

GIRL GUIDES  
AUSTRALIA

# NATIONAL STRATEGIC PLAN

2015-2020



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### Our Vision

By 2020 Girl Guides Australia will be:

Australia's leading organisation  
for girls and young women  
in leadership and  
personal development

We will achieve this by focusing our energies and resources on our core capability – delivery of the Girl Guide method to girls and young women.

Our Plan empowers our organisation to do this and to realise our mission which is:

Empowering girls and young women  
to grow into confident,  
self-respecting, responsible  
community members.

### The Girl Guide Method to Girls and Young Women – Core Capability

As our core capability and the activity that all policies and systems must support, the Girl Guide Method is defined as by the World Association of Girl Guide and Girl Scouts as (Verhoeven, 2014)

- ▶ **Learning in small groups** to support each other, negotiate, make democratic decisions, assert our needs, solve problems together, take the lead
- ▶ **At the pace and through a pathway that is determined by the girl** to respect individuals, make our own choices, learn in the best way for us, value our achievements, collaborate not compete, be confident
- ▶ **Learning by doing** to take on challenges, learn through experience, take risks, make mistakes, get involved, pay attention
- ▶ **Connecting with others** to value others, appreciate diversity, listen, connect, make a difference, develop empathy, communicate
- ▶ **Connecting with the world** to be active citizens, get our hands dirty, enjoy the outdoors, get involved in our community, speak out for change, pay attention to the wider world

Learning is experiential and connected to others with a goal of making the world a better place.

### Targets for Growth – Measure of Success

The key driver of our plan is the need to arrest declining membership which can be seen as a proxy for declining relevance and participation.

With this in mind, the Strategy aims to:

- ▶ Support the growth of the movement's youth members by **50% to 2020**
- ▶ Support the growth of the movement's adult members by **25% to 2020**

### Context of the Plan – Our Environment, Our Context

The plan has been developed to support Australian Guiding at a time of high social, economic and environmental change.

Our organisation is a not for profit charity delivering non-formal education to the Australian Community. Volunteer led and volunteer driven, we compete with other organisations in the recreation and education industry. With this understanding we know that we need to adapt and change with the times, be more mindful of the needs of families, be responsive and supportive of the needs of girls and young women, and provide a volunteer experience that accommodates the variety and diversity of experience of women.

## How will the Strategy achieve outcomes for Girl Guides?

The Strategy will achieve its goals and aim by delivering against three interconnected goals. These goals clearly define our three areas of action:

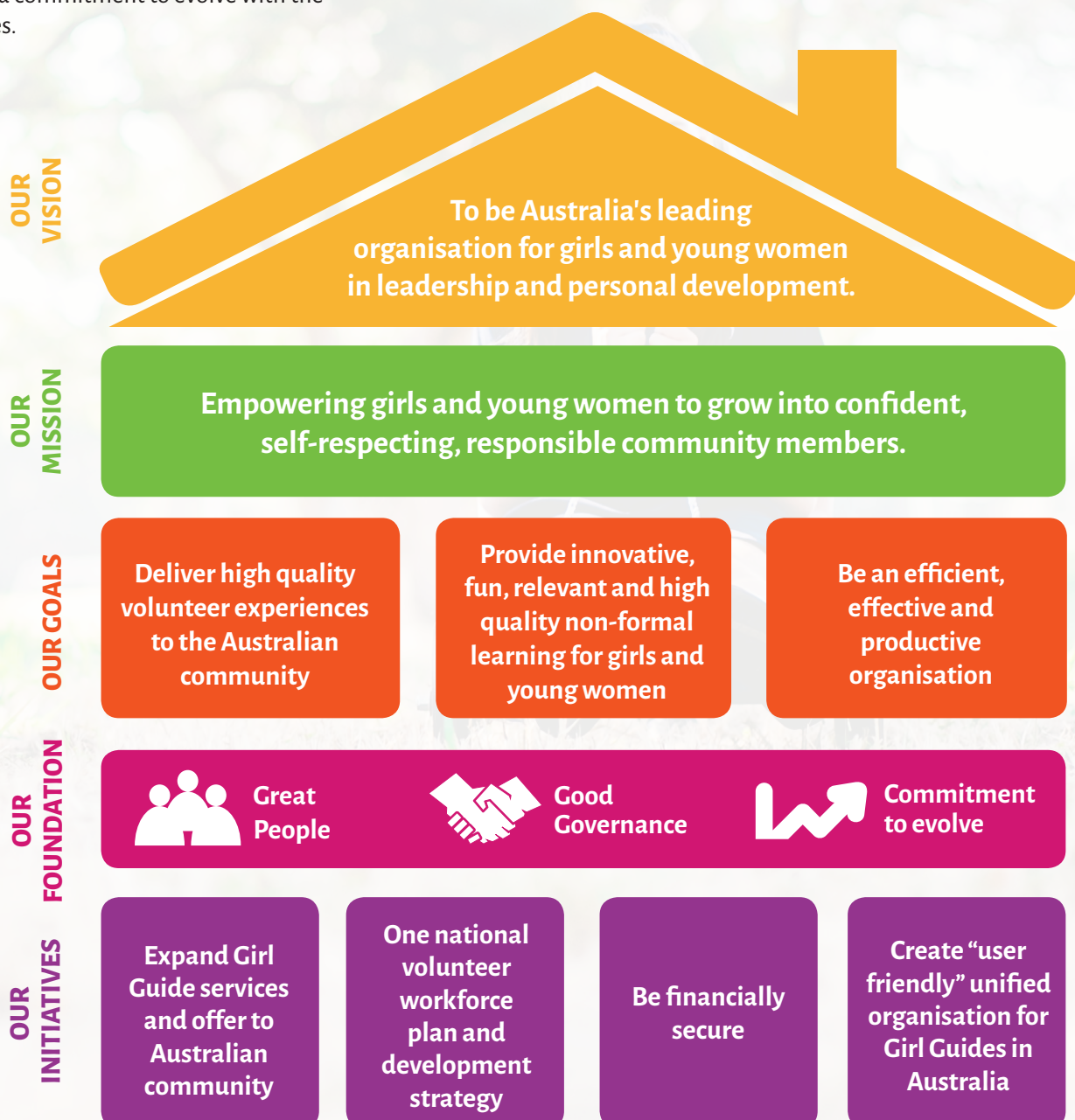
### Volunteers - Girls - Organisation

The goals are underpinned by the three foundations of our work – having great people, good governance and a commitment to evolve with the times.

Nationally our work and activities will be geared to align with four strategic areas:

- ▶ To provide the best services and most relevant offer to the Australian Community
- ▶ To provide the best volunteer experience to the Australian Community
- ▶ To be user friendly and unified
- ▶ To be financially secure

Signed off and agreed to by Girl Guides Australia and all State Girl Guide Organisations, our strategic framework is as follows:





**GIRL GUIDES**  
**A U S T R A L I A**

Our mission is to empower girls and  
young women to grow  
into confident, self-respecting,  
responsible community members.

**[www.girlguides.org.au](http://www.girlguides.org.au)**