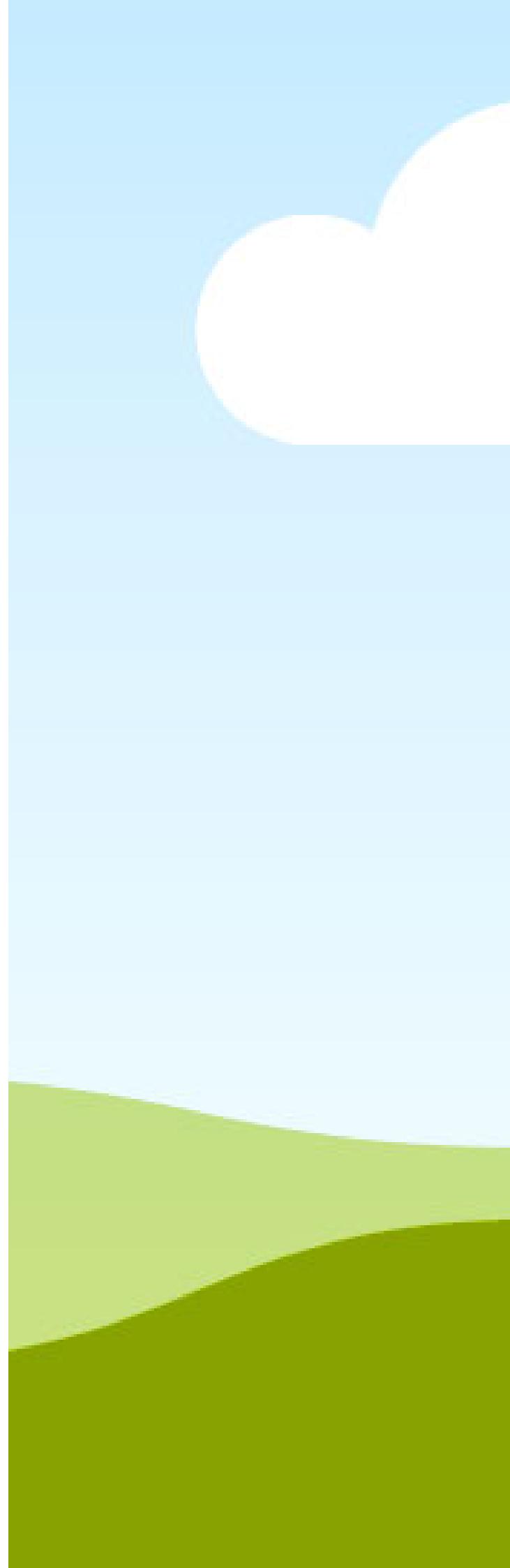




# WOMEN'S CENTRE RODNEY STRATEGIC PLAN 2018 - 2021

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# MISSION

To support, empower and inform women.

We encourage community connections to reduce isolation and promote family well-being.

# HOW WE WORK

We align our work with the Māori health model developed by Dr Rangimarie Turuki Rose Pere : Te Wheke.

The model acknowledges the link between the mind, the spirit, the human connection with whānau, and the physical world in a way that is seamless and uncontrived. The head of the octopus represents te whānau, the eyes of the octopus as waiora (total wellbeing for the individual and family) and each of the eight tentacles representing a specific dimension of health. The dimensions are interwoven and this represents the close relationship of the tentacles.

Te whānau – the family

Waiora – total wellbeing for the individual and family

Wairuatanga – spirituality

Hinengaro – the mind

Taha tinana – physical wellbeing

Whanaungatanga - extended family

Mauri – life force in people and objects

Mana ake – unique identity of individuals and family

Hā a koro ma, a kui ma – breath of life from forbearers

Whatumanawa – the open and healthy expression of emotion

# ABOUT US

The Women's Centre Rodney, based in Warkworth, was first established in 1987 by a group of Rodney women who recognised the need for a women-only space in the community. 30 years on and the charity still focuses on supporting all women as autonomous, self-determining, and inter-dependent within their families, work, cultures, and communities.

Our new strategic plan aims to strengthen and deepen the impact of our organisation as the Rodney community adapts to the tremendous growth and changes in population. The implementation of this plan will ensure Women's Centre Rodney is able to enhance our programs' accessibility to varied vulnerable populations; and invest in essential infrastructure and capacity building.

