



## BCFW Strategic Plan 2023- 2027

### Foreword from the Chair and Executive Director

We stand at an important point in our journey towards a more just and equitable world for women in Papua New Guinea. As we embark on this new chapter, we are glad to introduce the strategic plan that will shape the future of our coalition, one firmly rooted in our unwavering commitment to gender equity.

In this visionary plan, we set forth a clear roadmap to foster positive change for women's economic participation in PNG. Our approach is centered on four foundational pillars:

- I. Economic opportunities and participation of women
- II. Women in leadership and decision making
- III. Prevention of gender-based violence and workplace safety
- IV. Knowledge creation and systems change

Key to our success is the engagement and collaboration of our dedicated members, partners, and supporters. Together, we will form an inclusive and powerful community that advocates for gender equity with a united voice. We welcome the involvement of individuals from all walks of life who share our vision of a world where every woman is treated with dignity and respect, and where her potential knows no bounds.

As we move forward with determination and hope, let us remain steadfast in our commitment to cultivating a world where gender equity is not an aspiration but an unyielding reality. Our collective impact will shape the destiny of generations to come, leaving a lasting legacy of equality for all.

A handwritten signature in blue ink, appearing to read 'Lesieli Taviri'.

*Lesieli Taviri*

*Chair*

*Evonne Kennedy*

*Executive Director*



## Part one – Who we are

Launched in 2014, the Business Coalition for Women (BCFW) is the leading voice for gender equity in Papua New Guinea. BCFW is a membership-based organisation comprising private sector companies of all sizes and other public sector and community organisations. Our members stand ready to be part of history in the making through their individual and collective action for change.

### Our purpose

Led by the private sector, we work for gender equity, safety and empowerment of women and girls in PNG.

### Our vision

Women have an equal place in decision making, leadership and nation building in PNG.

### What we stand for

- **Gender justice** – respect, safety, and empowerment of women.
- **Inclusion** – embracing and celebrating diversity.
- **Courage** – being changemakers, taking risks, and learning from mistakes.
- **Integrity** – honesty and accountability in actions and relationships
- **A solutions focus** – with programs developed by and for Papua New Guinea.

### The long-term outcomes we work for

- Increased participation of women in the PNG workforce
- More equal representation and influence of women leaders in business, government and civil society organisations
- Women are free from gender-based violence and safe in their communities and workplaces
- National progress toward women's empowerment and gender equity.



