



EMILY'S LIST AUSTRALIA

# STRATEGIC PLAN 2021-2024

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**“EMILY’S LIST MISSION IS TO PROVIDE FINANCIAL, POLITICAL AND PERSONAL SUPPORT TO PROGRESSIVE LABOR WOMEN IN AUSTRALIAN POLITICS. THE 2021-24 STRATEGIC PLAN SETS OUR PATH FOR SUPPORTING MORE WOMEN TO GET ELECTED.”**

**MAREE OVERALL, CEO**

EMILY’s List is a financial, political and personal support network assisting in the election of progressive Labor women candidates. It is the only network of its kind in Australian politics. The key principles of EMILY’s List are support for reproductive choice; equity and diversity in our community; the provision of equal pay; and affordable, accessible early childhood education and care.

EMILY is an acronym: Early Money Is Like Yeast, it makes the dough rise.

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EMILY’s List Australia proudly acknowledges Aboriginal and Torres Strait Islander people as the First Peoples and Traditional Owners and custodians of the land and water on which we rely.

We acknowledge and respect that Aboriginal and Torres Strait Islander people are steeped in traditions and customs built on an incredibly disciplined social and cultural order. This social and cultural order has sustained up to 60,000 years of existence.

We acknowledge the ongoing leadership role of the Aboriginal and Torres Strait Islander community on gender equality. As First Peoples, Aboriginal and Torres Strait Islander people are best placed to determine a culturally appropriate path to gender equality in their communities.

# STRATEGIC PLAN 2021 - 2024

## OVERVIEW OF STRATEGIC PLAN

### MISSION

EMILY'S LIST PROVIDES A FINANCIAL, POLITICAL AND PERSONAL SUPPORT NETWORK FOR PROGRESSIVE LABOR WOMEN IN AUSTRALIAN POLITICS. WE DO THIS THROUGH FINANCIAL SUPPORT, MENTORSHIP, TRAINING, CAMPAIGNING, LOBBYING AND NETWORKING.

### VALUES



CHOICE



EQUAL PAY



EARLY CHILDHOOD  
EDUCATION AND CARE



EQUITY



DIVERSITY

### STRATEGIC GOALS AND INITIATIVES

#### 1 PROVIDE SIGNIFICANT FINANCIAL AND IN-KIND SUPPORT TO PROGRESSIVE LABOR WOMEN CANDIDATES IN FEDERAL, STATE/ TERRITORY ELECTIONS

- Focus on fundraising to provide candidates with substantial financial support.
- Provide valuable, tailored in-kind support that responds to the identified needs of current MPs (and past candidates) e.g. mentoring and training.
- Clarify legislative requirements about financial and in-kind support limits.
- Facilitate opportunities for MPs and candidates across jurisdictions to connect and network, share knowledge, learn new skills, and meet major donors.

#### 2 CULTIVATE A BROAD AND DIVERSE NETWORK OF MEMBERS AND DONORS THAT ARE INVESTED IN, AND CONNECTED TO, OUR ORGANISATION

- Develop a clearly articulated value proposition we can communicate to existing and potential members.
- Expand and foster a broad and diverse range of members.
- Nurture our Angels through tailored communications, regular phone calls, events and opportunities.
- Analyse our database to identify potential Angels and pursue major gift, bequests and donor fundraising.

#### 3 ACHIEVE PROGRESSIVE POLICY AND LEGISLATIVE REFORM FOCUSED ON OUR ORGANISATION'S FIVE VALUES

- Forge and nurture strategic alliances that enhance our advocacy, impact and influence and extend our reach.
- Develop a media strategy to connect with a broader audience and build our profile as the preeminent feminist political organisation in Australia.
- Build and maintain collaborative partnerships across the community sector, private sector, with the Australian Labor Party, and with MPs to ensure our values are given the policy attention they deserve.

### ENABLERS

#### FINANCIAL SUSTAINABILITY

Create a diversified funding model that reflects the strategy and supports growth through: an enhanced focus on major donors, sponsors and gifts; nurturing existing Angels and members; and attracts new members

#### PEOPLE

Ensure our organisation is strong, resilient and sustainable by strengthening ELAGs and creating greater connections between ELAGs and National Committee, and the states and territories

#### STRATEGIC COMMUNICATION

Strengthen our marketing, advocacy and communications to achieve our strategic goals and promote our organisation and its achievements

## STRATEGIC GOAL 1

### PROVIDE SIGNIFICANT FINANCIAL AND IN-KIND SUPPORT TO PROGRESSIVE LABOR WOMEN CANDIDATES IN FEDERAL, STATE/ TERRITORY ELECTIONS.

	ACTIONS	KPIs	TIMING
 <p><b>1.1</b> Focus on fundraising to provide candidates with substantial financial support.</p>	<ul style="list-style-type: none"> <li>- Develop multi-pronged fundraising strategy to raise funds to support candidates</li> </ul>	Increased funds raised to support candidates	2021 / 2022
 <p><b>1.2</b> Provide valuable, tailored in-kind support that responds to the identified needs of past candidates and current MPs (e.g. mentoring and training).</p>	<ul style="list-style-type: none"> <li>- Continue to provide mentoring support</li> <li>- Deliver virtual training for candidates across the country (consider different cohorts based on experience and when they intend to run)</li> <li>- Facilitate relationships with professionals who can provide discounted support funded by ELA (e.g. consulting advice, media training, fee for service)</li> <li>- Formalise campaign support by connecting members with candidates</li> </ul>	Increased amounts of in-kind support for candidates	2021 / 2022
 <p><b>1.3</b> Monitor legislative requirements about financial and in-kind support limits and update as required.</p>	<ul style="list-style-type: none"> <li>- Research legislative requirements about financial and in-kind supports</li> <li>- Review and update approach to candidate support based on new requirements</li> </ul>	Clear understanding of legislative requirements	Ongoing
 <p><b>1.4</b> Facilitate opportunities for MPs and candidates across jurisdictions to connect and network, share knowledge, learn new skills, and meet major donors.</p>	<ul style="list-style-type: none"> <li>- Facilitate networks for cohorts of MPs and candidates (e.g. MPs in marginal seats, MPs who have recently been elected) to connect with each other and experienced MPs</li> <li>- Connect MPs and candidates with Angels and major donors</li> </ul>	Increased connections between MPs, candidates and ELA	2021 / 2022