The goals laid out in this plan will allow Women's Centre Rodney to further its mission by supporting the needs of women in crisis, while also participating in transformative change that will better equip our community to create vibrant, connected, healthy and empowered women who can achieve their full potential.



*We are excited  
about the next  
phase of our  
journey and invite  
you to partner  
with us to make it  
happen!*

# CURRENT SITUATION

Where Aotearoa, New Zealand once led the world in gender equality, we have now slipped to be ranked at 9th in the world.\* This ranking in the 2017 Global Gender Gap Report came with some very concerning revelations:

- New Zealand has the worst reported rates of sexual and domestic violence in the whole OECD;
- Pacifica women earn just two thirds of what Pākehā men do in New Zealand;
- one-third of New Zealand women report an unmet need for primary health care compared to only 23% of men, and of course for trans and gender diverse people, access to healthcare is even more fraught; and
- despite the fact that we now have a female Prime Minister, just one-third of our MPs are women.



\* World Economic Forum, The Global Gender Gap Report 2017

Gender oppression is not a 'stand-alone issue' and at the grassroots, we are seeing it play out in the lives of local women, as the country tries to deal with issues associated with inadequate housing, untreated substance use disorders, mental health problems, child abuse and neglect, unemployment, debt, and poverty.

At a local level, we are seeing the demographic of Rodney changing. While a lot of the local development is positive, we are also seeing many socially and economically marginalised groups being pushed out, and becoming more invisible and excluded.

In a society of digitisation, where the individual is celebrated and the concept of community is becoming far less familiar, we are witnessing a dangerous lack of connection, compassion, cultural awareness and empathy.

These challenges are highly relevant, and yet in extreme contrast to the experience under the roof of the Women's Centre Rodney. The vibrant and diverse gathering of women from different backgrounds, ages and cultures shows that an inherent desire to connect in person and make a positive difference to the lives of others is still very much alive.

Just as physically being together is a vital element in promoting cohesion, so is having the physical space which facilitates this. Over the past six years our location in Morpeth Street has allowed us to grow and improve as an organisation. This building has been the focal point, and its facilities have hugely contributed to the development of our membership and services. We would like to take this opportunity to say a HUGE thank you to the Gibbs family, who have allowed us to occupy this building at a very low cost.

# PLANNING FOR THE FUTURE

Women's Centre Rodney was pleased to receive assistance through NFP Works to help with a thoughtful strategic planning process.

The process, which was funded by the Tindall Foundation Capacity Building Program, included stakeholder surveys and a whole-day workshop involving staff and governance members. Together, we completed an environmental analysis; affirmed our shared commitment to the organization's vision and mission; and identified priorities for the future.

Our team quickly focused in on the importance of our facility and the need to secure some long-term, permanent premises within which Women's Centre Rodney can continue to flourish. With the lease for our current facility coming up for review in the next 12 months, the time to chase this goal is now.

With the growing population of business and residential inhabitants in the area, the importance of this facility and its contribution to the health and wellbeing of the wider community, must not be underestimated. This plan outlines our strategy over the next 3 years that will build our capacity to undertake a significant capital appeal. Women's Centre Rodney brings something to Rodney that no one else does, and the current situation presents a huge opportunity for its impact to be even greater.



# FEEDBACK

from Our women when asked  
"What do you love about Women's Centre Rodney?"

