

INTERNATIONAL WORKING GROUP ON WOMEN AND SPORT (IWG)

STRATEGIC PLAN 2007-2012



Vision: To realise a sustainable sporting culture that enables and values the full involvement of women in every aspect of sport

Mission: We are a catalyst for the advancement and empowerment of women and sport globally

Our values:

Collaboration

We support international collaboration that will enable us to achieve our vision through consultation with our stakeholders and incorporate their feedback in our decision making.

Inclusiveness

We value diversity through the provision of equal opportunity, voice, and choice for all people regardless of nationality, ethnicity, religion, gender, disability, age or sexual orientation.

Transparency

We are transparent and accountable in all our operations and decision-making processes including management and governance.

Outcomes-focus

While recognising the importance of appropriate processes in our work, we aim to achieve measurable outcomes in keeping with our mission and vision.

Our Key Result Areas:

1. Kumamoto Commitment to Collaboration
2. IWG World Conference in 2010
3. Strategic partnership with the United Nations and UN agencies
4. Focus on the Oceania Region
5. IWG sustainable and democratic organisation

Key Result Area 1: KUMAMOTO COMMITMENT TO COLLABORATION

RESULT	STRATEGIES	PERFORMANCE INDICATORS
<p>We are recognised and acknowledged globally for our collaborative approach to bringing about positive change for women and sport</p>	<ul style="list-style-type: none"> ▪ Develop a website that is comprehensive, interactive and best practice in content and design ▪ Embrace new technologies to improve communications with key stakeholders ▪ Develop a new logo and look for all our communication tools ▪ Share our knowledge and ideas in regard to women and sport with our stakeholders - including the impact and outcomes of strategies implemented, lessons learnt and positive achievements of women's organisations throughout the world ▪ Hold our annual meeting in regions where we can make the most impact on women's sport ▪ Develop a framework for women and sport organisations to become affiliated with IWG ▪ Encourage and invite relevant women and sport organisations to affiliate with the IWG 	<ul style="list-style-type: none"> ▪ Number of hits on the IWG website ▪ Number of requests and responses for information about the work of IWG ▪ Number of strategic partnerships with: <ul style="list-style-type: none"> - government women and sport organisations - non-government women and sport organisations at the <ul style="list-style-type: none"> ▪ State / Regional/Provincial ▪ National and ▪ International levels ▪ Number of organisations that accept invitations to affiliate with IWG ▪ Number of collaborative projects in which IWG participates

	<ul style="list-style-type: none">▪ Develop and/or strengthen strategic alliances with government and non-government organisations involved with women and sport at the following levels:<ul style="list-style-type: none">- State / Regional / Provincial- National and- International ▪ Engage stakeholders through collaborative projects and communication strategies including websites, e-newsletters, conferences, speakers	
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Key Result Area 2: IWG WORLD CONFERENCE IN 2010

RESULT	STRATEGIES	PERFORMANCE INDICATORS
<p>We hold a successful 5th World Conference on Women and Sport in Sydney in 2010</p>	<ul style="list-style-type: none"> ▪ Establish a Sydney Conference Organising Committee and a schedule of meetings ▪ Adapt and use the resources developed during previous World Conferences e.g. Montreal Conference planning manual, evaluation summary Kumamoto Conference, delegate database, previous programs ▪ Seek advice from IWG members and our stakeholders on a range of key issues including program content and speakers ▪ Explore options of engaging a Professional Conference Organiser (PCO) ▪ Seek funding for conference scholarships ▪ Develop a creative sponsorship proposal to attract partners ▪ Develop effective process for securing next Co-Chair and Conference host for 2014 with bids closing one year prior to the 2010 Conference. 	<ul style="list-style-type: none"> ▪ A minimum of 750 participants from a minimum of 100 countries ▪ Quality of program in terms of cutting edge topics and world experts as speakers ▪ Diversity of speakers in line with our value of inclusiveness ▪ Positive feedback from participants ▪ A legacy with a global impact ▪ Number of participants on conference scholarships ▪ Number of partners who sponsor the conference ▪ A small profit to cover operating costs for the IWG for up to 12 months after the Conference ▪ Next Co-Chair and Conference host announced at Sydney 2010 World Conference.

