

THE Rural Woman Cooperative 2021/2023

VISION	Every rural woman and girl in Australia can confidently proclaim - 'I am blooming where I am', she can define what that means for her life and she has the courage and access to what she requires to do so.				
MISSION	An Australian enterprise delivering a globally significant, regenerative ecosystem that prioritises the advancement of rural women and girls. By 2041 research shows a measurable improvement in wellbeing, wealth, environment and recognition of rural women and girls in the regions where we work. <i>"When a rural woman blooms all those around her bloom too. It's a powerful and deeply felt ripple."</i>				
UN SUSTAINABLE DEVELOPMENT GOALS	<i>Goal 3 - Good Health and Wellbeing Goal 5 - Gender Equality Goal 8 - Decent Work & Economic Growth Goal 15 - Life on Land Goal 17 - Partnerships.</i>				
STRATEGIC PILLARS	<p>Regenerative Cooperativism A diverse and effective organisation that delivers on its promise</p>	<p>Leadership & Advocacy Research and measure outcomes, share knowledge, champion for change and collaborate</p>	<p>Profitable Enterprise Support rural women to #bloomwheretheyare through our products & services</p>	<p>Investing In Innovation Invest in community led innovation that delivers value and helps us achieve our mission</p>	<p>Diversity an online community, as culturally diverse as our local communities</p>
STRATEGIES (2 YEARS)	Our Fair Share value exchange model is delivering profits for all in multiple spheres and is being implemented as best practice by other organisations and enterprises.	<p>Continue collaborations with aligned partners pursue funding where appropriate</p> <p>Procurement + Access to Finance recommendations implemented at all levels of govt. THE Rural Woman is a leader in the education + conversation about Gender Intelligence</p> <p>STORY TELLING</p>	<p>Micro-Investing & Microfinance products in market Develop capacity to apply for and manage \$10million+ Tenders in our areas of expertise Providing service to Aligned Corporates + influential businesses/organisations + their team, clients and communities</p>	<p>A well developed Project 'BANK' including Pitch Documents in market for prioritised investments</p> <p>Supporting and leading Innovation through our Products & Services Matrix</p> <p>INVESTMENT PARTNERS (\$)</p>	<p>Our virtual community is representative of our local communities in cultural, socio economic and age diversity - specific in Membership, Faculty, Partners etc (research to provide metrics for measurement of success in this)</p> <p>ENVIRONMENT</p>

<p>ACTIONS 6 MONTHS</p>	<p>Community-based planning process completed & plans developed</p> <p>Full cohort of Board Members</p> <p>Fair Share value exchange clear for all Members</p> <p>All team members earning and working in their ideal way -recruit for Operations Manager</p> <p>Panel EOI Process to Members for Skills Bank for Collaboration/Grants/Tenders/ Faculty Members</p>	<p>Promote research collaboration with UNE</p> <p>Develop a strategy and metrics for success for Procurement & Access to Finance advocacy</p> <p>Clear on SDG goals + how THE Rural Woman will support their achievement</p>	<p>Media, Partnerships + Sponsorship Kits developed + to market</p> <p>Cooperative reaches first 100 members</p> <p>Achieve financial and profit goals</p> <p>Provide great value and service to our Customers</p> <p>Transition and embed all management systems</p> <p>Deliver high quality and fully subscribed programs</p> <p>Establish goals and leverage existing Programs including BLOOM, THE Virtual Business Incubator, Member-led Programs and Coaching Models</p>	<p>Communities within community - pilot rural women hosting their virtual 'women only' communities inside THE Rural Woman.</p> <p>Develop a framework for supporting member-led initiatives and lead innovation by inspiring, teaching and activating it</p> <p>Pursue grants and tenders to resource our innovative solutions in resilience, capacity building, digital skills and network connections</p>	<p>Ambassador Program commenced + more 'success' stories of Members shared</p> <p>Increased diversity in Faculty + Members</p> <p>Gamification, reward and recognition within programs to achieve engagement and inclusion</p>
<p>KEY AUDIENCES</p>	<p>Rural Women + Girls</p>	<p>Individuals, organisations and businesses with a vested interest in the advancement of rural women and girls <i>eg Agencies & RDAs</i></p>	<p>Funders (<i>inc Mutual & Cooperatives, Government, CSR Corporates, Banks, RDC's, Philanthropists, Private investors</i>)</p>	<p>Activators + Partners (<i>inc Femeconomy, ES4W, SHE-EO, UNE, Blossom, Kintell, Regional Australia Bank</i>)</p>	
<p>VALUES</p>	<p>Choice.Safety.Trustworthiness.Empowerment. Exchange. Collaboration.Connection.Curiosity.Courage.Creativity. Communication.Confidence.Clarity.Compassion.Continuous Improvement.</p>				
<p>VALUE EXCHANGE</p>	<p>\$1 million in revenue 30% profit (2021/2022 fin year) Profit invested in current & future projects as identified by Members. 1000 Members. Database doubles. Community = 10% of database (holds trajectory) Social Media doubles. Engagement Metrics developed and measured including participation, delivery, support and contribution. All contributors working and earning in their ideal manner. We embrace a Fair Share, Fair Risk policy.</p>				
<p>POSITIONING</p>	<p>For the advancement of Rural Women and Girls</p> <p>A visionary Co-op enabling connection of rural women and assisting them to improve their wellbeing, agency and/or financial security, through education, training, networking, mentoring, and financial opportunities. We have each others back in a safe and courageous community.</p>				
<p>THE QUESTIONS WE ASK</p>	<p>WHY? Does it matter? How does this help who we are trying to help? How does it benefit others? What Next? How will we know? How do we create a replicable model of a regenerative eco-system that allows for rural women and girls to #thrive #heal and #evolve so all people may #bloomwheretheyare</p>				

THE Rural Woman Constitution Objective:

A visionary Co-op delivering services that connect rural women and support their advancement in wellbeing, agency and financial security.

For the purposes of Part 2.6 of the Law, the primary activities of the co-operative are:

- (a) enabling connection of rural women, primarily through online community; and
- (b) assisting rural women to improve their wellbeing, agency and/or financial security, primarily through education, training, networking, mentoring, and financial opportunities.

(2) **Active membership requirements**

A member must pay the regular subscription fee, which is applied to the maintenance of the online community platform to establish and maintain active membership of the co-operative.

5 Qualifications for membership (CNL s112)

A person qualifies for membership of the co-operative if the person is over 18 years of age and is:

- (a) a woman living in a rural or regional location; or
- (b) a person wanting to contribute to the connection of rural women through financial support, mentoring, coaching, networking, or group facilitation.