



2010 – 2012 BIENNIAL GOALS

**Zonta International 2010-2012 Biennial Program Goals
Proposed by International President Dianne Curtis
and adopted at the 2010 San Antonio Convention.**

**District 23 Goals developed by the District Board
reflect the actions which will be taken across
the District during the biennium.**

These biennial goals are aligned to Zonta International's objectives and strategic goals. They are intended to provide the structure for districts and clubs to develop their own biennial goals and strategic goals, while taking into account the context of Zonta International's mission and responding to local needs.

ZI GOAL – GOVERNANCE

The governance of a non-profit corporation is the responsibility of the Board of Directors who is authorised by state law to manage the business and affairs of the corporation. The officers as well as all directors must act in accordance with ethics and action appropriate to the fiduciary and legal responsibilities to Zonta International and Zonta International Foundation. Keep ever before us that good governance relates to decisions that define expectations, grant power and verify performance.

- **Fiduciary** The fiduciary owes an obligation to carry out the responsibilities with the utmost degree of good faith, honesty, integrity, loyalty and undivided service.
- **Legally** Good governance requires a fair legal framework that is enforced impartially. It also requires full protection of human rights.
- **Accountability** is the cornerstone of leadership. Decisions must be made with the upmost degree of clarity, communication and timely reporting
- **Evaluate** strengths and weaknesses of programs, policies, procedures, personnel and technology.

DISTRICT 23 ACTIONS to MEET ZI GOALS

ACTION	RESPONSIBILITY	MEASURE	BY WHEN
1. Conduct District business in accordance with the ZI goals.	District Board	Governance guidelines are observed.	Ongoing
2. Continue to use previous ZI reporting system to record Club actions until 2010-12 requirements are disseminated.	Club Board District Board	Club reports received by DG and Area Directors.	Ongoing – each reporting period
3. Review, update and develop internal and external material (policies, procedures, District manuals, brochure, website)	District Board Webmaster	Internal and external District materials and resources updated; new material developed as required.	Ongoing
4. Make District decisions that are within ZI guidelines, that are clear, communicated well and reported in a timely manner.	District Board	Monitoring reports, minutes, meeting deadlines, action list from last meeting	Ongoing
5. Identify and develop potential leaders through leadership mentoring.	Nominating Comm. D23 Board, ADs, Clubs	Leadership team (A2 Director) to develop a workable mentoring program to share with clubs; Competitive slate of candidates for all District positions.	Initial draft – end of September May 2011
6. Ensure club awareness of Incorporation – obligation and responsibilities of Public Officer	D23 Treasurer: Club Treasurers & election of Public Officer	Audit review. Election of Public Officer	End of financial year

ZI GOAL - FINANCIAL

- Zonta International has sustainable financial resources that support current activities and provide for long-term growth
- Provide adequate and sustainable financial resources through membership dues.
- Ensure that appropriate fiduciary practices that are in accordance with applicable financial reporting standards are in place and are followed.
- Provide appropriate, comprehensible and timely financial information.

DISTRICT 23 ACTIONS to MEET ZI GOALS

ACTION	RESPONSIBILITY	MEASURE	BY WHEN
1. Ensure the District has sustainable financial resources that support current activities and provide for long-term growth of the District.	D23 Treasurer with District Board Area Directors	Raising of fees communicated via News Flash, Club Newsletter & Presidents' Meetings.	As soon as possible
2. Continue to ensure that appropriate District fiduciary practices that are in accordance with applicable financial reporting standards are in place and are followed.	DG D23 Treasurer	Handover from previous Treasurer audited	Ongoing
3. Provide appropriate, comprehensible and timely financial information to ZI	D23 Treasurer	ZI fees & dues received from clubs	Deadlines as published
4. Support club treasurers by providing appropriate financial information and training.	D23 Treasurer Area Directors	Provide financial information to clubs Maintain open communication with clubs	Ongoing
5. Monitor audited Club Annual Financial Reports that are forwarded to the DG and Area Directors for review.	DG, Club Presidents Area Directors D23 Treasurer	Club Annual Reports received and reviewed. Monitor financials with clubs Minimum financial reporting requirements given to clubs. Forwarded to DG Presidents' Manual reviewed.	End of each financial year
6. Encourage Clubs and members to apply for available grants.	Area Directors	Club Presidents report attendance at grant writing workshops. Presidents report successful applications.	Ongoing

