

# LEADING THE CHANGE FOR WOMEN'S EQUALITY

NWCI Strategic Plan (2013–2015) in Summary

CARE

GROW



INTEGRITY



VALUES



DIVERSITY

RIGHTS



MOBILISE

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# SOME OF OUR ACHIEVEMENTS OVER THE LAST 5 YEARS...

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Recognition of  
care as a part  
of pension  
entitlements

Playing a key role  
in the successful  
campaign for  
gender quotas for  
political parties in  
general elections

Ensuring that  
legislation for the X  
Case continues to be  
a live political issue

Contributed to an  
increased national  
focus on childcare,  
with the development  
of the free Universal  
Pre- School year

Parental  
leave

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## Who we are?



We are the leading national women's membership organisation seeking equality between men and women. We represent over 160 member groups from a diverse range of backgrounds, sectors and locations and operate as a charity.

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## Why we exist?



We exist to lead, and to be a catalyst for change in the achievement of equality between women and men by articulating the views and experiences of our members.

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# OUR VISION IS OF AN IRELAND AND A WORLD, WHERE THERE IS FULL EQUALITY BETWEEN WOMEN AND MEN

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Our values and beliefs shape how we work, key among these are:

- \* Feminism
- \* Solidarity between women and representation of the diversity of women across decision making structures
- \* The value of care and the redistribution of care work between women and men
- \* Protection and respect for the bodily integrity of women and girls
- \* Human rights, global interdependence and sustainability in all its forms
- \* The leadership role of women in the achievement of a more equal society
- \* Building a society based on equality, respect and inclusivity
- \* Collective action, collaboration and participation

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## How we developed this plan

We began the development of this Plan in 2012. The process was led by our Board with support from our Director and an external facilitator. The process involved consultations with members, with staff and the board. There was also on-going engagement with key funders (including the Department of Justice and Equality).

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# OUR FOUR CORE GOALS FOR 2013-2015 ARE TO:

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01

Seek substantive improvements in equality & human rights for women

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02

Grow and mobilise our membership

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03

Build alliances that contribute to the achievement of women's equality

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04

Sustain ourselves – a strong, democratic and thriving organisation

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# OUR POLICY PRIORITIES:

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01

Valuing care  
and care work

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02

A woman's right to  
health and bodily integrity  
(including reproductive rights and  
rights in relation to violence against women)

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03

Representation of the  
diversity of women  
across decision making  
structures at all levels