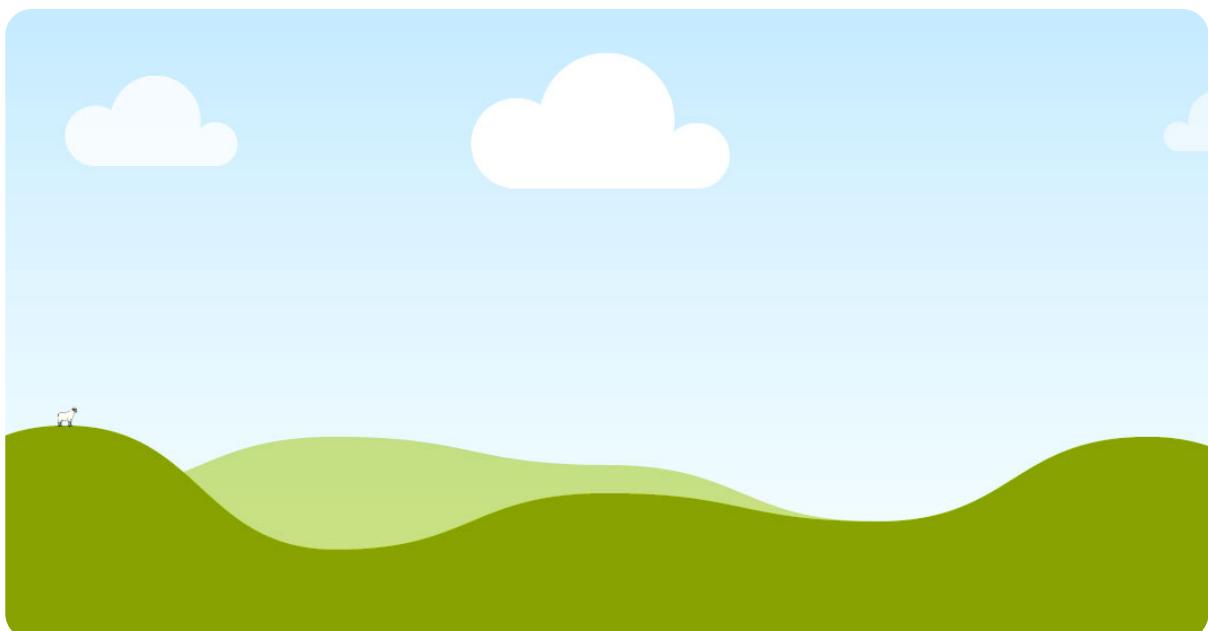


# FEEDBACK

Feedback from our women when asked

"How can we make Women's Centre Rodney better in the future?":

- More out of hours support
- Improve website, social media and communications
- Keep it current, relevant, multicultural, community-inspired encompassing differences, embracing change, influential and visionary.
- Bigger range of skill classes.
- Work with businesses to grow social enterprise
- Make sure we utilise all the talented local women
- Connect with wahine, Maori women
- Evening or weekend workshops/courses
- More empowerment. More feminist encouragement. Bring up strong girls. Bring up equal and feminist boys.
- More for mums, youth, rainbow, elderly, the "inbetweeners" (not mums and not yet 'older')
- Set up a mentoring programme between women
- More gardening and sustainable living courses
- More opportunities to connect with each other



# STRATEGIC PLAN

This plan identifies key areas of focus and outlines a staged approach to strengthen our organisation in order to reach the goal of owning our own facility.

Focus areas are:

1. Sustainable Infrastructure
2. Communication and engagement
3. Financial Resources

Along this journey we will continuously reflect and if need be, recalibrate, to ensure constant alignment with our mission:

*To support, empower and inform women. We encourage community connections to reduce isolation and promote family wellbeing.*

# SUSTAINABLE INFRASTRUCTURE

Although we have a dedicated and highly skilled team of women, there is a need to expand and diversify in order to have the capacity to implement this plan. Our Governance Board does not currently represent the diversity of our constituents as much as we would like, and succession plans need strengthening to back-stop those in key roles. The establishment of additional paid and volunteer positions within the organisation is needed to implement development activities without diluting current staff's focus on delivering quality programs and services.

## OBJECTIVE: EXPAND OUR BOARD TO INCLUDE MORE DIVERSE REPRESENTATION, AND SKILLS/CAPACITY REQUIRED TO DRIVE STRATEGIC DEVELOPMENT

- Review skills desired and identify gaps in representation
- Establish a rangatahi board position to give a young woman experience in governance and improve the youth voice within our leadership.
- Carry out recruitment process
- Identify existing Board member to mentor/induct new members and any training required.

## OBJECTIVE: ESTABLISH A SKILLED VOLUNTEER PROGRAM TO SUPPORT FUNDRAISING AND ENGAGEMENT EFFORTS

- Engage with local and national volunteer recruitment services
- Recruit appropriate person to carry out activities as described in this document
- Identify existing staff or board member to be key contact and provide guidance

## OBJECTIVE: LEVERAGE FUNDRAISING TO EMPLOY ADDITIONAL STAFF MEMBERS REQUIRED

- Focus initial fundraising efforts on building the resource to employ a second full-time staff member
- Define the role and identify skills desired: this staff member will report to the CEO and be responsible for establishing relationships and partnerships, fundraising and preparing to drive the capital appeal campaign in 2021. This will also provide potential succession within the organisation for the vital CEO position.
- Recruit new staff member

# COMMUNICATION & ENGAGEMENT

Women's Centre Rodney is sometimes confused with women's crisis services such as Women's Refuge. The Centre is a place for all women, from all walks of life. However, there is a common misconception in the community that women need to be in crisis, or struggling, to use the service. A communications effort is required to clearly articulate to the community the broad offering of Rodney Women's Centre and its importance in the community. The growing population also presents an opportunity to attract new members and supporters who will get behind the development of the organisation.

