

2007/08 Action Plan

Purpose

We believe that the best outcomes for our communities will be achieved by increasing diversity in decision-making.

Our main purpose therefore is to support women in, and into, the local government industry in Western Australia as either elected members or officers.

We recognise that for now we must concentrate our efforts on supporting women in non-metropolitan areas, increasing the number of female elected members, and increasing the number of women in executive positions. We will do this by providing networking opportunities, professional development workshops and support networks.

Most importantly, we recognise the key role we must play in encouraging the local government industry to remove barriers for women.

Expected Outcomes

Through better focusing our resources and efforts, we expect to achieve the following outcomes:

- » An increase in the number of women nominating for local government elections
- » An increase in the number of female elected members
- » An increase in the number of female officers in senior positions (Chief Executive Officers and Directors) in Western Australia
- » An increase in opportunities for women to build their professional networks in the industry
- » An increase in opportunities for women to participate in professional development seminars specifically targeted at their needs
- » An increase in both elected member and officer membership of ALGWA (WA)
- » A high level of satisfaction with ALGWA (WA) by our members

Our Strengths

We believe our Association has a number of key strengths:

- » We have a strong and committed Committee with an equal mix of elected members and officers
- » Our Committee members have strong networks within the industry
- » We concentrate our efforts equally on female elected members and female officers at all levels
- » We are beginning to provide a strong network for women in the industry
- » We are starting to provide learning opportunities for women
- » We are positively influencing the culture of Western Australian local government by drawing the industry's attention to issues for women
- » We are keeping women informed about issues and strategies affecting them
- » We are non-political and keen to work in partnership with other organisations for the overall benefit of the industry
- » We are playing a key role in the current review of the Framework for Women in Local Government
- » We are influencing industry initiatives for women by participation on the Minister for Local Government's Advisory Committee on Women in Local Government

Our Challenges

- » We recognise that we do not adequately service the needs of women in non-metropolitan areas
- » Our weak financial base makes it difficult to increase our activities and therefore convince our members that they are getting value for money
- » We need to convince local government managers that women at all levels should be supported and encouraged
- » We need to convince local governments to support female membership of ALGWA (WA) and attendance at ALGWA events
- » We need to further engage senior and executive female officers in ALGWA (WA)

Our Opportunities

- » To encourage local government organisations to fund membership to ALGWA (WA) for female elected members and officers
- » To increase the financial base of the Association by accessing grant funding and sponsorship
- » To increase membership benefits
- » To provide targeted workshops for female elected members and officers
- » To provide more support to women considering nominating for local government elections
- » To engage male Chief Executive Officers, Directors and Mayors/Presidents in the activities of the Association
- » To provide networking opportunities for female elected members and officers in non-metropolitan areas
- » To provide mentoring opportunities for female elected members
- » To further develop partnerships and relationships with other industry associations and bodies
- » To influence the outcomes of the National Framework for Women in Local Government

Our Threats

- » That the industry may perceive that the Association is a divisive feminist group.
- » That women may perceive that participation in ALGWA (WA) may be detrimental to their careers
- » That the industry may perceive that we are competing with the Local Government Managers' Association (LGMA)

Key Focus Areas

In order to effectively achieve our outcomes, ALGWA (WA) will focus its efforts on the following four areas over the next twelve months:

Membership

- ACTION 1 - Develop a Membership Pack for new and existing members
- ACTION 2 - Develop a Marketing Strategy
- ACTION 3 - Continue to develop the Association's website and e-communication opportunities
- ACTION 4 - Obtain grant funding to support the activities of the Association

Support & Mentoring

- ACTION 1 - Conduct a "How to Be Effective in the Council Chamber" workshop (elected members)
- ACTION 2 - Conduct a "How to Negotiate an Employment Contract" workshop (officers)
- ACTION 3 - Conduct a "Selling Your Self and Going to the Next Level" workshop (officers)
- ACTION 3 - Develop a Mentor Network for female elected members
- ACTION 4 - Conduct workshops for potential female candidates in the 2007 local government elections
- ACTION 5 - Provide information for potential female candidates on the Association's website

Industry Culture

- ACTION 1 - Include profiles and endorsements from the Minister for Local Government and supportive Chief Executive Officers and Mayors/Presidents and include on the Association's website
- ACTION 2 - Invite male Chief Executive Officers and Mayors/Shire Presidents to ALGWA (WA) events
- ACTION 3 - Undertake the State Launch of the Framework on Women in Local Government
- ACTION 4 - Play a coordinating role in implementing strategies from the Framework on Women in Local Government
- ACTION 5 - Continue to participate in the Minister for Local Government's Advisory Committee on Women in Local Government

Networking

- ACTION 1 - Continue to conduct 'Meet and Greet' events at host local government authorities, including opportunities to complement ALGWA (WA) Committee meetings, or workshops
- ACTION 2 - Conduct at least two networking events in non-metropolitan local governments per year, preferably in regional centres. This may be facilitated by combining with other industry events (WALGA or LGMA) in partnership with local female elected members and officers
- ACTION 3 - Conduct a significant event each year to celebrate International Women's Day
- ACTION 4 - Conduct the Annual General Meeting and Breakfast each year as part of Local Government Week