

# YWCA of Adelaide 2009-10

## Goals

*Develop capacity, profile and membership base of the YWCA of Adelaide as the voice of young women.*

*Build women's social capital through service delivery, outreach and engagement.*

## Objectives

### Advocacy

*Self Image, Violence and GRS recognised as young women's priorities in government and community*

### Women's Participation

*Empower women through increasing participation in YWCA programs*

### Gender Aware Youth Services

*Deliver best practice and gender aware youth services*

### Sustainable Funding

*Establish a sustainable funding base for YWCA core programs*

### Management

*Implement best practice and transparent governance and management procedures*

## Strategies

### Advocacy

- Model women's leadership, especially young women
- Develop and implement community awareness of young women's policy priorities
  - ✓ Priority 1
  - ✓ Campaigns
  - ✓ Events
  - ✓ Lobbying
- Develop and implement self image, no violence, and GRS media awareness strategy
- Staff advocate for priority on self image, no violence and GRS in sector forums, workshops and consultations
- Mainstream gender in all YWCA programs

### Women's Participation

- Deliver and market 2DS young women's leadership programs
  - ✓ Board training
  - ✓ Café sessions
  - ✓ mentoring
- Deliver and market
  - ✓ Encore
  - ✓ Walking clubs
  - ✓ Women's clubs
- In consultation with YWCA members and the community, and consistent with YWCA policy priorities, diversify the program base

### Gender Aware Youth Services

- Deliver gender aware youth mentoring services including
  - ✓ 1:1 mentoring
  - ✓ Case management
  - ✓ Group mentoring
- Provide flexible and responsive gender aware youth services in the outer metropolitan areas of Adelaide, north, west and south of the city
- Research and pilot gender aware and innovative youth service delivery
- Use research to inform program delivery

### Sustainable Funding

- Identify core programs consistent with policy priorities
- Develop YWCA marketing package for consultation with private sector, philanthropics and individuals
- Develop and implement YWCA fundraising strategy
- Establish and update effective and efficient grant fund data base
- Establish and operate efficient and responsive grant funding process

### Management

- Support effective and efficient Board operation
- Develop Board-staff communication
- Research and adopt best practice community sector management and administration procedures
- Maintain best practice financial management procedures
- Implement best practice HR management
- Maintain and update asset base