

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

KPIs

1. Ratio of 3:1 for number of media releases produced versus how much is generated
2. Minimum 50 contacts with MPs and officials
3. At least 3 recommendations from P1 policy document adopted by parties in the lead up to 2010 state election
4. Gender mainstreaming recognised in all YWCA program priorities

1. Establish baseline measure of re-engagement of young women in YWCA programs
2. Increase opportunity for re-engagement of young women across all YWCA programs, aiming for a 5% increase
3. Diversify participation base to service a wider geographical, socio-economic, cultural, religious and ability base, av 10%.

1. Improve performance by 10% on the 2008-09 performance (*using the National Youth Mentoring Benchmark Self Assessment Tool*)
2. System established to monitor and increase the strength of mentoring relationships
3. Increase re-engagement by young people in YWCA programs by 5%
4. Increase the diversity of clients by 5%

1. Increase length of grant funds by 20% (3 yr av)
2. Increase volume of grant funding by 20% (3 yr av \$57,000)
3. Donations – Increase untied funding by 10%
4. Investment monitoring system established which reflects Board policy

1. Board KPIs for efficiency and effectiveness established
2. Best practice community sector KPIs identified
3. Asset base management system established
4. Increase number of financial members by 10% (on 2008-09)

Strategies

Advocacy

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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