



## **STRATEGIC PLAN 2024 - 2026**

**“Build a better world for women and girls”**

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## ZONTA INTERNATIONAL MISSION

Zonta International is a leading global organisation of individuals working together to build a better world for women and girls.

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## ZONTA INTERNATIONAL VISION

Zonta International envisions a world in which women's rights are recognized as human rights and every woman is able to achieve her full potential. In such a world, women have access to all resources and are represented in decision-making positions on an equal basis with men. In such a world, no woman lives in fear of violence

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## MESSAGE FROM DISTRICT 22 GOVERNOR

The Zonta International plan for this biennium focuses on our core mission and vision of Building a Better World for Women and Girls. All activities should align with achieving Sustainable Development Goal 5 of Gender Equality. By focusing on clear goals, and by sharing your passion and achievements we move forward together in a world where the challenges facing women are increasing.

The aim of this plan is to allow clubs to focus their energy on their passions. Engage members, both new and existing, to plan your activities for the two years ahead but always with an eye to the future and sustainability.

Engage allies, forge new alliances and lift the Zonta Spirit in your clubs and communities.

Be the voice for Gender Equality.

Sincerely

Petra Ladwig

District 22 Governor

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## GOAL 1: CREDIBLE AND VISIBLE VOICE

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Zonta acts as a credible and visible voice on gender equity, driving change for gender equality. By focusing on increasing Zonta International's credibility and visibility we move closer to achieving Zonta's mission.

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### 1.1 CREDIBLE VOICE

#### District Actions

- District 22 supports the establishment of Zonta Australia and recognises the value of a combined voice in advocacy across Australia.
- District advocacy chairs will work with the Zonta Australia members to establish priorities for advocacy.
- District chairs will regularly meet with club advocacy chairs to share and develop strategies.
- Working groups will be established as needed, utilising members with interests and skills to focus on identified issues and to develop resources for club use.
- District 22 will continue partnerships with organisations such as Equal Rights Alliance, Office of Women and National Council of Women.

#### Club Actions

- Appoint an advocacy chair.
  - Engage with district chairs, sharing ideas and suggesting strategies for advocacy.
  - Use all activities as an opportunity for advocacy.
  - Build on existing relationships, and develop new ones with local councillors, State and federal members
  - Utilise the resources developed by ZI and district where possible and relevant to strengthen effect through a single message.
  - Undertake activities during 16 Days of activism each year.
  - May choose to do activities around IWD (March 8), Earth Day (22 April), International Day of the Girl Child (11 October) and International Equal Pay Day (18 September).
  - Continue their educational programs and aim to submit candidates for district awards where possible.
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### 1.2 VISIBLE VOICE

#### District Actions

- District 22 will maximise the impact of its voice by utilising fully the district website and social media.
- District PR chair and website managers will organise training and meet at least 3 times a year with club PR chairs to optimise visibility at all levels.
- District committee chairs and board members will fully utilise the webpage for sharing information.

#### Club Actions

- Appoint a PR chair.
  - Correctly use up-to-date club logos and tagline as a recognisable and consistent brand.
  - Include ABN on all official documents -letterheads, reports and invoices.
  - Engage with training, share ideas and resources to promote greater visibility on all available channels.
  - Update their webpages, post all events to website and social media. Share successes with the international members using SHARE YOUR STORY [https://www.zonta.org/Web/My\\_Zonta/Tools/PR\\_Tools\\_and\\_Logos](https://www.zonta.org/Web/My_Zonta/Tools/PR_Tools_and_Logos)
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## 1.3 ADVOCACY FOCUS

### 1.3.1 Violence Against Women

District Actions	Club Actions
<ul style="list-style-type: none"><li>• District 22 will maintain a focus on gender-based violence with advocacy efforts.</li><li>• Efforts will be focused on International Women's Day, Domestic Violence Prevention Month and 16 Days of Activism</li><li>• District 22 maintains a focus on homelessness in older women which can be the result of systemic issues such as gender inequity, educational inequality and gender-based violence.</li></ul>	<ul style="list-style-type: none"><li>• Take part in activities during 16 Days of Activism.</li><li>• Consider participating in IWD March 8<sup>th</sup> and/ or DV prevention month (May) activities in their communities.</li><li>• Establish partnerships where possible with local organisations and agencies working in this area to strengthen the impact of their efforts.</li><li>• Consider participating in Safe Space /Soft Rooms creation working with local QPS.</li><li>• Consider working on homelessness advocacy in their communities.</li></ul>

