

## The impact we want to have for rural women

Rural Women have a voice, are valued and recognised  
 Rural Women have improved personal and business resilience  
 Rural Women have access to information they need and are well connected

### Our strategic priorities are to:

Promote rural women's potential and **achievements**

**Promote opportunities** where rural women can connect, develop skills and knowledge to build personal and business resilience

Build and maintain **trust** in our RWN brand

### Our aim is to:

Engage with a broad range of stakeholders to raise the profile of rural women and tell their **stories**.

Work with partners to **create opportunities** where rural women can voice their concerns and identify ideas for action.

Provide stakeholders and decision-makers with **reliable and timely information** that is relevant to rural women, their families and communities

Support opportunities where rural women can **build their personal and business resilience** skills and knowledge

### By focusing on:

Identifying, reviewing and **strengthening key internal and external stakeholder relationships** to maintain and build productive trusted partnerships.

**Connecting** women to each other and key support services.

Facilitating **capacity building opportunities** that improve rural women's personal and business resilience skills and knowledge by partnering with others to support key activities, workshops and events.

**Participating** in key rural women's forums, meetings and events.

**Monitoring and evaluating** RWN activities to strengthen outcomes.

**Promoting** the RWN and project outcomes through social media, regular reporting and presentations

**Sharing** rural women's issues and ideas with key decision-makers through an annual communique

### We will know we are making a difference by:

75% of participants are likely to **do something different** by participating in a RWN activity.

75% of participants **value** RWN activities higher than their own investment.

Number of participants engaging through **social media** platforms grows

**Social Return on Investment** shows positive economic and social value from Rural Women's Gatherings

### Our Core Projects:

Country Web | Social media platforms and RWN website | RIRDC Rural Women's Award and alumni | Hidden Treasures Honour Roll  
 | Rural women's gatherings | annual issues and ideas communique