ZI GOAL - CREDIBILITY AND VISIBILITY

- Promote externally and internally the Objects, goals, advocacy, programs, projects and accomplishments of Zonta International.
- Use of media to advance the Objects and Mission of Zonta International.
- Develop and implement at all levels of Zonta communication and marketing plans.
- Use communication and marketing plans to connect with: Donors, Governments and authorities that Zonta wishes to influence.

DISTRICT 23 ACTIONS to MEET ZI GOALS

ACTION	RESPONSIBILITY	MEASURE	BY WHEN
1. Promote Zonta at the International and club levels through the District Newsletter and web site links and by passing on ZI information to clubs in a timely manner.	District Board District Chairmen Area Directors	<ul style="list-style-type: none"> • D23 web site updated • ZI links established • Ongoing information provided via News Flash 	ASAP
2. Encourage club presidents to discuss ZI information at meetings, in newsletters and to pass on ZI emails to members promptly.	Area Directors	<ul style="list-style-type: none"> • ZI information in club newsletters • Club newsletters distributed as in D23 Directory 	Ongoing
3. Encourage members to register and visit the ZI web site regularly, to keep informed about International matters.	Area Directors PR&C Chairman	Regular reminders how to log on” in News Flash	Ongoing
4. At Conference and Area Workshops, provide Clubs with skills to promote Zonta objects and mission.	District Board PR&C Committee	<ul style="list-style-type: none"> • Inclusion in Conference and Workshop Programs 	Oct 2011
5. Survey D23 members to establish a database of members and/or contacts with communication and marketing expertise.	PR&C Chairman ADs, Nominating Committee, Presidents	Questionnaire developed and implemented	ASAP
6. Develop District communication, marketing and media strategies. Promoting the Organisation.	District Board D23 members with expertise, PR&C Com	Strategies communicated through News Flash and Club newsletters	Nov 2011
7. Use communication and marketing plans to connect with Donors, Governments and authorities that Zonta wishes to influence.	District Board PR&C Committee LAA Committee	Success with applications, requests, sponsorships & grants	Ongoing D23 Conference; Area Workshops
8. Provide clubs with knowledge and expertise to develop communication and marketing plans.	District Board PR&C Committee	Clubs develop and share plans at Presidents’ meetings, Area Workshops.	Area Workshops & D23 Conference
9. Remind and provide all clubs with copy of “ZI Toolkit”	PR&C, ADs, Presidents	Contact with other agencies reported in minutes. Increased visibility as stated in 6 monthly reports	30 Nov 2011

ZI GOAL - MEMBERSHIP

- Achieve a net increase in the number of members.
- Ensure that the members of each club represent a wide variety of occupations
- Promote responsible recruiting, rejuvenating, retaining, classifying and orienting of new members.
- Encourage clubs to recruit qualified members with an interest in the global mission of Zonta International.
- Continue review to achieve a more effective district division
- Promote mentoring for a sustainable membership.