### 1.3.2 Climate Justice

District Actions	Club Actions
<ul style="list-style-type: none"><li>• District 22 will explore opportunities to become more active on the Zonta Says Now campaign.</li><li>• District 22 will establish a working group within the advocacy committee as the first step.</li><li>• District 22 will promote Earth Day recognition on social media and Webpage.</li></ul>	<ul style="list-style-type: none"><li>• Consider opportunities in their areas to engage with organisations working in sustainability and activities that limit the impact of climate change.</li><li>• Consider activities centred on Earth Day April 22.</li></ul>

### 1.3.3 Women in Decision Making

District Actions	Club Actions
<ul style="list-style-type: none"><li>• District 22 will continue partnerships with the Equal Rights Alliance and other organisations promoting Gender Equity</li><li>• District 22 will look for opportunities to advocate for gender equity.</li></ul>	<ul style="list-style-type: none"><li>• Consider opportunities to recognise women leaders in their communities.</li><li>• Promote opportunities for women to develop leadership skills, including for members.</li></ul>

### 1.3.4 Educational Equality

District Actions	Club Actions
<ul style="list-style-type: none"><li>• District 22 will continue to participate in the International Educational awards with existing AE, JMK ( to become Women in Business) and YWPA (Now Young Women in Leadership) committees to continue.</li><li>• District 22 will create a Women in STEM committee including exploring sponsorship opportunities for a district award.</li><li>• District chairs will keep clubs informed of timelines for awards and update the webpage as needed.</li><li>• District 22 will promote International Day of the Girl Child, October 11 as a day to emphasize Educational Equality and Ending Child Marriage, and Zonta’s work in these areas.</li></ul>	<ul style="list-style-type: none"><li>• Continue to promote equity in education in their communities with bursaries.</li><li>• Where possible, promote the Zonta International program of educational awards (Zonta Young Women in Leadership Award / Zonta Women in Business Award / Zonta Women in STEM Award / Amelia Earhart Fellowship).</li><li>• Consider activities centred on the International Day of the Girl Child (October 11).</li></ul>

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## GOAL 2: CLUB SUCCESS

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By focusing on club success, we maintain a strong membership base to support the work we do to build a better world for women and girls.

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### 2.1 Zonta Spirit

District Actions	Club Actions
<ul style="list-style-type: none"><li>• The district 22 board will foster the Zonta spirit so that all clubs will serve as a welcoming and inspiring environment for Zontians working towards Zonta's mission.</li><li>• District membership chair will provide regular contact opportunities for club chairs to share successes and strategies.</li><li>• District 22 will develop a standard report form for Area Directors to document all club visits.</li><li>• District 22 will develop and help clubs with exit surveys to inform membership success and identify potential opportunities for improvement.</li><li>• District 22 will develop a code of conduct to serve as a template for clubs.</li></ul>	<ul style="list-style-type: none"><li>• Recognise Zonta Spirit and member engagement as essential to success.</li><li>• Foster a code of conduct which is inclusive, respectful, and consultative.</li><li>• Develop plans for regular fellowship opportunities to increase club spirit and cohesion.</li><li>• Use an exit survey of departing members to inform future direction.</li></ul>

### 2.2 Club Creation

District Actions	Club Actions
<ul style="list-style-type: none"><li>• District club creator and membership chair will continue to work with club membership chairs to identify new areas for club growth.</li><li>• Efforts to establish Zonta in Papua New Guinea will continue.</li></ul>	<ul style="list-style-type: none"><li>• Support efforts at new club creation, when possible and within club resources.</li><li>• Identify areas which may be suitable for club creation.</li></ul>

## 2.3 Diversity

District Actions	Club Actions
<ul style="list-style-type: none"><li>• In recruitment of new Zontians, a greater emphasis will be placed on diversity and inclusion and building a welcoming environment for people from various genders, age groups, ethnicities, and all other backgrounds.</li><li>• District will support the international twinning program for clubs wanting to increase their fellowship and global Zonta spirit with clubs in other countries once launched.</li><li>• District 22 explores ways to maintain contact with District award winners and applicants and invites them to membership.</li></ul>	<ul style="list-style-type: none"><li>• Develop strategies to engage with diverse groups including all genders, ages, and ethnic groups.</li><li>• Engage with the twinning program once launched.</li><li>• Keep in touch with former award winners so contact can be made at the appropriate time to invite them to join.</li></ul>