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04

Economic independence for women

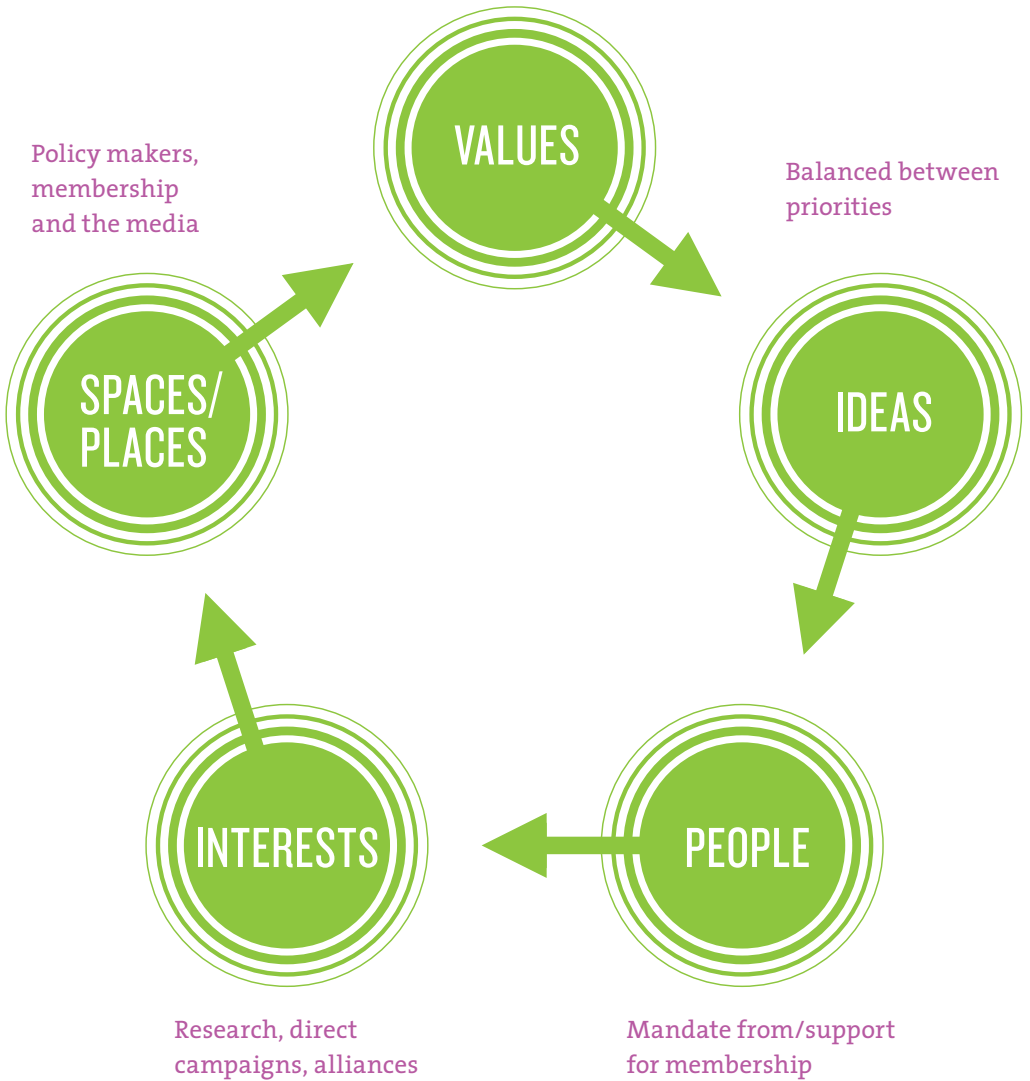
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# THE NWCi THEORY OF CHANGE

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# OVERVIEW OF THE PLAN

## GOAL 1 IMPROVEMENTS IN EQUALITY & HUMAN RIGHTS

- Build the case
- Communicate the case
- Influence decision makers
- Build the capacity of decision makers



## GOAL 2 GROW & MOBILISE THE MEMBERSHIP

- Support our members
- Grow the membership
- Communicate with members



## GOAL 3

# BUILD ALLIANCES

- Campaign on key issues
- Participate in alliances
- Strengthen Collectives



## GOAL 4

# SUSTAIN OURSELVES

- Support our people
- Manage and develop resources efficiently
- Generate sufficient income to sustain our work

# GOAL 1: SUBSTANTIVE IMPROVEMENTS IN EQUALITY & HUMAN RIGHTS FOR WOMEN

## BUILD THE CASE

- Support implementation of the National Women's Strategy
- Deliver the Y Factor Project (focusing on young women)
- Undertake research
- Undertake gender mainstreaming in the health service

## COMMUNICATE THE CASE

- Prepare an annual score card for women's equality
- Prepare and disseminate policy briefings
- Provide opportunities for women leaders to 'speak up' for women's equality

## INFLUENCE DECISION MAKERS

- Map and develop relationships with key decision makers
- Support cross party solidarity between female politicians

## BUILD THE CAPACITY OF DECISION MAKERS

- Provide gender equality training
- Organise/participate in activities that raise awareness of gender equality



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# GOAL 2: GROW AND MOBILISE OUR MEMBERSHIP

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## SUPPORT & ENGAGE OUR MEMBERS

- Provide training and networking opportunities
- Support membership engagement in campaigns
- Ensure the inclusion of young women
- Conduct an annual membership survey



## GROW THE MEMBERSHIP

- Undertake a recruitment campaign
- Implement a strategy for the recruitment of young women
- Establish member working groups

## COMMUNICATE WITH OUR MEMBERS

- Produce the NWCI Newsflash
- Develop the member's area of the website
- Develop a membership communication strategy



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# GOAL 3: BUILD ALLIANCES THAT CONTRIBUTE TO THE ACHIEVEMENT OF WOMEN'S EQUALITY

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## CAMPAIGN ON...

