

WIRE WOMEN'S INFORMATION STRATEGIC PLAN 2011 – 2014

Women's Information and Referral Exchange Inc. Reg. No. A122 ABN 98 957 157 895



OUR VISION

WIRE's vision is that of a society where women are safe, respected, valued, informed, empowered and free to make genuine choices in their lives.

WIRE aims to achieve this in the following ways:

1. by providing information, referral and support by phone, email or in person to individual women
2. by enabling women to develop new skills and knowledge necessary to increase control and decision making in their lives
3. by providing information through our seminars and online resources
4. by developing strategic partnerships with other services and government and non-government agencies
5. by advocating for change on issues that impact on women's ability to engage equally in society

OUR EXPRESSION OF FEMINIST PRINCIPLES

WIRE believes women should be to be safe, respected, valued, informed, empowered and free to make genuine choices in their lives.

OUR DRIVING ASSUMPTIONS

WIRE's engagement with women is premised on the following beliefs:

- all women are resilient and resourceful
- women still experience many forms of inequality, including practices that do not support women's equal participation in the workforce, and the violence of men against women

WIRE'S STRATEGIC DIRECTIONS

To provide information, support and referral for individual women.

Why this is important to WIRE:

WIRE's primary mission is to provide information, support and referrals to women in Victoria. WIRE aims to do this in a way that is consistent with WIRE's feminist principles.

GOALS

- Raise WIRE's profile in the community and in so doing increase the number of women who access our services
- Ensure WIRE remains current and accessible to all generations of women in Victoria
- Ensure the Telephone Service and Women's Information Centre maintain high standards of service and take up all relevant opportunities for improvement
- Provide high quality and accessible information and referrals to women across Victoria

To strengthen the capacity of women through identification of emerging themes, development of new information through research and advocating for change.

Why this is important to WIRE:

WIRE speaks to over 14,000 women in Victoria every year and is uniquely placed to identify and gather information on emerging issues women are facing.

WIRE is able to gather common individual concerns of women and provide a collective and strong voice. WIRE has an opportunity to tailor the information it makes available to reflect the gendered difference for women.

GOALS

- To advocate for systemic and cultural change to increase women's equal participation particularly in the area of paid work, financial security and a reduction of violence toward women
- Inform and empower women through issues-based research and other platforms

To increase our sustainability.

Why this is important to WIRE:

Increasing WIRE's sustainability increases WIRE's ability to achieve its mission by maintaining, improving and potentially expanding its information and support services. Becoming more sustainable will mean WIRE is less at risk from potential funding variations and strains on intellectual capital/ key personnel.

GOALS

- Increase WIRE's internal capacity, enhance performance of key personnel and maintain intellectual capital and minimise associated risks
- Ensure that WIRE maintains and demonstrates its relevance to the women of Victoria and that this relevance is known and understood by funding bodies
- Maintain and increase WIRE's financial sustainability
- Seek out additional grant funding and sponsorships from private philanthropists and aligned enterprises
- Maintain and Increase WIRE's organisational infrastructure to insure increased capacity
- Ensure WIRE's board provides good governance