## STRATEGIC GOAL 2

### CULTIVATE A BROAD AND DIVERSE NETWORK OF MEMBERS AND DONORS THAT ARE INVESTED IN, AND CONNECTED TO, OUR ORGANISATION.

	ACTIONS	KPIs	TIMING
 <p><b>2.1</b> Develop a clearly articulated value proposition we can communicate to existing and potential members.</p>	<ul style="list-style-type: none"> <li>- Conduct a survey of existing members to understand their perspectives</li> <li>- Conduct a process to develop the value proposition</li> <li>- Communicate value proposition to existing and potential members</li> </ul>	Documented value proposition	2020
 <p><b>2.2</b> Analyse our database, expand and foster a broad and diverse range of members.</p>	<ul style="list-style-type: none"> <li>- Review and analyse database to gain a clear picture of our membership</li> <li>- Develop a membership strategy to expand membership to include progressive women (including union members, those affiliated with community orgs and those who are not aligned with a political party) across a broader range of ages, ethnicities and socio-economic backgrounds, including men</li> <li>- Collect additional data to track diversity of members</li> </ul>	<p>Increased number of members</p> <p>Increased diversity of members</p>	2021
 <p><b>2.3</b> Nurture our Angels through tailored communications, regular phone calls, events and opportunities.</p>	<ul style="list-style-type: none"> <li>- Develop a tailored communication approach to nurture Angels including regular phone calls, exclusive events and other opportunities</li> </ul>	Better retention of Angels	2021 / 2022
 <p><b>2.4</b> Identify potential Angels and pursue major gift, bequests and donor fundraising.</p>	<ul style="list-style-type: none"> <li>- Drawing on database analysis, identify potential Angels and develop a recruitment strategy</li> <li>- Refine and implement the existing fundraising strategy to pursue major gifts, bequests and donors</li> </ul>	Increased number of Angels, major gifts, bequests and donors	2021 / 2022



## STRATEGIC GOAL 3

### ACHIEVE PROGRESSIVE POLICY AND LEGISLATIVE REFORM FOCUSED ON OUR ORGANISATION’S FIVE VALUES.

	ACTIONS	KPIs	TIMING
 <p><b>3.1</b> Forge and nurture strategic alliances that enhance our advocacy, impact and influence and extend our reach.</p>	<ul style="list-style-type: none"> <li>- Identify and map potential strategic partners (e.g. progressive think tanks)</li> <li>- Develop an advocacy strategy</li> </ul>	<p>100% increase in ELA’s social media reach</p>	<p>2021</p>
 <p><b>3.2</b> Develop a media strategy to connect with a broader audience and build our profile as the preeminent feminist political organisation in Australia.</p>	<ul style="list-style-type: none"> <li>- Conduct research of other similar organisations to understand their media approach</li> <li>- Develop a media strategy informed by research</li> </ul>	<p>100% increase in ELA’s media appearances and mentions</p> <p>Increased membership More media coverage of our policy focus areas</p>	<p>2021</p>
 <p><b>3.3</b> Build and maintain collaborative partnerships across the community sector, private sector, with the Australian Labor Party, and with MPs to ensure our values are given the policy attention they deserve.</p>	<ul style="list-style-type: none"> <li>- Strengthen existing partnerships</li> <li>- Identify new potential partners and develop relationships with those organisations (e.g. unions, pro-choice organisations, organisations focused on childcare policy, women’s peak bodies at the State and national level)</li> </ul>	<p>Increased number of partnerships</p> <p>Stronger partnerships</p>	<p>Ongoing</p>

## THREE CORE ENABLERS WILL SUPPORT THE DELIVERY OF THE STRATEGIC PLAN.



### FINANCIAL SUSTAINABILITY

Create a diversified funding model that reflects the strategy and supports growth through: an enhanced focus on major donors, sponsors and gifts; nurturing existing Angels and members; and attracts new members

#### ELA WILL:

- Maintain and grow a financially sustainable and resilient organisation
- Develop and implement a financial model that reflects the organisation's strategic goals and aspirations
- Identify and secure a diverse range of funding partners
- Seek opportunities to partner with other organisations to increase our capacity and reduce costs



### PEOPLE

Ensure our organisation is strong, resilient and sustainable by strengthening ELAGs and creating greater connections between ELAGs and National Committee, and the states and territories

#### ELA WILL:

- Develop workforce strategies that attract and retain skilled and knowledgeable staff and volunteers (including with data analytics, fundraising and PR skills)
- Actively seek to diversify our members, volunteers and staff through recruitment, selection and support processes
- Ensure ELA is governed effectively, is accountable and transparent by strengthening our processes
- Build and maintain systems and processes that reflect our values and strategic priorities



### STRATEGIC COMMUNICATION

Strengthen our marketing, advocacy and communications to achieve our strategic goals and promote our organisation and its achievements

#### ELA WILL:

- Increase the quality of our communication with members and stakeholders
- Build the profile and brand of the organisation
- Build our capacity to articulate and promote the value and impact of our work, acknowledging the expertise of the MPs and candidates we support and women we partner with and the strong history we build upon



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