

**Strategic Plan 2022-2024**

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

**Our Vision**

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.

**Our Mission**

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

**ZONTA 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: STAND OUT FOR GENDER EQUITY**ZONTA INTERNATIONAL envisions a world in which women’s rights are recognised as human rights; and, as a result, advocacy and action have moved to the forefront of much of what we do. |
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| **Goal 1.1 – Provide training and encouragement to district leaders and all Zontians to take on advocacy initiatives.**  |
| **District*** At the District level, the District Advocacy Chair will provide training to Clubs on Advocacy opportunities.
* *Responsible*: District Advocacy Chair with Area Directors
* The District 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*: Governor and District Board members | **Club*** All ZONTA clubs are encouraged to select one cause to focus on each year in their local community.
* At least 50% of clubs identify and raise State level issues to the District Board via the Area Directors or District Advocacy Chair.
* All Clubs identify an Advocacy Chair or champion who can liaise with the District Advocacy Chair regarding planned activities.

*Responsible Lead*: District Advocacy Chair in collaboration with Area Directors and Club Presidents |
| **Goal 1.2 - Increase ZONTA’s focus on women in the workplace, including initiatives around equal pay, women in board rooms and women’s leadership in under-represented industries.** |
| **District**District 22 to promote International Equal Pay Day (18 September) and related ZI social media on D22 resources.*Responsible*: District PR Chair and District UN ChairArea Meetings and District Conference to include item on women’s leadership in under-represented industries.*Responsible*: District Board in collaboration with District Advocacy Chair | **Club*** All Clubs to ‘share’ ZI social media such as Firsts for Women on their social media pages
* 25% Clubs hold events or on-line forums promoting women’s leadership in under-represented industries.

*Responsible*: Club Presidents and Social Media champions |
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| **Goal 1.3 - Promote the week of International Women’s Day as a global week of action.** |
| **District**District 22 to provide details of IWD themes and consistent social media products to all ZONTA Clubs, Golden Z Clubs and Z Clubs within the District.*Responsible*: Governor and District PR Chair | **Club**All clubs are encouraged to plan or support an event inviting community leaders, business owners, like-minded organizations and prospective members to attend and engage in promoting gender equality. The event may be on-line.*Responsible*: Area Directors and All Club Presidents |
| **Goal 1.4 – Elevate ZONTA’s presence and participation in the global conversation on women’s rights.** |
| **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)
* District 22 actively contributes to ZI statements where appropriate.
* At the District level, the District Advocacy Chair will provide training to Clubs on Advocacy opportunities.
* The Governor and District Advocacy Chair will collaborate with Districts 23 and 24 to raise significant matters including human trafficking, climate change and housing needs at the Federal level.

*Responsible*: Governor and District Advocacy Chair  | **Club**All clubs have at least one advocacy activity per year and take a lead role in the local community on issues that includes:* Zonta Says No to Violence Against Women

And may include:* Ending child marriage
* Ending older women’s’ homelessness
* Zonta Says Yes to Gender Equality

*Responsible*: District Zonta Says NO Coordinator, Area Directors and Club Presidents.  |
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| **GOAL 2: Represent Global Citizenship**Zontians have always reflected the principles of global citizenship as they have worked for the advancement of understanding, goodwill and peace through a world fellowship of clubs and individuals with the charge to serve their communities, their nations and the world.  |
| **Goal 2.1 Clubs and individuals will support the fundraising goals of the ZONTA FOUNDATION FOR WOMEN in order to fully fund commitments for international service projects and education programs.** |
| **District*** Information sessions on the importance of donations to ZFW and the Endowment Fund are conducted at Area Meetings and District Conference with a meaningful timeslot.

*Responsible*: District Foundation Ambassador in collaboration with Regional Endowment Representative, Governor and Area Directors* Reporting of donations to ZFW to be provided at 6 monthly intervals to the District Board.

*Responsible*: District Foundation Ambassador* The District actively promotes the Zonta Foundation for Women including appropriate referencing on the D22 webpage and all club social media

*Responsible*: District Webmaster, District PR Chair  | **Club*** All Clubs donate at least one third of funds raised to ZFW
* Individual donor numbers for ZFW are increased across the District
* All Clubs promote donations for Rose Day each year
* All Clubs participate in the “*Every Member Every November”* Campaign

