## Rural Women New Zealand Strategic Goals 2018-2020

Our vision: Strong rural communities  

Our purpose: Supporting and strengthening rural communities  

### Goal 1: Empowered Rural Communities

Communities that are strong and independent

Our aims are:
- Empowering women and children
- Advancing social and economic wellbeing of rural communities
- Good health and wellbeing for all ages
- Quality education and lifelong learning opportunities
- Viable and sustainable rural environments
- Excellent rural services and infrastructure

### Goal 2: Charitable Giving Back

Charitable giving back that makes a difference to peoples’ lives

Our aims are:
- Undertaking charitable activities that benefit rural people
- Supporting those in need
- Being a great example of a charitable organisation

### Goal 3: Authoritative Voice

Being an authoritative voice for rural people

Our aims are:
- Influencing positive change for people and communities
- Speaking up for those who are not able to speak for themselves
- Being visible on issues that are important to rural people
- Building trust and a good reputation

### Goal 4: Membership That Matters

Members who are engaged with the organisation and who feel valued

Our aims are:
- Members who are engaged in the organisations activities
- Members who are recognised and valued
- Attracting people to our organisation
- Building an inclusive and diverse membership

### Goal 5: People Connected

People connected to the world

Our aims are:
- Connecting communities
- Collaborating with others to support our communities
- Digital equality in access to the internet and mobile telecommunications
- Communities that are inclusive and diverse

### Goal 6: Celebrated Culture

Celebrating our culture and heritage

Our aims are:
- Caring about our people and communities
- Celebrating our history
- Being proud and generous
- Celebrating our champions

### Goal 7: Growing Rural Leaders

Leadership to ensure a dynamic organisation

Our aims are:
- Growing a dynamic organisation for the future
- Supporting the development of leadership at every level of our organisation
- Building and supporting leaders for the future

### Goal 8: Organisational Excellence

Continually improving our organisational performance

Our aims are:
- Be professional in our approach to all work we do
- Demonstrate competence in our organisational and fiduciary duties
- Work at a best practice standard in management and governance
- Planning for succession for key roles in the organisation
- Have engaged employees and provide our employees with equal employment opportunities; fair and just employment; and development opportunities

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1 RWNZ Statement of Service Performance – Charitable Give-back  
2 RWNZ Statement of Service Performance – Authoritative Rural Voice  
3 RWNZ Rule Three: Objective 2: “to support the empowerment of women and children within rural communities.”  
4 RWNZ Rule Three: Objective 1: “to advance the social and economic wellbeing particularly of communities outside the main urban areas of New Zealand.”  
5 RWNZ Rule Three: Objective 3: “to undertake charitable activities that benefit New Zealand’s rural communities and individuals.”  
6 RWNZ Statement of Service Performance – Collaboration and Community Relationships