



Sunshine Coast  
**BUSINESS  
WOMEN'S**  
Network

2020/2021  
*Strategic Plan*  
OVERVIEW

Prepared by SCBWN President, Roz White, 2020

EMPOWER • CELEBRATE • GROW

# Strategic Overview

ESTABLISHED  
IN 1992 AS A  
WOMEN'S LUNCH  
GROUP WITH JUST  
6 MEMBERS, THE  
**SUNSHINE COAST  
BUSINESS WOMEN'S  
NETWORK** BOASTS  
A RICH AND  
DIVERSE HISTORY  
OF OUTSTANDING  
AWARD-WINNING  
WOMEN IN  
BUSINESS.

Just as the membership has evolved over time, the Network itself has adapted to change and will continue to do so to remain current and relevant in respect to local and broader issues. 2020 has been a year of adjustments due to the world-wide health pandemic COVID-19. The SCBWN management committee responded promptly as the impacts of COVID-19 first emerged, introducing a series of virtual based e-vents in lieu of traditional face to face events through lockdown and the respective restrictive periods. A purpose driven focus providing resources to support members attuned to mental health, building resilience, exploring and improving global insights, financial health, government assistance and regulatory agendas has been delivered and will continue with a relevant focus for the year/s ahead.

The 2020 SCBWN management committee is as diverse and talented as our membership, offering skills and expertise to ensure deliverables which inspire, motivate, recognise and empower women in business. The committee is well placed to drive outcomes underpinned with a plan, relevant to the times and based on important issues to the membership.

The Network is mindful of these troubling times and grateful for the ongoing support from our generous sponsors to elevate and empower women to grow in business. Their vital contribution creates an enduring impact for women in business in our community.

Our membership is broadly represented across young, professional, corporate, and micro/small businesswomen. The SCBWN is proud to showcase the success of women in business through an annual awards program. The 2020 awards program was unable to proceed due to COVID 19 restrictions which allowed the Network to celebrate 21 years of SCBWN past award recipients through a special celebratory series. 2021 will provide a new opportunity for Sunshine Coast businesswomen to showcase their amazing talents and feature their unique business story through the awards program.

This 2020/2021 strategic plan encompasses the core values of the SCBWN with a focus in education and support programs delivered through 6 major portfolios: Operations & Logistics, Marketing & PR, Professional Growth, Community Engagement, Network Development and Events & Awards.

Thank you for your support and inspiration. I invite you to join a new generation of leaders underpinned by decades of accumulated knowledge and commitment to the SCBWN and the business community.

**Roz White**  
SCBWN President



# Mission & Values

To provide a purpose driven platform to empower and celebrate women in business to grow.

The Sunshine Coast Business Women's Network's core values continue to:

- Support, listen and nurture without expectation
- Recognise and celebrate excellence of women in business
- Encourage, empower and share with confidence
- Build an inclusive membership without prejudice

The Network is committed to providing value to our members and giving back to our community initiated through various events and programs. This is achieved in collaboration with our sponsors and supporting partners, inspiring and successful leaders, business experts and educators.

## MEMBERSHIP CATEGORIES

The SCBWN membership is represented by a broad and diverse group across the community, who come together to share skills, knowledge and business expertise and discuss topical issues. This enables them to learn and develop, professionally and personally, which builds confidence and resources to achieve excellence.

The diversity of our members is recognised across these membership categories;

- Individual
- Corporate
- Life Member
- Honourary

## Sponsors

SCBWN sponsors are highly regarded and respected partners of the Network.

### GOLD SPONSORS



### SILVER SPONSORS



### MEDIA & CREATIVE SPONSORS



## 2019/2020 MANAGEMENT COMMITTEE

The volunteer group of professional and successful business women passionately drive outcomes to create invaluable support and guidance to members and to enlighten and collaborate with like-minded professionals.



ROZ WHITE  
President



LIZZIE HENEBERY  
Vice President



MICHELLE HAMER  
Secretary



ANITA OWENS  
Treasurer



MIN SWAN  
Events



CLARE MCCARTHY  
Professional Growth



PAULA WILLIAMSON  
Network Development



KAITLYN AKERS  
Community Engagement



NATALIE CROMBIE  
Marketing & PR

# Portfolios and Programs



## OPERATIONS & LOGISTICS

Professional leadership through strategies and effective systems to meet all statutory requirements for an incorporated association by adopting the essential (3 P's) processes, policies and procedure.



## PROFESSIONAL GROWTH

Unique, professional learning to reach our diverse membership delivered through a range of education programs and platforms to develop skills, inspire confidence and enlighten members to learn and grow professionally and personally.



## NETWORK DEVELOPMENT

Cultivate a collaborative and supportive environment between sponsors, partners and members to deliver purpose drive outcomes that connect and support women across the Sunshine Coast Community.



## EVENTS & AWARDS

Deliver a series of uplifting and exciting programs and events to recognise, elevate, celebrate and empower women to learn and aspire to achieve. Events created focus around three main categories; Culture, Commercial and Connectivity. Showcase the talent and expertise of successful women in our business network.



## COMMUNITY & ADVOCACY

Actively pursue an inclusive culture to connect with the community and provide avenues for the Network to support others. Participate in give back programs through support, donations and education bursaries.



## MARKETING & PR

A strong voice of advocacy to keep our Network informed and updated from member to member and the community. Create forums and discussion platforms on topics of interest to its members and the community.