*Responsible*: District Foundation Ambassador and Club Presidents |
| **Goal 2.2 The ZONTA Says NO to Violence Against Women campaign will illustrate our continued commitment to ensuring the safety and protection of women.** |
| **District** District to coordinate public Zonta Says No event calendar across all Clubs, and share information and resources as appropriate. Media content to be developed in collaboration with ZI media team and Clubs.*Responsible:* District ZSN Coordinator and District PR Chair | **Club**100% of clubs and individuals participate in an action to combat gender-based violence, which may include taking part in the Orange the World effort, over the 16 Days of Activism.*Responsible:* All Clubs |
| **Goal 2.3 In 2018, ZONTA initiated a significant project to raise awareness and take decisive action to stop the harmful practice of child marriage. This work has included a partnership with UNFPA and UNICEF on the Global Programme to End Child Marriage and club actions at the local level.** |
| **District**2022 - Identify lead Club to continue work commenced in 2020-2022 biennium.*Responsible*: Governor and District Advocacy Chair2023- 2024 TBA | **Clubs**Clubs with activities planned to advise Area Directors.*Responsible*: Club Presidents and Area Directors |
| **Goal 2.4 We will increase our efforts on Climate Change: A Gender Equality Issue by seeking to add climate actions to our international service projects, and demonstrate how globally behaviour in one part of the world has a negative impact on other parts of the world** |
| **District**District Board to support Clubs as they educate and raise their voices on this topic.As appropriate, Advocacy training to be delivered to Area level meetings.Advocacy Think Tank to be established across District 22 to identify advocacy issues and develop response actions.*Responsible*: District Advocacy Chair and Committee | **Clubs**All Clubs to identify Advocacy Chair or champion who will participate in Think Tank meetings, and collaborate across Clubs and District 22.*Responsible*: All Club Presidents |

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| GOAL 3: Develop Future LeadersZONTA INTERNATIONAL, clubs and individual members strive to ensure every woman has access to education and resources and that more women are represented in decision-making positions. |
| **Goal 3.1 Elevate the energy of the Jane M. Klausman (JMK) Women in Business Scholarship and Young Women in Public Affairs (YWPA) Award programs, ensuring the awards attract and speak to the next generation of women leaders.** |
| **District*** District 22 to promote all ZI scholarship and award applications via District Social Media platforms, and include sessions on Amelia Earhart, JMK and YWPA in District Conference agenda.

*Responsible*: District AE Chair and District YWPA/JMK Chair* Area Meetings to include recognition of Club winners for ZI awards.

*Responsible*: Area Directors and organising Clubs | **Clubs*** At least 40% of clubs submit nominations for JMK Award and YWPA Awards
* Clubs are encouraged to align their awards to the existing ZI awards and submit these winners for the District awards
* All clubs are asked to network with awardees and encourage them to become a Zontian.

*Responsible*: District Chair JMK/ YWPA to work with Area Directors to have a consistent approach to the awards. |
| **Goal 3.2 Turn up the spotlight on the work of the Amelia Earhart (AE) Fellows as these talented innovators pave the way to ensure that women are represented in the future of the aerospace industry and growing space economy.** |
| **District**AE Fellow to be invited to speak at District Conference, and other forums as available including Young Professional member forum.*Responsible:* District AE Chair and Governor | **Clubs**All Clubs to commemorate Amelia Earhart day.Where possible, Clubs to promote AE Fellow application opportunities via Club social media. *Responsible*: All Clubs |
| **Goal 3.3 Build and maintain relationships with Golden Z club members and encourage them to join or form a ZONTA club at or before graduation.** |
| **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 Membership Chair, District Golden Z-Club Chair, and Area DirectorsThe number of Z-clubs and Golden Z-Clubs sponsored increases in the biennium.*Responsible:* District Z-Club Chair and Area Directors | **Clubs**Sponsoring Clubs to provide lists of past award winners to District Membership Chair.Sponsoring Clubs to seek new contact details from Golden Z-Club members at conclusion of their tertiary studies.*Responsible*: Club Sponsor of Golden Z-Club.The number of Z-clubs and Golden Z-Clubs sponsored increases in the biennium.*Responsible*: District Z-Club Chair and Club Presidents |
| **Goal 3.4 Embrace the views and voices of young professionals. Provide space for international fellowship and collaboration. Encourage younger generations to participate in leadership roles, develop education sessions, and contribute actively at all levels of ZONTA.** |
| **District**Young Professional member numbers increase by 10 each year*Responsible*: Lieutenant Governor and Area DirectorsEstablish Young Professional member forum in the District *Responsible:* Lieutenant Governor and Area 2 Director | **Clubs**All Clubs to actively invite young professionals to join Clubs.Clubs with Young Professional Members encourage involvement in District and International Forums.*Responsible:* Club Presidents and Membership Chairs |