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## GOAL 3: LEADERSHIP AND SUSTAINABILITY

**Zonta manages its resources, including both time and money, to meet Zonta’s vision and ensure Zonta’s long-term viability and success. Governance, leadership and internal structures are addressed to enable the effective achievement for Zonta’s mission. Sustainability is crucial for any actions in building an equal, responsible, green and clean future where the human rights of women and girls are recognized and implemented.**

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### 3.1 Leadership

District Actions	Club Actions
<ul style="list-style-type: none"><li>• District will ensure a smooth leadership transition safeguarding continuity between biennia.</li><li>• District will provide training opportunities for new and upcoming leaders at least annually through area directors, and other board as needed.</li><li>• District will provide workshops with a focus on leadership skills during area meetings and/or online.</li></ul>	<ul style="list-style-type: none"><li>• Ensure smooth transition of information between successive boards.</li><li>• Ensure boards engage with Area director training sessions to optimise leadership skills and knowledge.</li><li>• Consider using the resources on the ZI website for club leader training.</li><li>• <a href="https://www.zonta.org/Web/My_Zonta/Tools/Leadership%20Development%20Tools%20Home">https://www.zonta.org/Web/My_Zonta/Tools/Leadership%20Development%20Tools%20Home</a></li><li>• Develop succession plans for leadership.</li><li>• Mentor newer members and foster leadership development.</li></ul>

### 3.2 Sustainability

District Actions	Club Actions
<ul style="list-style-type: none"><li>• District 22 acknowledges the importance of donations to the Zonta Foundation for Women and promotes this to members.</li><li>• District 22 will provide opportunities for Foundation ambassadors to speak at area meetings and conference.</li><li>• Foundation ambassadors will monitor club and individual giving and promote regular contributions to Zonta Foundation.</li><li>• Foundation ambassadors will promote the 1919 Legacy Circle.</li></ul>	<ul style="list-style-type: none"><li>• Recognise that as part of an international organisation their obligation to contribute funds and the importance of regular giving to the Zonta Foundation for Women to sustain the international projects.</li><li>• Provide regular updates to members on the progress of international projects to foster enthusiasm, the Zonta Spirit and knowledge.</li></ul>

### 3.3 Z and Golden Z clubs

District Actions	Club Actions
<ul style="list-style-type: none"><li>• District 22 will continue to promote new clubs in schools and universities to increase reach to younger audiences, our future Zontians.</li><li>• District chair promotes Z and Golden Z clubs regularly to club membership chairs.</li></ul>	<ul style="list-style-type: none"><li>• Seek opportunities to establish new youth clubs.</li><li>• Continue to support existing Z and Golden Z members.</li><li>• Encourage Golden Z members to consider joining Zonta on graduation.</li><li>• Offer the opportunity for Youth membership once available.</li></ul>

## GOAL 4: ENAGEMENT OF AUDIENCE AND ALLIES

To further Zonta’s mission and extend voice, Zonta develops collaborations with like-minded organizations.

District Actions	Club Actions
<ul style="list-style-type: none"><li>• District 22 will seek opportunities to engage with like-minded organisations and to explore collaborations.</li><li>• District 22 will continue to foster connections at board level with District 23 and 24, and District 16.</li><li>• District 22 recognises the value of Zonta Australia in increasing opportunities for collaboration at a federal level.</li><li>• District 22 will explore establishment of a district award to recognise biennially outstanding alliances made by clubs. The first award to be presented in 2025 at District conference.</li></ul>	<ul style="list-style-type: none"><li>• Seek opportunities to engage in their communities with sporting organisations including further development of the relationship with the QRL.</li><li>• Explore collaborations with other clubs and organisations, such as Soroptimists to maximise impact of advocacy and activities.</li><li>• Explore opportunities for sponsorship of bursaries and programs with local councils and businesses.</li><li>• Continue to promote existing or consider establishing an Outstanding Woman award in their area to promote connections and recognise Excellence in Service and Advocacy.</li></ul>