



GirlGuiding
New Zealand
Ngā Kōhine Whakamahiri
O Aotearoa

STRATEGIC PLAN 2018 - 2022

VISION

All girls and young women are valued, inspired and empowered to take action to change their world.

MISSION

We enable girls and young women to develop into confident, adventurous and empowered leaders in their local, national and global communities.

GOALS

Be considered the leading organisation for girls and young women in New Zealand, increasing our sphere of influence through growth and reach.

STRATEGIC OUTCOMES

WE WILL ACHIEVE THIS BY

WE WILL KNOW WE ARE SUCCESSFUL WHEN

OPPORTUNITIES FOR GIRLS AND YOUNG WOMEN

GirlGuiding New Zealand is the leadership programme of choice

GirlGuiding New Zealand is the outdoors, adventure and fun programme and experience of choice



Offering activities and experiences focused on girls as go-getters, innovators, risk takers, and leaders

Offering new models of GirlGuiding to meet the needs of a diverse range of girls and young women in our communities

Leveraging our brand to increase awareness and understanding of the value of the GirlGuiding experience

Being inspired, innovative, agile, flexible and responsive to change

There is an increase in girl membership and the number of girls being reached by GirlGuiding

Our profile as a provider of leadership and outdoor adventurous programmes and experiences has increased

Our brand is aligned with developing strong, adventurous girls and empowering the leaders of tomorrow

Our membership reflects our diverse New Zealand communities

Other organisations choose to partner with us

GIRL-LED INFLUENCE

GirlGuiding New Zealand is the voice of girls and young women on issues that affect them

GirlGuiding New Zealand has an image that girls and young women can positively identify with and reflects our values and contribution to society



Building a body of professional research which we use to advocate for change

Continuing to speak out and act on issues of importance to today's girls and young women

Ensuring that the girl-led approach is embedded and embraced by girls and adults within the organisation

The girl-led approach is embedded in our organisational culture

We are a relevant, active participant in national and global conversations

Our networks and sphere of influence have grown and we are represented in key interest and industry groups

We are influencing government policy and creating solutions for a better future for our girls and young women

We are recognised as a thought leader and are frequently mentioned in national media

STRONG AND VIBRANT MOVEMENT

GirlGuiding New Zealand is a successful, innovative and progressive organisation

GirlGuiding New Zealand is a volunteering organisation of choice



Offering a range of volunteering options which meet the needs of a diverse volunteering base

Ensuring our volunteers are empowered with best practice resources and skills, to support amazing girl programmes and experiences

Rationalising our property portfolio to ensure it is viable and meets our needs

Developing a sustainable organisational model to fund our mission

The changing face of volunteering in New Zealand is reflected in our opportunities for volunteers

There is an increase in the numbers of adults choosing to volunteer and our membership reflects the diversity of our communities

We have a connected, engaged community of members, volunteers and supporters

We are a financially sustainable organisation that reinvests returns into our mission

Our interest in property helps us achieve our goals and enhances the girls' experiences