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| **GOAL 4: CELEBRATE OURSELVES** Zontians are the heart and hands of our organization. Without members we are nothing. |
| **Goal 4.1 Promote the “Spirit of ZONTA”.** |  |
| **District** Governor regularly communicates with clubs via website.Area Directors produce a newsletter after each Board meeting.Area Directors to phone each Club President at least twice per biennium.Area Directors conduct at least one (1) Club office bearers training day during the biennium. *Responsible*: Governor and Area DirectorsFacilitate introductions of clubs who wish to have friendships with clubs in other countries.*Responsible*: GovernorProvide direction or assistance to Clubs regarding the ZONTA mobile app.*Responsible:* District Board members and District PR Chair  | **Clubs*** Provide a positive club environment and membership experience that fosters friendships and lasting connections locally and internationally.
* Encourage all Zontians to utilize the ZONTA mobile app and continue to enhance networking opportunities.
* At least 75% of clubs submit at least one example of their local service or charitable efforts to the Share Your Story platform.

*Responsible*: Club Presidents and Club Membership/Fellowship Chair |
| **Goal 4.2 Honour our 25-year plus Zontians. This legacy group has moved ZONTA into its second century and without them it would not have been possible. ZONTA INTERNATIONAL will develop ways to feature and honour their work with our organization.** |
| **District**Maintain records of member length of service and provide relevant certificates for 10, 15, 20, 25, plus, to Clubs for presentation locally.25 year plus length of service to be celebrated at Area Meetings.*Responsible:* Governor and Lieutenant Governor | **Clubs**All Clubs to ensure that Member Records have the correct details of Club member inductions.*Responsible:* Club Presidents and Treasurers |
| **Goal 4.3 Value diversity and respect for people of all backgrounds. A diverse community of Zontians is essential to our ability to achieve our mission to create a more equitable future, and we must strive harder to be an organization where everyone feels empowered to be their full authentic selves.** |
| **District**District Board to recognise women leaders of diverse communities, collaborate where appropriate, and engage to join Zonta International. *Responsible:* Governor and District Board members  | **Clubs*** Clubs to identify groups not yet represented to join ZONTA.

*Responsible*: Club Presidents and members |
| **GOAL 5: POSITION ZONTA FOR THE FUTURE**In spite of rapid societal shifts, advancing technology, a global pandemic, economic uncertainties, and unprecedented natural disasters, ZONTA stands strong as it prepares to enter the next two years; however, ZONTA’s long-range sustainability is not guaranteed if thoughtful and insightful action is not taken. |
| **Goal 5.1 Chartering of clubs will become a priority for the organization.** |
| **District*** At least two new clubs ‘in formation’ across the District by the end of the biennium
* The traffic light scorecard is used 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*: Lieutenant Governor and District Club Creator in collaboration with Area Directors* Establishment of Club in PNG to be resumed this biennium

*Responsible Lead:* Sandy Venn Brown in collaboration with Zonta Club of Cairns. | **Clubs**When asked, Clubs to assist in sponsoring and mentoring a new Club All Clubs to continue to invite prospective members to Club meetings and events, and appoint a ‘buddy’ to ensure a prolonged welcome to the Club. *Responsible*: All Club Presidents and members. |
| **Goal 5.2 Membership Growth through retention and recruitment in ZONTA Clubs and Supporting Members** |
| **District** District reports more members on 31 May 2024 than on 31 May 2022. * + 70% retention of current members
	+ 30% new members
* additional 10 members per year in the Young Professional category
* 10 Individuals take up Supporting Membership in each year of the biennium

*Responsible:* Lieutenant Governor in partnership with Area Directors | **Clubs**All clubs focus on membership growth at least annually through * 70% retention of current members
* 30% new members
* 1 new Young Professional membership in each year of the biennium
* All clubs submit 1 name to the Lieutenant Governor to connect regarding Supporting Membership
* All participants in award programs are invited to join Zonta as part of the process

*Responsible*: Lieutenant Governor in partnership with Area Directors and Club Presidents  |
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Acronyms Explained:

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| CEDAW | Convention on the Elimination of all Forms of Discrimination Against Women |
| UN | United Nations |
| SDGs | Sustainable Development Goals |
| D22 | District 22 Ltd and/or District 22 geography |
| ZI | Zonta International |
| PR | Public Relations |
| IWD | International Womens’ Day 8 March every year |
| D23 | District 23 – Victoria, Tasmania, South Australia and Western Australia |
| D24 | District 24 – New South Wales and Australian Capital Territory  |
| ZSN | Zonta Says No Campaign |
| ZFW | Zonta Foundation for Women – previously Zonta International Foundation |
| JMK | Jane M Klausman Women in Business Scholarship |
| YWPA | Young Women in Public Affairs Award |
| AE | Amelia Earhart Fellowships |
| PNG | Papua New Guinea |
| TBA | To be advised |