

OUR STRATEGIC PLAN 2024–28



OUR STRATEGIC PLAN

OUR VISION

That all women* and gender diverse people have a place where they are welcomed, valued and celebrated and have the power to determine their present and future.

OUR PURPOSE

To hold and create space for Victorian women and gender diverse people to thrive.

OUR STRATEGIC PRIORITIES

- 1.** Acknowledge and tell the truth of our past to drive cultural change.
- 2.** Diversify and grow the revenue base to maintain the building and its operations.
- 3.** Foster diverse women's organisations, groups and individuals to thrive by being part of the QVWC community.
- 4.** Create reasons for women and gender diverse people to come into the Centre as a welcoming destination.

* When we say 'women' it always includes trans and gender diverse women and sistersgirls.

OUR STRATEGIC PRIORITIES, OUTCOMES, MEASURES & ACTIONS

ACKNOWLEDGE AND TELL THE TRUTH OF OUR PAST TO DRIVE CULTURAL CHANGE

Outcome

Increased engagement and a greater awareness of the QVWC and its historical legacy by all Victorian women

Measures

- Greater awareness of the QVWC and its legacy
- Increased engagement with First Nations women
- Increased engagement with CALD women

Actions

- 1 Historical storytelling projects to raise awareness of the Centre's legacy
- 2 Feminist historian in-residence to lead historical research projects
- 3 Consult and consider alternative names for the Centre, subject to legislative change
- 4 Develop and implement a Diversity & Inclusion Action Plan

DIVERSIFY AND GROW THE REVENUE BASE TO MAINTAIN THE BUILDING AND ITS OPERATIONS

Outcome

Diversified revenue streams for long-term sustainability

Measures

- Balance revenue and expenses
- Increased revenue from philanthropy, services and grants and government
- QVWC SHOP is a sustainable business

Actions

- 1 Establish a fundraising campaign for conservation and heritage in partnership with the National Trust
- 2 Implement the QVWC's Conservation Management and Action Plan.
- 3 Maintain and enhance the building and its assets
- 4 Review tenant pricing and obligations
- 5 Source grants and sponsorships
- 6 Review QVWC SHOP operating model for sustainability and growth

FOSTER DIVERSE WOMEN'S ORGANISATIONS, GROUPS AND INDIVIDUALS TO THRIVE BY BEING PART OF THE QVWC COMMUNITY

Outcome

The QVWC is known as a place that supports women and women's organisations to become established, connected and networked

Measures

- 100% occupancy at the Centre
- Increased engagement from our resident organisations
- Increased number of partnerships with diverse women's organisations
- Meet targets for diversity of resident organisation in the Centre

Actions

- 1 Provide a framework and activities that encourage QVWC resident organisations to work collegiately, share information, services and networks
- 2 Provide new tenancy opportunities to a diverse range of women's organisations to grow sustainably
- 3 Support emerging women entrepreneurs and artists through the QVWC SHOP, exhibitions, programming, events and social media platforms

CREATE REASONS FOR WOMEN AND GENDER DIVERSE PEOPLE TO COME INTO THE CENTRE AS A WELCOMING DESTINATION

Outcome

Victorian women view the QVWC as a vibrant, welcoming hub for their use and enjoyment

Measures

- Increased number of events and people accessing the QVWC
- Increased number of partnerships
- Increased media mentions
- Positive qualitative feedback from women participating in Centre activities

Actions

- 1 Participate in festivals and events that provide opportunities to support and profile women
- 2 Promote the health and wellbeing* of women and gender diverse people in our annual program in partnership with departments, agencies and health providers
- 3 Connect regional women and regional women's organisations to the QVWC and its activities
- 4 Implement a stakeholder engagement framework to increase engagement

*A broad definition of 'wellbeing' is intended that includes inclusion, economic, emotional, creative, participation etc

The Queen Victoria Women's Centre is located on the lands of the Wurundjeri and Boonwurrung people of the Kulin nation. We acknowledge that sovereignty was never ceded and pay our respects to Elders past and present, and extend this respect to other Aboriginal & Torres Strait Islander Australians.

QUEEN VICTORIA WOMEN'S CENTRE TRUST

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