DISTRICT 23 ACTIONS to MEET ZI GOALS

ACTION	RESPONSIBILITY	MEASURE	BY WHEN
1. Promote net growth for each Club and Area.	District Board Club Presidents	Increase in District membership of 10% (net).	May 2012
2. Ensure that the members of each club represent a wide variety of occupations.	OMC Chairman (revisited)	District database shows diversity of membership classifications.	Ongoing
3. Encourage clubs to recruit members with an interest in the global mission of Zonta International.	D23 UN Chairman LAA Chair Area Directors	Maximum no of clubs donating at least 1/3 of fundraising to ZIF LAA & UN promoting CEDAW (cross-check)	Ongoing
4. Assist clubs to promote responsible recruiting, rejuvenating, retaining, classifying and orienting of new members by disseminating strategies used by clubs having success in these areas.	OMC Chairman with Area Directors	Member development activities provided at workshops, presidents' meetings and individual mentoring.	Ongoing
5. Charter one new Club in the biennium. Explore the feasibility of new Z and Golden Z Clubs.	District Board OMC Committee Z Club Chairman Club Presidents	Chartering of new clubs.	May 2012
6. Identify Clubs at risk and offer support.	DG, OMC Chairman Area Directors	Increased membership in Clubs at risk.	Immediately and ongoing
7. Collect and analyse data contained in exit surveys and feed this back to Clubs.	OMC Chairman Presidents	Lt. Governor's summary of data received by Clubs.	Each Board meeting

ZI GOAL – UNITED NATIONS (UN)

- Actively promote and support the programs and advocacy of the UN, its agencies and Zonta International for the advancement of women.
- Contribute to the development and implementation of the UN Committee’s work by: disseminating information from the Zonta International UN Committee observers in Geneva, New York, Paris and Vienna
- Utilize briefings, meetings and conferences such as the Commission on the Status of Women to engage more effectively in women’s rights globally.
- Develop concrete methods in which districts and clubs could support UN efforts to advance the status of women, such as: UN Convention on the Elimination of All form of Discrimination against Women (CEDAW), Millennium Development Goals and Beijing Platform for Action.

DISTRICT 23 ACTIONS to MEET ZI GOALS

ACTION	RESPONSIBILITY	MEASURE	BY WHEN
1. Promote and support International service projects, acknowledging Zonta’s partnerships with and our commitment to the UN and its agencies.	Area Directors Club Presidents ZIF Ambassador	Increased awareness of ZI projects at Presidents’ meetings. Increase in Club support through ZIF	May 2011 May 2012
2. Promote and support the role of District UN Chairman.	Area Directors District UN Chairman	Increase in Club contact with District Chairman reflected in Chairman’s reports	Ongoing
3. Disseminate information and respond to concrete methods to support UN efforts to advance the status of women developed by ZI.	UN Chairman LAA Chairman	Results reflected in club reporting. LAA & UN Committees working together to support CEDAW	As methods are developed.
4. Be involved in and promote UN activities, e.g., IWD / Rose Day; White Ribbon Day etc.	UN Chairman All members	Reports by clubs on activities held on IWD, White Ribbon Day and other UN events such as Human Rights Day	As events occur

ZI GOAL – LEGISLATIVE AWARENESS & ADVOCACY (LAA)

- Promote LAA activities which improve the status of women at the local, district and global level.
 - Expand resources to assist members and clubs to be effective advocates in their communities
 - Ensure that all service projects promote advocacy by linking to one or more of Zonta's Objects
 - Report on successful advocacy activities through the Zonta International website.
 - Work closely with all International Committees to emphasize the benefits of advocacy which enhance the status of women.
 - Encourage Districts to check their country's reports to CEDAW as well as "shadow" reports to identify advocacy opportunities
 - Disseminate information to members through newsletters via District Governors and District LAA Chairmen and via the Zonta International website
- Become the "leading advocate" on status of women issues by focusing on advocacy which embraces CEDAW Articles 1-16.

