



Country Women's Association of Australia
Strategic Plan 2015 - 2018

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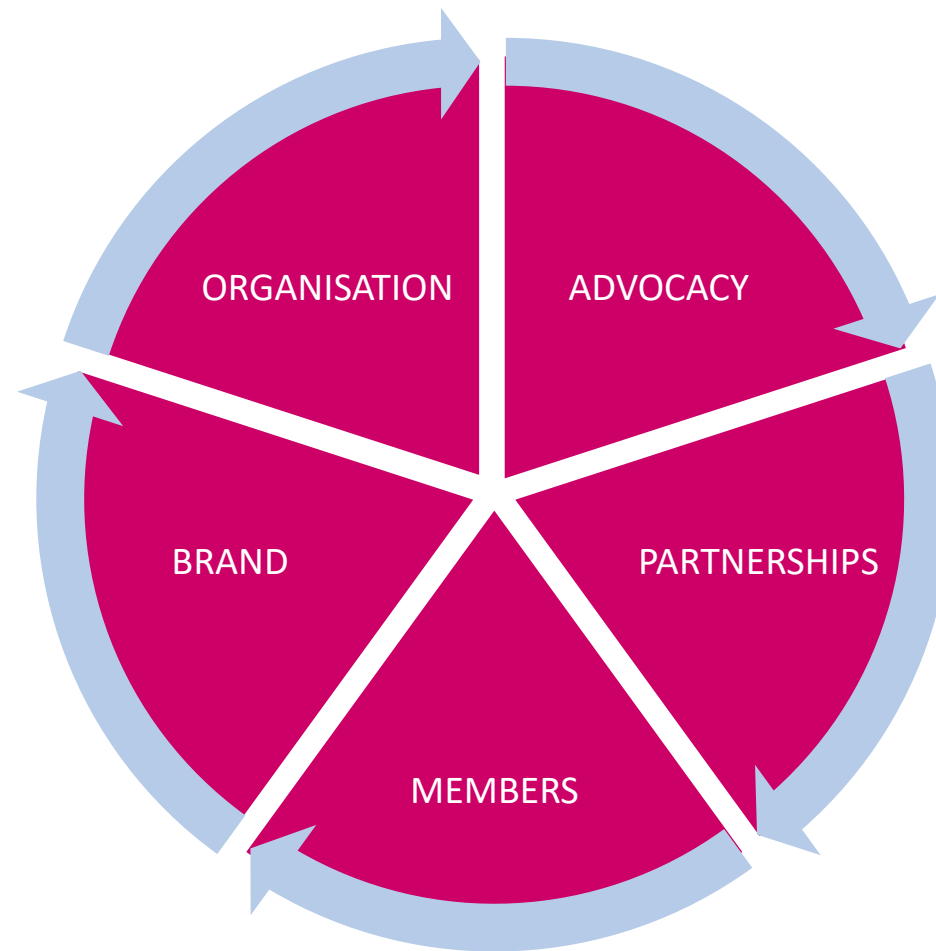
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Strategic Objective

**CWAA
advances the rights and equity
of women, families and communities in Australia
through advocacy and empowerment,
especially for those living in regional, rural and remote Australia.**

Goals



Goal 1: Advocacy

To advocate for the rights of women, families and communities Australia wide



Strategy 1: Determine key priorities for advocacy

Strategy 2: Determine policy statements – Key Facts statements

Strategy 3: Action current issues to have a presence

Strategy 4: Advocate

Strategy 5: Respond to Public Consultation requests

Resolutions lapse after 9 years

Resolutions are broad to address current issues

Goal 2: Partnerships



Build strong relationships with key stake holders and supporters

Strategy 1: Develop strategic alliances

Strategy 2: Attend network opportunities

Strategy 3: Create opportunities

Strengthen Relationships

Affiliations and Membership

ACCAN	Australian Communications Consumer Action Network
ACCC	Australian Consumer Consultative Committee
ACMA	Australian Communications and Media Authority Consumer Consultation Forum
ACWW	Associated Country Women of the World
AHCRA	Australian Health Consumers Reform Alliance
FarmSafe	FarmSafe Australia
FSANZ	Food Safety Standards Council
HCRRA	Health Consumers of Rural and Remote Australia
NRHA	National Rural Health Alliance
NRLJA	National Rural Law and Justice Alliance
NRWC	National Rural Women's Coalition
RRRCC	Regional Rural Remote Communications Commission
RTCA	AgriFood Industry Skills Council and Rural Training Council of Australia

Other Organisations

ANU	Australian National University
Choice	
FARE	Foundation for Alcohol Research and Education
LDA	Lyme Disease Association of Australia
NBNCo	National Broadband Network Corporation
NFF	National Farmers Federation
NOFASD	No Foetal Alcohol Spectrum Disorder
PCA	Palliative Care Australia
RFDS	Royal Flying Doctor Service
UN	United Nations Australia



Goal 3: Members

Build, educate and empower members

Strategy 1: Skill and empower members

- Build human capital through education and empowerment
- Build champions

Strategy 2: Build a collaborate environment beneficial to all

Strategy 3: Develop responsive communication channels

Strategy 4: Skill the Board



Empower Women

- Build Champions
- Communication
- Training / Skilling
- Scholarships – revised nursing scholarship
- Information
- Models for Community Engagement
- Involvement
- Meet interesting people
- Build Advocates





Build Communication



Members

- Connecting with members
- Explore and develop communication platforms
- Web
- Social mediums – blog, facebook, twitter, LinkedIn, Instagram, etc
- Interactive activities for input and feedback eg question of the week or member active polling
- Magazine

Executive

- Teleconferences
- More face to face meetings in Canberra
- More open and clear communication

Government and Partners

- More meetings
- More advocacy

Goal 4: Brand

Increase Brand Awareness and Presence

Strategy 1: Develop the one brand for CWAA

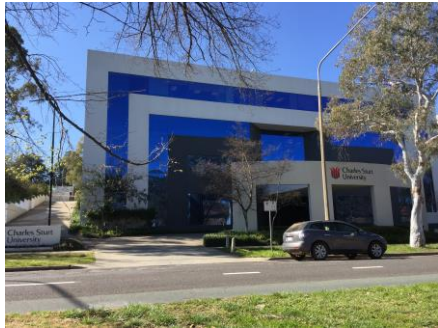
Strategy 2: Strengthen the brand through advocacy,
partnership and presence

Strategy 3: Undertake promotion

Strategy 4: Strengthen promotional tools and activities

Strategy 5: Develop social media tools including web,
Facebook, blog, twitter, utube and
Instagram





Goal 5: Organisation

Build a sustainable organisation



Strategy 1: Maintain a dynamic sustainable and resilient organisation with the capacity to achieve its Vision

Strategy 2: Identify resources needed to support the organisation

Strategy 3: Develop the activities and resources for continuity of office

Strategy 4: Increase revenue streams through merchandise, grants, partners, sponsorships and philanthropy

Strategy 5: Build champions in State and Territory organisations to support activities

Strategy 6: Work with partners, organisations and universities to support the work of the organisation



**COUNTRY
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