Key Result Area 3: STRATEGIC PARTNERSHIP WITH THE UNITED NATIONS AND UN AGENCIES

RESULT	STRATEGIES	PERFORMANCE INDICATORS
<p>We are recognised by the UN and contributing agencies as a strategic partner for information and support on women’s sport and development</p>	<ul style="list-style-type: none"> ▪ Closely liaise with the UN Division for the Advancement of Women (DAW) to prepare a publication on women and sport in their series on <i>Women 2000 and beyond</i> ▪ Plan and implement a parallel event in partnership with the UN and WomenSport International (WSI) to launch the publication “Women, gender equality and sport” at the Commission on the Status of Women (CSW) meeting in New York in Feb/March 2008 ▪ In consultation with UN DAW and WSI establish prime timeslot and venue for the publication launch, source quality speakers with expertise in women’s development and empowerment through sport and physical activity ▪ Effectively promote the publication launch using a variety of communication tools 	<ul style="list-style-type: none"> ▪ “Women, gender equality and sport” published by February 2008 including translations in French and Spanish, acknowledging the contributions of Carole Oglesby, IWG and WSI in the publication ▪ A successful parallel event at CSW in New York as measured through number of participants, quality of speakers, media coverage and positive feedback from stakeholders ▪ Ongoing relationship with CSW established ▪ Creation of a network link with CEDAW experts ▪ Degree to which country evaluations include evaluations on access and opportunity for women in sport

	<ul style="list-style-type: none"> ▪ Through UN DAW identify key stakeholders interested in the area of women and sport ▪ Offer Convention on the Elimination of all forms of Discrimination against Women (CEDAW) experts in UN member states “training” to understand the impact of sport for women’s advancement and empowerment ▪ Collaborate with UN to develop a framework for measuring all aspects of women’s involvement and status in sport to be used in UN member states ▪ Actively contribute as a member of the steering committee to establish and maintain the United Nations Educational, Scientific and Cultural Organisation (UNESCO) Observatory on Women, Sport and Physical Education by 2008 	<ul style="list-style-type: none"> ▪ UNESCO Observatory on Women, Sport and Physical Education successfully launched in 2008 ▪ UNESCO Observatory demonstrates focus on ALL women i.e. an inclusive approach
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Key Result Area 4: FOCUS ON THE OCEANIA REGION

RESULT	STRATEGIES	PERFORMANCE INDICATORS
<p>Women in sport are well represented in all areas and at all levels in the Oceania Region</p>	<ul style="list-style-type: none"> ▪ Work with IWG regional representative and the Oceania Women in Sport Commission to set up a regional database incorporating: <ul style="list-style-type: none"> - the key organisations involved with sport / women in sport - Influential individuals involved with sport / women in sport - potential partners (organisations & individuals) - potential supporters ▪ Identify initiatives already underway e.g. ASC initiatives being undertaken in partnership with sports / women's sports organisations across the Region or IOC / ONOC initiatives ▪ Attend Oceania Women in Sport Commission meetings and work with the Commission and IWG Oceania representative to identify and prioritise: <ul style="list-style-type: none"> - Current and future needs 	<ul style="list-style-type: none"> ▪ Number of successful projects with IWG involvement completed in the Oceania Region (to be featured at the 2010 conference) ▪ Increase the number of people from the Oceania Region on IWG database to over 500 by 2010 ▪ Minimum of 200 participants from the Oceania Region attend the 2010 World Conference ▪ Number of initiatives where IWG has been successful as a third party broker to obtain funding for projects ▪ Media database established

	<p>across the region</p> <ul style="list-style-type: none">- Collaborative initiatives to address high priority needs <ul style="list-style-type: none">▪ Identify jointly agreed initiatives / programs where IWG support could improve outcomes e.g. Act as a conduit between Oceania bodies and potential funding bodies for financial support▪ Set up a media database in the Oceania Region for dissemination of information and promotion of the IWG and the Conference in 2010	
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Key Result Area 5: IWG SUSTAINABLE, DEMOCRATIC ORGANISATION

RESULT	STRATEGIES	PERFORMANCE INDICATORS
<p>We are a high performing sustainable organisation with transparent, democratic practices</p>	<ul style="list-style-type: none"> ▪ Establish working group to explore, develop, and implement an effective organisational structure and governance model for the IWG in the context of its vision, mission and values ▪ Develop criteria for ensuring fair, democratic and effective representation on the IWG from each global region ▪ Develop a 5 year results based strategic plan ▪ Develop annual business plans based on the strategic plan ▪ Undertake an annual review of the strategic and business plans ▪ Develop a succession plan ▪ Actively pursue opportunities to develop partnerships with govt. and corporate sponsors to produce a sustainable income stream 	<ul style="list-style-type: none"> ▪ Implementation of new IWG organisational structure ▪ Completion of strategic plan ▪ Completion of annual business plans ▪ Implementation of succession plan ▪ Level of funding obtained from government, corporate partnerships, in-kind donations and membership (if applicable)

	<ul style="list-style-type: none">▪ Identify strategies for securing:<ul style="list-style-type: none">- Government funding- Corporate partnerships- In-kind and cash donations / support- New memberships (if applicable) ▪ Identify and explore the potential financial and marketing benefits to IWG of commercial initiatives e.g. merchandise, publications	
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