DISTRICT 23 ACTIONS to MEET ZI GOALS

ACTION	RESPONSIBILITY	MEASURE	BY WHEN
1. Promote LAA activities at all levels which improve the status of women.	D23 LAA Chairman District Board	Inclusion in Area workshop/Conference programs.	2011 A / Wkshps Conference; Ongoing
2. Support the LAA Chairman by being involved in and promote UN activities, e.g., IWD / Rose Day; White Ribbon Day etc.	D23 LAA Chairman All members	Reports by clubs on activities held on IWD, White Ribbon Day and other UN events such as Human Rights Day	As events occur
3. Review and update LAA Handbook and disseminate ZI information & resources to educate members on the meaning of LAA in relation to Zonta and how they can advocate in their community.	District Governor D23 LAA Chairman	LAA articles included in D23 Newsletters; Presidents receive timely information. LAA Handbook updated	As available 31.08.11
4. Use the LAA handbook to ensure that all service projects promote advocacy by linking to one or more of Zonta's Objects.	D23 LAA Chairman Area Directors Club Presidents	Clubs report use of the 'Advocacy/Service Scorecard' to determine if projects are Zonta projects.	Ongoing
4. Encourage clubs to share successful advocacy activities.	D23 LAA Chairman Area Directors	Inclusion of success stories in District and/or Club newsletters & ZI website.	Ongoing
5. Work closely with the International LAA Committee to emphasize benefits of advocacy which enhance the status of women.	D23 LAA Chairman	Benefits communicated to clubs.	Ongoing
6. Check Australia's reports to CEDAW as well as "shadow" reports to identify advocacy opportunities.	D23 LAA Chairman D23 UN Chairman	Advocacy opportunities identified and acted upon. LAA & UN Chairmen working together on CEDAW.	As arise
7. Provide clubs with information on CEDAW Articles 1-16 and encourage them to use the articles in their advocacy efforts.	D23 LAA Chairman D23 UN Chairman	Information provided to clubs	Ongoing

ZI GOAL - SERVICE

- Promote international service projects that improve women’s legal rights, health, education, economic status and end violence against women and enhance women’s self esteem.
- Promote international projects that combine service and legislative awareness and advocacy.
- Honour our commitment to the United Nations and its service-providing agencies.
- Promote and disseminate information externally and internally about the projects.
- Promote funding to sustain the Zonta International Service projects.

DISTRICT 23 ACTIONS to MEET ZI GOALS

‘Advocacy/Service Scorecard’: Does this project directly advance the status of women?

ACTION	RESPONSIBILITY	MEASURE	BY WHEN
1. Promote and support International service projects, acknowledging Zonta’s partnerships with and our commitment to the UN and its agencies.	UN Chairman D23 Board ZIF Ambassador	International Service Projects promoted in District Newsletter; information from ZI is passed on promptly.	Ongoing
2. Promote and support the role of District and Local Service projects.	Area Directors D23 Service Chairman & Coordinators	Early contact with Club Presidents and Coordinators. Increase in Club contact with District Service Committee reflected in reports.	Area W/shops Board meetings
3. Promote and support District and Local Service projects.	D23 Service Chairman D23 Board Club Presidents	Club reports reflect measure	May 2012
4. Combine District and local Service projects with legislative awareness and advocacy where possible.	D23 Board LAA Chairman Service Chairman	New D23 Projects combine service with LAA. Club reports reflect measure	Ongoing

AWARDS AND FELLOWSHIPS - AMELIA EARHART FELLOWSHIP AWARDS (AE), YOUNG WOMEN IN PUBLIC AFFAIRS (YWPA), JANE M KLAUSMAN SCHOLARSHIPS (JMK)

ZI GOALS –

- Promote and disseminate information externally and internally about the Fellowship (AE), Awards (YWPA), Scholarships (JMK).
- Recommend changes to the program and procedures as needed; including updates and changes to the application forms and guidelines.
- Encourage clubs to have awards for the club YWPA participants and to make club/district Scholarships for JMK Scholarships.
- Encourage clubs and districts to keep in touch with current and past Award recipients for prospective membership.
- Encourage current Award recipients to participate in Zonta events.
- Promote funding to sustain the Awards programs.

