**ZONTA INTERNATIONAL DISTRICT 22 LTD**

**STRATEGIC PLAN 2020 -2022**

***“Transitions, Changes and New Opportunities”***

**Honour and Empower**

We envision a world in which women’s rights are recognised 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.

**Mission**

Zonta International is a leading global organisation of professionals empowering women worldwide through service and advocacy.

**Objects**

* To improve the legal, political, economic, educational, health and professional status of women at the global and local level through service and advocacy.
* To work for the advancement of understanding, goodwill and peace through a world of fellowship of members
* To promote justice and universal respect for human rights and fundamental freedoms
* To be united internationally to foster high ethical standards, to implement service programs and to provide mutual support and fellowship for members who serve their community, their nation and the world.

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| **GOAL 1: PROGRAMS AND PROJECTS**  Access to education is a key factor in achieving gender equality. Zonta’s education programs provide essential support for women in male-dominated disciplines. The women who receive these awards are role models for the next generation. Thus, the continuation and expansion of these Zonta-managed education programs are critical for Zonta to expand women’s participation in these fields.  Many girls around the world do not have the opportunity to attend school and/or complete their secondary education. For decades, Zonta has successfully partnered with UN agencies to address a variety of needs of women and girls. This biennium our Zonta-funded UN projects are implemented in Asia, Africa, South America and the southwestern Pacific, thus achieving a truly worldwide impact. The projects focus on education, health, preventing early marriage and eliminating other forms of violence against women. The objectives of the projects are achievable and measurable.  These four goals for our programs and projects increase our impact and effectiveness in helping women and girls. There are 4 parts for the programs and projects to increase our effectiveness in helping women and girls. | | |
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| **Goal 1.1 - Zonta’s pilot Women in Technology Scholarship continues with a second award cycle during the biennium. An assessment of the first and second award cycles will be conducted with results and recommendations presented at Convention 2022.** | | |
| **District**  The District will submit to Zonta International a nomination for the Women in Technology Scholarship in each year of the biennium.  At the District level, the Committee Chair Communication and Marketing will work with Committee Chair WiT to publish a district wide email to all relevant universities.  Responsible: DCC WiT | | **Club**   * All clubs are aware of the continuation of the scholarship and actively promote within their region * At least 25% of clubs submitting a nominee to the District Level   Responsible Lead: DCC Wit in collaboration with Area Directors and Club Presidents |
| **Goal 1.2 - Zonta International will study the participation in the Young Women in Public Affairs Award and Jane M. Klausman Women in Business Scholarship programs and make recommendations for the future of these programs prior to the next convention.** | | |
| **District**   * Sessions on JMK and YWPA are provided at District Conference * A review is conducted on JMK and YWPA programs to determine barriers for clubs to submit nominations and these findings are submitted, through the D22 Board to Zonta International as part of the review for next convention. * Committee Chair Media and Marketing works with relevant award chairs to publish a district wide media release regarding these awards.   Responsible: DCC JMK and YWPA | | **Club**   * At least 40% of clubs submit nominations for JMK Award * At least 40% of clubs submit nominations for YWPA Awards * Clubs are encouraged to align their awards to the existing ZI awards and submit these winners for the District awards   Responsible: DCC JMK and YWPA to work with Area Directors to have a consistent approach to the awards |
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| **Goal 1.3 - Education and eliminating violence against women are two key elements of our projects funded in partnership with the UN agencies. Zonta International will publish statements on issues impacting the lives of women and girls such as human trafficking, climate change and other topics as we work for improvements for women and girls in all facets of life.** | | |
