Strategic Plan 2022 - 2025
Wikimedia Australia (WMAU)

1.	Engagement						
	Strategy		**Activity**	**Responsibility**	**Timeframe**	**WMF Strategy Initiative**	
1.1	**Grow public understanding of the Wikimedia movement, platforms and guiding principles within Australia**	1.1.1	Develop and promote inclusive and targeted workshops, events and social media aimed at recruiting new editors	Staff	Ongoing - In line with Communications Strategy and engagement budget Y2 - Create hub page for connecting people to interest groups on website		29.
		1.1.2	Implement a Communications Strategy in line with the Strategic Plan 2022-2025	WMAU Committee	Y1 - Review comms strategy and identify needs, role. Set budget for engagement. Ongoing, Review annually		3. 20. 29.
		1.1.3	Review, update and maintain WMAU website content	Staff	Ongoing		29.
1.2	**Deepen international engagement with the ESEAP and Oceania Wikimedia communities, the Wikimedia Foundation and global affiliates and hubs**	1.2.1	Contribute regularly to ESEAP activities and report to WMAU members	Two nominated WMAU ESEAP representatives	Ongoing		25.

		1.2.2	Facilitate attendance at global movement events, meetings and/or conferences	WMAU President Staff (Executive Officer)	Ongoing	24.
1.3	Deepen international engagement with the ESEAP and Oceania Wikimedia communities, the Wikimedia Foundation, and global affiliates and hubs to share knowledge, grow sustainability and ensure regional alignment	1.2.3	Identify and engage with Wikimedians across the Oceania region and grow inclusion in programming	Staff Contributors	Y2	2. 3.
		1.2.4	Establish a partnership with an educational, media or GLAM institution in an underrepresented Oceania nation and support them to seek funding opportunities (such as the WMF Alliances Fund)	Subcommittee possibly in partnership with NZ User Group	Y3	2.

2.	Equity and Inclusion					
	Strategy	Activity		Responsibility	Timeframe	WMF Strategy Initiative
2.1	Cultivate a welcoming, safe, inclusive environment throughout all Wikimedia Australia activities through strong leadership and policies (in line with Universal Code of Conduct)	2.1.1	Engage with Universal Code of Conduct development and consultation process	Contributors Facilitators Staff	Y2 - Annual action plan and report (documentation of roles, strategies and contacts)	16.
		2.1.2	Monitor and communicate legislative changes for members and offer submissions to relevant consultations (e.g. online safety and copyright)	WMAU Committee	Ongoing	20.
		2.1.3	Offer cultural training to Facilitators in line with Safe Spaces Policy	Staff Facilitators	Y2 (then ongoing)	16. 31. 34.

		2.1.4	Work with relevant Wikimedia movement groups and networks to improve inclusion and responsiveness internationally	WMAU Committee	Ongoing		25.
		2.1.5	Increase Australian Administrators of Wikimedia platforms through dedicated program	Staff	Y3		32. 33.
		2.1.6	Develop incentives and recognition of outstanding community work	Staff WMAU Committee	Y2		31. 42.
		2.1.7	Hold regular mentoring, networking and editing sessions for members/existing contributors	Staff	Y1 (then ongoing)		12. 29. 32.
2.2	**Promote equity and inclusion across the Wikimedia platforms and programs in Australia.**	2.2.1	Develop a Content Development Strategy to set priority areas (in line with but not limited to equity goals)	Staff WMAU Committee	Y1 - Establish reference group and set two-year goals and plan		37. a. b.
	2.2a Grow self-determined opportunities with First Nations peoples in Australia	2.2a.1	Establish a First Nations reference group	Staff	Y1		20. 38.
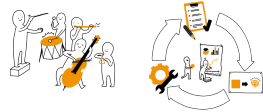
		2.2a.2	Establish a First Nations Wikipedian in Residence role in major state library, museum, university or cultural institution	Staff	Y2		29. 38.
		2.2a.3	Partner with First Nations organisation/s to grow editors and WMAU cultural advisors	Staff	Y3		38.
	2.2b Expand participation and representation across Australia's regions	2.2.b.1	Prioritise promotion and facilitation of training to regional communities & organisations	Staff	Y2 - Establish goals and budget, promote training, set up calendar. Implement training with annual review		29. 38.
		2.2b.2	Maintain a dashboard highlighting regional content gaps	Staff	Y3 - promote to regional media		38.
	2.2c Improve demographic diversity to ensure a sustainable movement	2.2c.1	Promote and support university engagement and Wiki Scholar program	Staff	Y2 - then ongoing with annual action plan and report		29. 32. 37. b.
		2.2c.2	Review membership fee structure	WMAU Committee	Y2 - Consider abolishing fees, increasing fees, optional fees, or incentive program. Prepare proposal for AGM (if constitutional change required). New policy and procedures.		1. 27.
3.	**Capacity Building**						

