

Strategic Outcomes 2019-2020



GGV Strategic Outcomes

Jan 2019 to
Dec 2020

Outcome
6

Outcome
5

Outcome
1

Outcome
4

Outcome
3

Outcome
2





Increased and diversified youth membership

When curious, clever girls are free to revel in all their possibilities, the world opens up. With our girl-led philosophy, Girl Guides Victoria provides the space for all girls to play, explore and learn at their own pace and in their own unique way.

Girls from metropolitan, rural and regional areas, culturally diverse and different socio-economic backgrounds develop practical skills and leadership qualities through participation in Guiding programs.

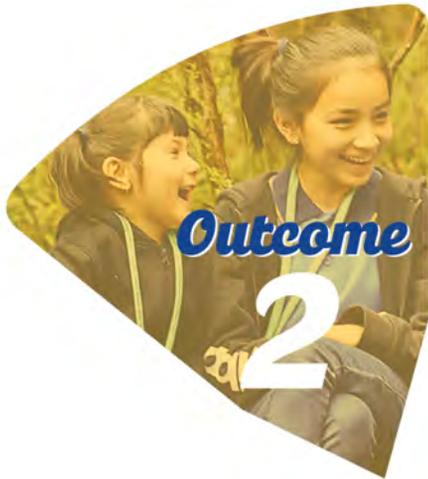
Our first outcome is to ensure that we increase the number of girls across Victoria who have access, and the information needed, to participate in the Guiding program.

1. Improve retention of youth members.

2. Increase the overall youth membership of Girl Guides Victoria.

3. Increase the diversity of our Guiding membership to reflect the diversity of the Victorian community.

4. Make Guides simple to belong to by streamlining membership and financial processes.



Improved image and visibility of Girl Guiding

With over 110 years of experience behind us, Girl Guides have influenced generations of girls and women. The Guiding movement has continued to evolve with the changing needs and values of the community. This outcome focuses on connecting us with like-minded and complementary organisations, to ensure that we continue to evolve. By connecting with others in the community, we will also broaden the reach of the movement and demonstrate our commitment to opening the world up to all the possibilities that girls can bring.

- 1. Connect with women who are in positions of influence to promote guiding, and form new state-wide partnerships.**
- 2. Leverage the commitment of our alumni and associated groups to develop grassroots connections to grow local partnerships.**
- 3. Connect and work with Guiding alumni and associated groups in order to better support girls within the Guiding movement.**
- 4. Communicate the value of Guiding to girls and the community clearly and consistently.**



Influenced issues that affect girls and young women

Girl Guides Victoria is in a unique position that allows us to listen to the hopes, cares, concerns and joys of broad cross-section of the girls in Victoria. With our girl-led philosophy, we are able to support girls to take action on matters that directly (and indirectly) concern them.

This outcome is focused on ensuring that we provide girls with the tools they need to make the difference they want. It also supports us to bring issues to the attention of the broader community that affect girls now, and in the future.

1. Form new partnerships with women's and youth organisations.

2. Be a voice for girls in Victoria, advocating for issues that affect them.

3. Support youth members to advocate for issues in their areas of interest.



Strengthened the quality of the Girl Guiding experience

Guiding is a movement and we are continually evolving and developing what is offered to girls. The idea of 'safety' is often applied in the context of physical safety. Physical safety has been and always will be, a significant focus for the organisation.

However, there are the other aspects of being safe that, until recently, have often been unspoken. Physical, emotional, cultural and spiritual wellbeing of girls are all equally important to their development. The focus of this outcome is broader understanding of what it means to provide a safe environment for our girls.

Girl Guides Victoria is committed to the emotional, physical, cultural and spiritual wellbeing of girls (and all children).

1. Continue to create spaces where curious, clever girls are free to revel in all their possibilities so that the world opens up.

2. Continue to deliver and improve our child safe framework.

3. Continue to facilitate staff and volunteers working together for girls.



Build leadership capacity at every level

Our volunteers enable the Guiding movement to support and influence the girls of Victoria. They provide the framework and experience that supports girls to be part of the Guiding movement. Ensuring that our volunteers are supported, encouraged and valued is essential for both the well-being of our volunteers and as an example for girls.

The focus of this outcome is to support volunteers to attend workshops to develop the skills to run camping and outdoor programs for girls, to receive training and support to deliver activities for girls, and to be equipped to support the increase in participation of girls from disadvantaged and diverse groups.

Girls and young women are encouraged to participate in training and leadership development activities to assume key roles with local Guide groups and the broader community.

1. Create and use systems and processes that ensure our knowledge and information is communicated effectively to members.

2. Create and implement succession planning.

3. Attract and retain leaders by offering them opportunities that are relevant to their needs and that are consistent with Girl Guides Victoria's needs.

4. Ensure that the support and recognition that we provide for volunteers reflects their needs and those of Girl Guides Victoria.



Effectively managed Girl Guides Victoria resources

Good stewardship is key to ensuring that the resources owned by the members are managed appropriately. This includes ensuring that any services we offer are of the highest standard and that our resources are looked after and utilised in a way that benefits all members.

- 1. Ensure our customer service is of a consistently high level that generates good will and encourages customers to return.**
- 2. Ensure that investment decisions are made that will further Girl Guide Victoria's ability to achieve its mission and vision, both today and into the future.**
- 3. Continue to seek out philanthropic and grant funding that aligns with our vision and mission.**
- 4. Ensure that every property contributes to Girl Guide Victoria's strategic direction and is safe, suitable and financially viable.**