



## STRATEGIC INTENT

### STRONG FOUNDATIONS

- Maintain impeccable standards of governance and transparency, and ensure our adult members understand their role and legal obligations.
- Achieve efficiency in systems that enable GGT to fulfil its core functions, reporting, and compliance obligations.
- Deliver consistency of brand to elevate awareness.
- Diversify and grow GGT's income streams to support membership growth.
- Be widely recognised as a values- based organisation with a healthy Association-wide culture.

### DIVERSE MEMBERSHIP

- Collaborate and build strategic partnerships to support an innovative and engaging Guiding program.
- Revive Olave Program leveraging digital.
- Deliver best practise AGP, WAGGGS and International programs.
- Create and nurture strategic partnerships to deliver greater membership reach.

### ENGAGED VOLUNTEERS

- Promote and support contemporary volunteering.
- Engage the broader community to volunteer through supportive, efficient and agile recruitment and engagement processes.
- Provide access to inclusive and diverse volunteering opportunities.
- Celebrate excellence and recognition of adults in Guiding.

### FUTURE FOCUSED

- For every Tasmanian girl in every Tasmanian place.
- A collective voice to build momentum, strength and growth for our movement in Tasmania through broad publicity, inspiring initiatives, adventure and effective advocacy.
- Globally connected and inspired.

## STRATEGIC ENABLERS

### OUR PEOPLE

- Engage our people to be active participants in the design and implementation of GGIA.
- Provide opportunities for our people to reflect, share and develop a shared understanding of success.
- Provide opportunities for our people to develop their knowledge and apply their skills.
- Develop clear and realistic performance expectations for our people.

### INNOVATION & ADVOCACY

- Develop and/or leverage digital technology to improve volunteer training and experience
- Support the promotion and implementation of GGIA plan to promote and position Girl Guides as the organisation of choice for the empowerment of girls and young women

### ORGANISATIONAL STRENGTH

- Maintain and seek to diversify current income streams.
- Maintain sound financial management processes.
- Ensure an effective governance structure is maintained
- Build a diverse and engaged membership base.
- Develop a Partnerships Strategy to leverage existing and future priorities.
- Partner and collaborate with GGA and SGOs.



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