## OBJECTIVE: EVALUATE, DEVELOP AND INNOVATE WITH THE VIEW OF RESPONDING TO CHANGES IN THE MARKET AND BUILDING LONG-TERM SUSTAINABILITY

- Carry out research and evaluation with current Women's Centre Rodney users to test that offerings are in line with need.
- Carry out research with women in the Rodney region who don't currently use the Centre to explore what offerings might attract them to join.
- Analyse feedback and select 3 or 4 priority programs to focus on which will achieve the most significant impact for the community.

## OBJECTIVE: IMPROVE DIGITAL COMMUNICATION AND ENGAGEMENT

- Review current communications and marketing material – ensure there is targeted messaging across a range of media that will reach supporters across different sections of the community.
- Redevelop website to include/improve: donations page, membership sign up, blog and integration with social media to increase storytelling and showcase the range of programs and services
- What's On Calendar and bookings system

## OBJECTIVE: CLEARLY ARTICULATE OUR ORGANISATION'S CORE INFORMATION

- Develop Case for Support document - This will be a promotional document which communicates what we do, why it is needed, and the impact we have in the community.
- Distribute this document to current and potential supporters  
Update document each year with latest outcomes and achievements

## OBJECTIVE: PROVIDE OPPORTUNITIES FOR WIDER COMMUNITY INVOLVEMENT

- Host an annual event to celebrate Rodney Women's Centre
- Launch new 'champions' support program at event
- Establish database to track engagement and keep in touch with current and potential supporters

# FINANCIAL RESOURCES

Women's Centre Rodney is sometimes confused with women's crisis services such as Women's Refuge. The Centre is a place for all women, from all walks of life. However, there is a common misconception in the community that women need to be in crisis, or struggling, to use the service. A communications effort is required to clearly articulate to the community the broad offering of Rodney Women's Centre and its importance in the community. The growing population also presents an opportunity to attract new members and supporters who will get behind the development of the organisation.

## OBJECTIVE: ESTABLISH AND PROMOTE A 'CHAMPIONS' MEMBERSHIP PROGRAM – A VOLUNTEER-DRIVEN SUPPORT NETWORK OF LOCAL WOMEN.

- Identify existing hubs of support (including donors, university partners, and youth leadership groups)
- Prepare description and guideline for the group
- Identify group leader and recruit
- Grow membership through digital engagement and self-led activities

## OBJECTIVE: ESTABLISH CORPORATE SPONSORSHIP PROGRAM

- Review current communications and marketing material – ensure there is targeted messaging across a range of media that will reach supporters across different sections of the community.
- Redevelop website to include/improve: donations page, membership sign up, blog and integration with social media to increase storytelling and showcase the range of programs and services
- What's On Calendar and bookings system

## OBJECTIVE: UNDERTAKE CAPITAL APPEAL CAMPAIGN

- A Capital Appeal Campaign has been developed and the above activities will position us to be able to implement it.

# SUPPORT US

The Women's Centre Rodney is a grassroots organisation for the empowerment of women. To continue to operate independently and to fearlessly address issues that undermine the quality of life and futures of women and their families, we need your support!

To kick-start our strategic action we have established *The Rodney Women's Empowerment Circle*. A newly established Collective Giving Group with a simple aim: to engage Rodney women in philanthropy which supports the empowerment and development of women.

This is done by women coming together in "A Giving Circle", to pool their financial, intellectual, professional and personal resources to benefit Women's Centre Rodney. Members of the group will be invited to exclusive functions and events.

Membership is open to all women, of any age, interest or background - we only ask that they add value by making a monthly contribution (you decide the amount) so we can grow the fund and continue to make a real difference.

Contact us today to sign up!

Here's to strong women.  
May we know them,  
may we be them,  
may we raise them!