wealth and business.*

Strategy 1 *Building on existing data bases, promote South East Women as champions and leaders interested in participating on boards and committees and accepting leadership roles at a National, State , Regional or Local level.*

	Actions	Responsibility	Time frame
3.1.1	Continue email network for those interested in receiving information about board / leadership roles	WiB&RD	Ongoing
3.1.2	Circulate information regarding board and committee vacancies and business and employment opportunities amongst women on the database by Email.	LCACC	Ongoing
3.1.4	Sponsor and / or disseminate information regarding skills development programs for participation in public life.	WiB&RD	Ongoing
3.1.5	Provide Mentoring, practical assistance, advice and encouragement to individual applicants for positions or Awards	WiB&RD	Ongoing

Performance Indicators:

- Maintain and build network database.
- Dissemination of relevant information throughout network

Sustainability of Our Organisation

Goal: 4. *To ensure the Women in Business and Regional Development is acknowledged for its vital role in promoting sustainable economic activity within the region and will therefore attract continued support from the regional community.*

Strategy 1 Ensure initiatives are relevant and meet the ongoing needs of network members.

Actions		Responsibility	Time frame
4.1.1	Undertake extensive evaluation of the network and its functions and assess relevance and quality by: <ul style="list-style-type: none"> surveying network members and stakeholders to gain qualitative and quantitative data debriefing and assessment of each program activity on a regular basis by steering community setting relevant targets/goals in response to community needs. 	Project/Event Coordinator	As required
4.1.2.	Continue to build links within the community and relevant funding bodies through: <ul style="list-style-type: none"> Establishing and maintaining communication with business, community & government 	WiB&RD	Ongoing
4.1.3	Ensure that positive outcomes of activities are widely known and acknowledged by: <ul style="list-style-type: none"> Publicising activities (eg sponsorship) and positive outcomes (Awards) through regular media releases, newsletters and personal networking 	WiB&RD	Ongoing
4.1.4	Ensure all events are managed professionally by: <ul style="list-style-type: none"> Developing Project Plan with realistic targets and outcomes Constructing a budget that breaks even or realises a small profit with sponsorship Undertake effective monitoring and evaluation processes 	Project Steering Committees	Ongoing
4.1.5	Ensure that we maintain a high standard of corporate governance	WiB&RD	Ongoing
4.1.6	Ensure that we give adequate and timely consideration to succession planning	Committee	AGM

Performance Indicators:

The membership of WiB&RD will continue to expand and the organisation will receive continued financial and in-kind support from inside and outside the Regional community.