	Strategy			Activity	Responsibility	Timeframe	WMF Strategy Initiative	
3.1	**Grow a skilled, active and engaged community of contributors, trainers and leaders who understand the Wikimedia movement, platforms and guiding principles**		3.1.1	Implement and promote a certified facilitator program	Staff Contractor/s	Ongoing. Review annually. Y1 - Y3: Annual target of certified trained facilitations		32. 33.
			3.1.2	Develop and release training resources for contributors	Contractor (with advice from certified Facilitators)	Ongoing. Y1 - Y3 : Annual review, evaluation & reporting		11.
			3.1.3	Hold regular community meetings, meetups and outreach for members and contributors	Staff WMAU Committee	Ongoing		12. 29. 32.
			3.1.4	Develop Wikipedian in Residence programs (themed or organisation-based)	Staff	Y1 Y2 Y3		29. 32. 37. b.
			3.1.5	Explore opportunities to automate data growth and maintenance on Wikimedia platforms	Staff WMAU Committee	Ongoing		13. 14.

3.2	Develop a methodology for understanding and measuring community outputs	3.2.1	Conduct stakeholder analysis for partnerships (with reference to the equity goals)	WMAU President Wikimedia Foundation	Y2		29. 43.
		3.2.2	Set up and maintain a dashboard of key data on Wikimedia Australia's activity and impact	Staff	Y2 - (data from WMF (geoeditors), Wikipedia API, surveys and reporting)		31. 34. 42.
		3.2.3	Regularly gain access to and analyse data on Australian editing activity	Staff	Ongoing		42.
		3.2.4	Coordinate geonotice banners on Wikimedia platforms to promote relevant Australian events and projects	Staff	Y2		34. a.
3.3	Grow governance and leadership capacity and capabilities	3.3.1	Establish, document and review WMAU policies and procedures	WMAU Committee Staff	Ongoing		33.
		3.3.2	Provide training and development for staff and committee members	Staff WMAU Committee	Ongoing		32. 33.
3.4	Operate sustainably by diversifying funding to grow capacity and opportunities	3.4.1	Develop and review financial policies for WMAU and third party events, consultancy and activities	WMAU Committee	Y1		1. 27. 28. 29.

		3.4.2	Monitor Wikimedia Foundation strategies and policy development and participate in the expanding role of chapters	WMAU Committee	Y2		3. 25.
		3.4.3	Monitor and apply for Wikimedia Foundation funding	WMAU Committee	Y2 (then ongoing)		7. 31. 32. 40. 41
		3.4.4	Provide funding opportunities and facilitate and support partners to apply for external funding for Wikimedia projects as requested	Staff WMAU Committee (through establishment of a working group)	Ongoing		7. 40. 41.
3.5	**Operate in an environmentally responsible way**	3.5.1	Develop an Environmental Policy (in alignment with the Wikimedia Foundation)	Contractor WMAU Committee (through establishment of a working group)	Y3 - Research and draft policy. Following year - test the draft policy Future - document & share policy and procedures		8.