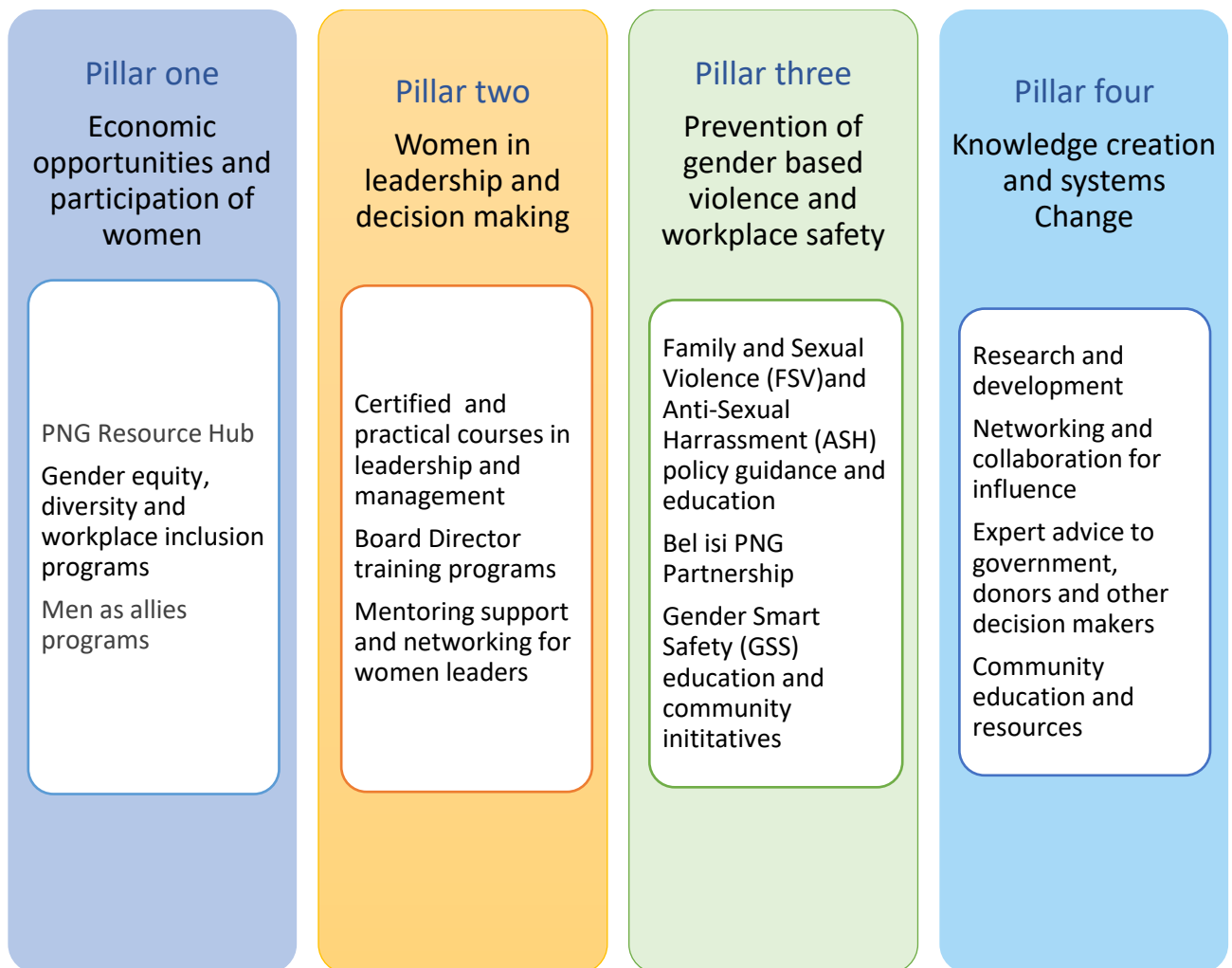
## Our strategic pillars

BCFW will lead and work for long term change for women in PNG under four strategic pillars:

- ▮ Economic opportunities and participation of women
- ▮ Women in leadership and decision making
- ▮ Prevention of gender-based violence and workplace safety
- ▮ Knowledge creation and systems change.

The private sector has a critical role to play in each of these areas, in partnership with governments, donors, civil society and communities. Over the next four years we will continue to deliver programs that have proved their effectiveness and work to develop and implement new home-grown initiatives under our strategic pillars.

## Our core business



## Part two- Future Directions

### Our strategic goals

1. Expand the reach and impact of BCFW's program offer to women, member companies, civil society organisations and the public sector.
2. Develop innovative and contextually relevant solutions that advance gender equity and are widely replicated.
3. Increase BCFW's profile and influence as a national leader and voice on issues affecting women and girls.
4. Secure the resources and capabilities needed to be an effective, widely recognised, and sustainable organisation.

### Strategies and priority commitments

**Goal 1:** Expand the reach and impact of BCFW's program offer to women, member companies, civil society organisations and the public sector.

1. Develop BCFW as a Resource Hub offering virtual and online training, education and resources, and providing access to work spaces, technology and networking. (Pillars one, two and three)
2. Design and implement programs that enhance economic opportunities and participation by women as employees and business owners. (Pillar one)
3. Expand access to the Women in Leadership Program, including more women in small to medium enterprises and the public sector, and improve the quality of ongoing support for women executives and directors. (Pillar two)
4. Improve and deliver more widely the suite of trainings, model policies and advice to companies and other organisations seeking to address family and sexual violence, sexual harassment and gender smart workplace safety. (Pillar three)
5. Extend the delivery of BCFW's current programs to other provinces, tailoring programs to fit the local needs. (Pillars one, two and three)
6. Improve the coherence and integration of advice and trainings delivered to organisations so management and workplace culture change is embedded and sustained. (Pillars one, two and three)



**Goal two:** Develop innovative and contextually relevant solutions that advance gender equity and are widely replicated across PNG. (Pillar four)

1. Strengthen BCFW's capacity to design and conduct research and evaluation that demonstrates needs and the successes and learnings from programs.
2. Share stories of success and transformational change for women who have benefited from BCFW programs and action taken by member companies and public sector agencies.
3. Increase the number and quality of national accredited trainers so there is greater capacity for home grown training and education services.
4. Through the Resource Hub, encourage and auspice new ventures for women and for small to medium businesses working for gender equity and women's safety.
5. Initiate and support innovation that addresses the barriers women face in workforce participation and starting up businesses, including child care, financial literacy, and safe transport.
6. Develop a system to reward and recognise leadership and good practice in gender equity, addressing FSV and gender smart safety.

**Goal three:** Increase BCFW's profile and influence as a national leader and voice on issues affecting women and girls. (Across all strategic pillars)

1. Strengthen the national and regional influence BCFW has as the private sector leading change.
2. Build BCFW to be recognised as the go to place for advice on policy, legislation, and good practice.
3. Collaborate with women's networks, other national institutions, and community leaders to raise awareness and create positive change for women and girls.
4. Collaborate with schools and tertiary institutions to influence curricula and learning support so girls and young women have better prospects to enter and succeed in the workforce.
5. Help to strengthen and give voice to other networks promoting gender equity and safety.
6. Develop strategic partnerships that allow knowledge and resource sharing that expands what can be done and achieved.



**Goal four:** Secure the resources and capabilities needed to be an effective, widely recognised, and sustainable organisation.

1. Increase the BCFW membership and leverage the resources and expertise of member companies.
2. Continue a strong partnership with DFAT/PNG Women Lead to develop and expand initiatives and programs where goals align.
3. Grow and diversify BCFW's income through business development that provides for greater self-sufficiency and sustainability.
4. Develop the capacity and capabilities of the staff team in line with future directions and build a safe, inclusive team and supportive team culture.
5. Invest in professional development and learning for all staff and equip managers to excel in their leadership roles.
6. Modernise and strengthen BCFW's systems, online presence, and communication platforms.
7. Ensure the Board continues to attract the skills and engagement needed for effective governance.