DISTRICT 23 ACTIONS to MEET ZI GOALS

ACTION	RESPONSIBILITY	MEASURE	BY WHEN
1. Encourage clubs to participate in the above.	AE, JMK and YWPA District Coordinators Area Directors Club Presidents	Increase in Award and Fellowship applications	Ongoing
2. Promote and disseminate information externally & internally about the Awards and Fellowship.	AE, JMK and YWPA District Coordinators	Increase in Award and Fellowship applications	Ongoing
3. Keep in touch with current and past District award recipients and encourage clubs to do the same.	AE, JMK and YWPA District Coordinators D23 Archivist	District and club databases of past award winners created. Recipients invited to Zonta events. Increase in membership	Ongoing
4. Promote funding to sustain the Awards programs by encouraging clubs to direct some funds to specific awards.	ZIF Ambassador AE, JMK and YWPA District Coordinators	Increase in Club support for Awards through ZIF.	Ongoing

ZI GOAL – Z AND GOLDEN Z CLUB

- Promote and disseminate information externally and internally about Z and Golden Z Club.
- Recommend changes to the program and procedures as needed; including updates and changes to the Emma Conlon application forms and guidelines.
- Encourage clubs to organise and support Z Clubs and Golden Z Clubs to; promote the Objects of Zonta International, develop leadership skills, serve the community and improve global understanding through service.
- Encourage clubs and districts to keep in touch with current and past YWPA Award recipients for prospective membership
- Encourage Z Club and Golden Z Club members to participate in Zonta events.
- Promote mentoring for a sustainable Z Club and Golden Z Club membership

DISTRICT 23 ACTIONS to MEET ZI GOALS

ACTION	RESPONSIBILITY	MEASURE	BY WHEN
1. Promote and disseminate information externally and internally about Z and Golden Z Club.	D23 Z and Golden Z Club Coordinator	Enquiries and interest shown by clubs to sponsor new clubs.	Ongoing
2. Encourage clubs to organise and support Z Clubs and Golden Z Clubs	D23 Z and Golden Z Club Coordinator	Establishment of the club.	May 2012
3. Encourage clubs and district to keep in touch with current and past District YWPA Award recipients for prospective Z Club and Golden Z Club membership.	D23 Board D23 YWPA Coord. D23 Archivist Clubs	District and club databases of past award winners created. Past and present recipients invited to Zonta meetings and events.	Ongoing
4. Encourage past and present Z Club and Golden Z Club members to participate in Zonta events.	Club & D23 Z and Golden Z Club Coordinators Club Presidents	Past and present Z Club and Golden Z Club members participate in Zonta events	Ongoing

AS THE CORPORATE MEMBER OF ZONTA INTERNATIONAL FOUNDATION

- Promote contributions to the Zonta International Foundation through club and personal contributions and planned gift giving and donor development by:
 - Encouraging every club to contribute annually to the Zonta International foundation one-third (33%) of local funds raised.
 - Encourage members to donate (e.g., at International Night or Workshops) so clubs can achieve 100% of members donating – keep a list of individual donors.
 - Encouraging Zontians to make an individual annual gift to Zonta International Foundation.
 - Encouraging Zontians to investigate the consider a planned gift to the Zonta International Foundation
 - Securing strategies for external donors when appropriate.

CLUB ACTIONS TO MEET DISTRICT GOALS

- Identify priorities for Club action to address District actions which are based on the current Zonta International Goals.
- Increase membership numbers by focusing on recruitment while retaining current members. Ensure as a priority that all meetings and activities are interesting.
- Review current Club service projects and select new projects that satisfy the '**Advocacy/Service Scorecard**'
Will this project advance the status of women?
- Use all the resources available. District Team members are ready to assist Clubs and helpful information is published in manuals and on the Zonta International web site: www.zonta.org

Regularly visit our District web site: www.zontadistrict23.org.au

- Share Zonta information received as President with all Club members and communicate regularly with your Area Director.
- Communicate regularly with District Committee Chairmen and Coordinators.
- Encourage Club members to attend Area meetings, workshops and training sessions.
- Send a strong team to the District 23 Conference in Melbourne, Victoria, from 7 to 9 October 2011.
- Encourage members to attend the Zonta International Convention in Turin, Italy, from 6 to 12 July 2012.