| **District**   * The District will actively contribute to ZI statements where appropriate * The District Board will work collaboratively with D23 and D24 Boards to raise significant issues as they relate to human trafficking and climate change in Australia. * Establish a relationship and work collaboratively with My Blue Sky to find opportunities to raise awareness of child marriage in Australia * The Board is cognisant of and communicates with clubs re Australia’s position on international and UN items e.g. CEDAW, achievements against SDGs etc   Responsible: DG | | **Club**  All Clubs have a member nominated to raise UN issues at club level on an ongoing basis including:   1. Important UN days 2. The Sustainable Development Goals (SDG’s) 3. The impact of climate change on the lives of women in girls across the globe 4. Understand the scope of human trafficking across the globe 5. Elimination of Child Marriage   All clubs (or a collaborative arrangement between closely located clubs) to have one local campaign per year to raise the issues that Zonta International works in partnership with the UN. Eg. media opportunity, engagement of civic leaders, partnership with another local organisation. This is in addition to any activity regarding the 16 Days of Activism  Responsible: DCC UN |
| **Goal 1.4 – Zonta’s voice is heard locally when clubs participate in advocacy action. Advocacy work focuses on raising awareness of women’s rights and has lasting impact when laws are changed. Clubs are encouraged to participate in at least one advocacy activity each year. The global Zonta Says No to Violence Against Women campaign provides an opportunity for advocacy and gives aligned visibility to Zonta in the community.** | | |
| **District**  District 22 actively participates in issues raised by the National Women’s Alliances, and in partnership with D23 and D24. In particular the Alliance groups of:   * + economic Security4Women (eS4W)   + Equality Rights Alliance (ERA)   + Australian Women Against Violence Alliance (AWAVA)   Actively participate in issues raised by the National Women’s Alliances, and in partnership with D23 and D24.  Responsible: District Governor  Responsible: DG and DCC Advocacy | | **Club**  All clubs have at least two advocacy activities per year and take a lead role in the local community on issues that could include:   * Zonta Says Yes to Gender Equality * Zonta Says No to Violence Against Women * Ending child marriage * Ending older women’s’ homelessness * International Women’s Day   All clubs will:   * will ensure advocacy is embedded in the club’s goals, culture, and actions   Responsible: DG and DCC Advocacy |
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| **GOAL 2: MEMBERSHIP**  Zonta’s membership is central to its success. Growth in membership is always the desired outcome; however, a more realistic goal in today’s world is to stabilize membership. Going forward into our second century membership retention is key, yet recruitment of young professionals remains a focus. For club members taking on leadership roles, Zonta International’s leadership development program offers support and training. Successful implementation of these three goals related to membership will maintain Zonta’s visibility locally and globally**.** | | |
| **Goal 2.1 Zonta International, districts and clubs will work together to focus on membership retention. This includes maintaining clubs in the current countries (61 countries as of January 2020).** | | |
| **District**   * Reports more members on 31 May 2022 than on 31 May 2020.   + 75% retention   + 25% new members * additional 20 members per year in the Young Professional category * 10 Individuals take up Individual Membership in each year of the biennium * At least three clubs ‘in formation’ across the District by the end of the biennium * Biloela is chartered * A scorecard is developed to identify clubs *at risk* * A strategy is implemented to mentor and strengthen clubs *at risk* * Review and update membership products/messaging to ensure alignment with ZI and consistency across the District.   Responsible: LG and Area Directors   * Establishment of Club in PNG   Responsible: Lead - Sandy Venn Brown in collaboration with Zonta Club of Cairns and IM Yolande Entsch. | | **Club**  All clubs maintain membership at 31 May 2020 levels (plus 1).  This membership comprises   * + 75% retention of current members   + 25% new members   + 1 new Young Professional membership in each year of the biennium * All clubs submit 5 names to the LG to connect regarding Individual Membership * The number of Z-clubs sponsored increases in the biennium * All participants in award programs eg. JMK are invited to join Zonta as part of the process   Responsible: LG in partnership with Area Directors, Club Presidents and DCC ZClubs. |
| **Goal 2.2 Districts are encouraged to hold at least one event per year with current education award winners and awardee alumnae. Zonta International will work with the districts in contacting the awardee alumnae. Awardees are encouraged to become Zontians and serve as role models for the next generation of professionals.** | | |