Website: Strategic Plan 2022-2025

https://wikimedia.org.au/wiki/Strategic_Plan_2022-2025#Strategic_Priorities

Year 1 Summary of Activities

Engagement

- Establish and promote workshops, events and social media aimed at recruiting new editors
- Review, update and maintain Wikimedia Australia website content
- Implement a Communications Strategy in line with the Strategic Plan 2022-2025
- Contribute regularly to ESEAP activities and report to WMAU members
- Facilitate attendance at global movement events, meetings and/or conferences

Equity and inclusion

- Monitor and communicate legislative changes for members and offer submissions to relevant consultations (e.g. online safety and copyright)
- Hold regular mentoring, networking and editing sessions for members/existing contributors
- Develop a Content Development Strategy to set priority areas (in line with but not limited to equity goals)
- Establish a First Nations reference group
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Capacity Building

- Implement and promote a certified facilitator program
- Develop and release training resources for contributors
- Hold regular community meetings, meetups and outreach for members and contributors
- Develop a Content Development Strategy to set priority areas (in line with but not limited to equity goals)
- Develop and review financial policies for WMAU and third party events, consultancy and activities
- Regularly gain access to and analyse data on Australian editing activity
- Improve WMAU Committee policies and procedures
- Provide training and development for staff and board members
- Facilitate and support partners to apply for funding for Wikipedia projects as requested

Year 2 Summary of Activities

Engagement

- Review, update and maintain Wikimedia Australia website content
- Implement a Communications Strategy in line with the Strategic Plan 2022-2025
- Contribute regularly to ESEAP activities and report to WMAU members
- Facilitate attendance at global movement events, meetings and/or conferences
- Identify and engage with Wikimedians across the Oceania region and grow inclusion in programming

Equity and inclusion

- Engage with Universal Code of Conduct development and consultation process
- Monitor and communicate legislative changes for members and offer submissions to relevant consultations (e.g. online safety and copyright)
- Offer cultural training to Facilitators in line with Safe Spaces Policy
- Hold regular mentoring, networking and editing sessions for members/existing contributors
- Establish a First Nations Wikipedian in Residence role in major state library, museum, university or cultural institution
- Prioritise promotion and facilitation of training to regional communities & organisations
- Promote and support university engagement and Wiki Scholar program
- Review membership fee structure

Capacity Building

- Implement and promote a certified facilitator program
- Develop and release training resources for contributors
- Hold regular community meetings, meetups and outreach for members and contributors
- Develop Wikipedian in Residence programs (themed or organisation-based)
- Conduct stakeholder analysis for partnerships (with reference to the equity goals)
- Set up and maintain a dashboard of key data on Wikimedia Australia's activity and impact
- Regularly gain access to and analyse data on Australian editing activity
- Coordinate geonotice banners on Wikimedia platforms for Australian events and projects
- Improve WMAU Committee policies and procedures
- Provide training and development for staff and board members
- Monitor Wikimedia Foundation strategies and policy development and participate in the expanding role of chapters
- Facilitate and support partners to apply for funding for Wikipedia projects as requested

Year 3 Summary of Activities

Engagement

- Review, update and maintain Wikimedia Australia website content
- Implement a Communications Strategy in line with the Strategic Plan 2022-2025
- Contribute regularly to ESEAP activities and report to WMAU members
- Facilitate attendance at global movement events, meetings and/or conferences
- Establish a partnership with an educational, media or GLAM institution in underrepresented Oceania nation and support them to seek funding opportunities

Equity and inclusion

- Monitor and communicate legislative changes for members and offer submissions to relevant consultations (e.g. online safety and copyright)
- Offer cultural training to Facilitators in line with Safe Spaces Policy
- Work with SWAN, ESEAP and Wikimedia Foundation to improve inclusion and responsiveness internationally
- Increase Australian Administrators through dedicated program
- Develop incentives and recognition of outstanding community work
- Hold regular mentoring, networking and editing sessions for members/existing contributors
- Partner with First Nations organisation/s to grow editors and WMAU cultural advisors
- Maintain a dashboard highlighting regional content gaps
- Promote and support university engagement and Wiki Scholar program

Capacity Building

- Implement and promote a certified facilitator program
- Develop and release training resources for contributors
- Hold regular community meetings, meetups and outreach for members and contributors
- Develop Wikipedian in Residence programs (themed or organisation-based)
- Set up a timetable for regular request for statistics on Australian editing activity
- Set up and maintain a dashboard of key data on Wikimedia Australia's activity and impact
- Regularly gain access to and analyse data on Australian editing activity
- Improve WMAU Committee policies and procedures
- Provide training and development for staff and board members
- Monitor Wikimedia Foundation strategies and policy development and participate in the expanding role of chapters
- Facilitate and support partners to apply for funding for Wikipedia projects as requested
- Develop an Environmental Policy (in alignment with the Wikimedia Foundation)