- Reproductive rights
- Development of a women friendly Oireachtas
- Impact of the recession on women
- Childcare
- Issues identified through the Y Factor Project

## PARTICIPATION IN ALLIANCES INCLUDING...

- The European Women's lobby
- Women's human rights globally
- With schools, youth groups, educators & training institutions
- Partner campaign work in key areas (e.g. Turn of the Red Light, Irish Network Against Racism, Justice for Magdalene's, etc...)

## STRENGTHEN COLLECTIVES INCLUDING SUPPORT FOR...

- Key new and emerging collectives and coalitions that seek to support the achievement of women's equality
- The National Collective of Community Based Women's Networks
- The Women's Human Rights Alliance and the Irish Observatory of Violence against Women



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# GOAL 4: SUSTAIN OURSELVES – A STRONG, DEMOCRATIC AND THRIVING ORGANISATION

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## MANAGING OUR RESOURCES

- Facilities and ICT systems management and development
- Financial management and control
- Implementation of the overall Communications Strategy

## SUPPORTING OUR PEOPLE

- Board & staff management and development
- Governance management and development
- Implementation of key health and safety practices
- Implementation of internal communications policies


## GENERATE SUFFICIENT INCOME TO SUSTAIN THE WORK

- Develop funding proposition and review all work for financial opportunities
  - Ensure a fundraising culture is embedded within the organisation
  - Develop culture & practices that make giving to the organisation easy
  - Investigate opportunities for corporate links and merchandising
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## How will we know if our plan is working?

Our Board is responsible for overseeing the implementation of this Plan. They will use the checklist below to assess progress. Annual work plans will be developed based on the Plan and will link directly to the achievement of the headline indicators. Our Board will review overall Plan implementation and progress twice yearly.

### Our Checklist:

- ✓ Number of position/research papers of significance we produce that are widely used by policy makers and influencers (e.g., decision makers, the media, other organisations etc.)
- ✓ Number of on-going sustained relationships that exist between us and a) key policy makers and b) key policy influencers
- ✓ We have an enhanced media profile (including social media) as a key spokesperson for equality and human rights for women
- ✓ % increase in our group and individual membership per annum
- ✓ Number of member working groups working on core priorities
- ✓ Meeting minimum 85% membership satisfaction levels in the Annual Membership survey
- ✓ The number of direct campaigns and the number of individual  groups involved in these
- ✓ The number of collectives/coalitions for women's equality we actively support per annum
- ✓ % of our income generated from non-core activities
- ✓ Successful implementation of the governance code

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# SOME OF OUR ACHIEVEMENTS OVER THE LAST 5 YEARS...

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Increasing women's individual access to pension payments

Increasing Maternity Leave and benefit to 26 weeks



Producing (with the HSE) a framework of gender mainstreaming in the health system

The adoption by the Constitutional Convention of our recommendation that Article 41 on women in the home to be amended to recognise care work by women and men, and the inclusion of a new article on gender equality

CAMPAIGN



DEMOCRACY

SUPPORT

WISE



THRIVE



EQUALITY

National Women's Council of Ireland  
4th Floor, 2/3 Parnell Square East  
Dublin 1, Ireland

Tel: +353 1 878 7248  
Fax: +353 1 878 7301  
Email: [info@nwci.ie](mailto:info@nwci.ie)  
[www.nwci.ie](http://www.nwci.ie)

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IMPROVE



DECISION  
MAKING