| **District**  The District works with ZI in compiling a list of alumnae and writes to all past award winners to invite them to Zonta membership.  Responsible: District Archivist in partnership with DCC YWPA, JMK and Z and Golden Z Clubs | | **Club**   * Reach out to Z Club and Golden Z Club members and beneficiaries of educational programs with relationship-building and networking activities. * Invite all nominees in these awards to dinner meetings or other Zonta events with a view to club membership   Responsible: Club Presidents |
| **Goal 2.3 Zonta International will support current and future leaders through Zonta professional development and mentoring tools, tailored to individual club needs.** | | |
| **District**   * Information is provided to Clubs regarding the Leadership Development Program * Leadership training is conducted at area and district level and included on the program for District Conference – this maybe an ‘all of District approach’ through Zoom * District Governor regularly communicates with clubs * Area Directors produce a newsletter after each Board meeting * Area Directors conduct at least one (1) Club office bearers training day during the biennium – this may be a collaborative effort across the District by Zoom * Area Directors to phone each Club President at least twice per biennium.   Responsible: DCC Leadership, DG and ADs | | **Club**   * At least 20% of members engage with the Leadership Development program * The number of clubs attending Area meetings and District Conference is greater than attended in the previous biennium regardless of the medium used i.e. face to face or virtual * Clubs look at opportunities to provide mentoring to potential members and past award winners   Responsible: Area Directors |
| GOAL 3: FINANCIAL RESOURCES Financial contributions are needed to fulfil Zonta’s mission. For most of Zonta’s history, the financial giving has been directed towards meeting the biennial fundraising goals to support our programs and projects. Since 1988, Zonta’s endowment funds have been established for the sustainability and growth of Zonta’s work towards women’s equality. The visibility of Zonta International’s Foundation is important for reaching new internal and external donors.  Contributions to both the biennial programs and projects and the endowment funds are essential for maintaining and growing our ability to make a difference in the lives of women and girls. Achieving the following three goals ensures our impact continues while also providing opportunities to expand our influence. | | |
| **Goal 3.1 Donations to the Zonta International Foundation (ZIFW) meet or exceed the biennial fundraising goals.** | | |
| **District**   * Donations to ZIFW increase from the previous biennium * Information sessions on the importance of donations to ZIF and the Centennial Endowment Campaign are conducted at Area Meetings and District Conference with a meaningful timeslot.   Responsible: DCC ZIFW | | **Club**   * All Clubs donate at least one third of funds raised to ZIFW * Individual and club donations to ZIFW increases * Clubs participate in the “*Every Member Every November”* Campaign   Responsible: DCC ZIFW and Club Presidents |
| **Goal 3.2 Donations to the endowment funds for sustainability and growth of the foundation continue to be made towards achieving the long-term goal of US$10,000,000. Zonta International will identify potential programs and projects for future support using the earned income from the endowments.** | | |
| **District**  The Board actively promotes donations to the endowment funds and communicates regularly with clubs being sensitive to current COVID environment and possible negative impacts on clubs.  ZIFW activity in regards to annual donations and endowment funds is a topic at Area meetings  Responsible: DCC ZIFW | | **Club**  Clubs are informed and understand the difference between the regular 1/3 contribution to ZI and the donations to the endowment funds.  Responsible: DC Chair ZIFW and Club Presidents |
| **Goal 3.3 Zonta International Foundation will expand awareness and visibility of the focus of Zonta’s global charitable efforts by doing business as “Zonta Foundation for Women.”\*** | | |
| **District**  The District actively promotes the Zonta Foundation for Women including appropriate referencing on the D22 webpage and all club web pages and Facebook posts.  Responsible: District Webmistress  DCC Media and Communications  DCC Social Media | | **Club**  Clubs are aware of the change in terminology and are aware of the importance and reason for the change.  Responsible: Area Directors and Club Presidents |
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