



WINLPG Charter 2018

WLPGA has recognised an opportunity for the LPG industry to take actions that can address the issue of improving diversity in the workforce. As the global body promoting LPG, WLPGA is uniquely positioned to develop and implement such a network.

The network's mission is to support and help empower women in the LPG Industry by leadership, coaching, mentoring and promoting role models and case studies.

WINLPG is a network for women and men who have a professional interest in the LPG sector and support the network's objectives.

Paige O'Dell, WINLPG Chair
Alison Abbott, WINLPG Manager
Nikki Brown, WINLPG Global Coordinator



WINLPG Strategic Plan – Background & Process

This Charter will focus on the immediate goals and actions (those defined tasks that contribute to achieving the objectives) for 2018 and also identify the key goals for the period 2017-2019. Recognising that the network has been launched and is enjoying success, but is now at a crucial point in its development in order to allow the network to ‘take off’.

WINLPG Today

WINLPG is a global network dedicated to the support and promotion of women in the LPG industry.

WINLPG has three Pillars of Objectives

1/ Support and Retain

Set up of the global network.
Develop a social media presence.
Develop case studies and role model profiles.
Hold Knowledge Exchange workshops.

2/ Promotion and Advocacy

Gain visibility for the network through continued partnerships, promoting case studies, role models and advocates, via the media.

3/ Educate and Attract

Educate and attract, in the longer term, via global events (not necessarily LPG events), external education at universities and schools and educating the industry itself.

WINLPG Chronology and Key Milestones

October 2014	Proposal to create a global network during the Women in LPG Session during the World Forum in Miami
January 2015	Presentation to WLPGA Industry Council of the rationale for a global network and strategy prepared
May 2015	Strategy presented to Industry Council in Berlin and approval given
September 2015	Launch of WINLPG, Singapore
March 2016	First WINLPG Knowledge Exchange, Bogota, Colombia
October 2016	South Africa Chapter launched in Johannesburg
November 2016	Fourth WINLPG Meeting & one year anniversary, Florence, Italy
December 2016	Nigeria Chapter launched in Lagos
February 2017	Knowledge Exchange held in New Delhi, India
May 2017	National Chapter Meeting in Johannesburg, South Africa
May 2017	Knowledge Exchange held in Birmingham, UK
November 2017	Launch of WINLPG India, Delhi
January 2018	Paige O'Dell becomes WINLPG Chair

WINLPG Structure and Governance

- WINLPG has a Chair (currently Paige O'Dell, VP Operations, Amerigas), an internal network manager from the WLPGA team (Alison Abbott, Communications Director, WLPGA) and WINLPG Support from Nikki Brown (WINLPG First Chair).
- Members – anyone who shares the goals of the network may be a member. WLPGA members have the right to determine the strategy of the network and non-WLPGA members are welcome as observer members (they are welcome at meetings and workshops).
- There is no fee to join.
- National Chapters are subject to respecting the terms and conditions of an MOU.

WINLPG Strategic Plan – Goals for 2018

WINLPG Goals

The primary goal over three years is to promote diversity in LPG businesses. During the period the activities of the Women in LPG Network (WINLPG) will lead to an increase of 5% from the current 16.5% of women employed in the industry to 21.5% during the period 2017 – 2019. In addition, the network will have a membership of at least 1,000 individuals by the end of the period. Other areas of diversity in the business e.g. involvement of youth will be investigated.

There are ten goals for 2018 (including one action to be achieved end 2019):

1. Engage the network on LinkedIn and Facebook
2. Increase the social media presence on Twitter
3. Presence in three WLPGA Matrix Days (Santa Barbara, Monaco and Houston)
4. Hold at least two Knowledge Exchange Workshops
5. Confirm at least 800 additional members (goal to end 2019 is 1,000)
6. Produce at least seven additional role model profiles
7. Engage with existing three regional chapters and oversee the creation of one national chapter
8. Continue communication around the network with a newsletter every six weeks
9. Engage eight additional WINLPG Champions
10. Identify a female Chair for one Matrix Goal Chair

Goal Details:

1/ Engage the network on LinkedIn & Facebook

January 2017, the LinkedIn group has 209 members, whilst there is some engagement, conversations tend not to be followed up. Nikki Brown will enhance this network to encourage more people to join and be involved in the online sharing of information process. A global Facebook community will be established as a primary means of online networking.

Measurement: Facebook community to have 400 'Likes'

2/ Increase the social media presence (Twitter)

January 2017, @WINLPG has 459 followers. The aim of the Twitter feed is to engage with other women's networks (UN Women etc) and raise awareness.

Measurement: Increase following and activity (retweets) by 20% on 2017 statistics.

3/ Hold three Matrix meetings (Santa Barbara, Monaco, Houston)

Working network meetings will take place at the same time as other WLPGA meetings during a Matrix Day. These are working meetings where strategy will be discussed. Paige and Alison will manage these meetings together.

Measurement: Present at the three Matrix Days as above.

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4/ Hold at least two Knowledge Exchange Workshops

A Knowledge Exchange Workshop is a half day event, ideally at the same time as an industry event to leverage attendance. The event will unite women in the industry to enable them to share their histories and also benefit from some kind of training (negotiation skills, leadership tactics, presentation skills etc).

Measurement: At least two Workshop Days completed by end 2018.

5/ Confirm at least 800 additional members

To be officially recognised as a member of WINLPG, individuals are requested to complete a Membership Engagement Form or the online form. Nikki will follow these up with a goal of 1,000. Part of this process will include corporate engagement outreach to initiate discussion with member companies, raise awareness of the network and meet the women in these companies.

Measurement: 800 additional membership engagement forms received by end 2018.

6/ Produce at least seven additional role model profiles

Role model profiles are interviews with women in the industry and PDFs are housed on the WLPGA website under the WINLPG section.

Measurement: Seven new role model profiles online.

7/ Engage with existing national chapters and oversee the creation of one national chapter

Development of National Chapters will enable the network to develop on a much wider scale by engaging with women who may not normally be able to attend other meetings. They will also enable specific regional issues to be addressed. National Chapters will be autonomous in that they can decide how often to meet and how to communicate, however, National Chapters must adhere to a Terms of Reference and agree to support the objectives of the network. National Chapters will be run by a Chapter Head who will report regularly to the Coordinator and Chair.

Measurement: At least one national chapter to be launched during 2018.

8/ Continue communication around the network

Communication is key to the success of the network and in addition to social media, the primary communication tactic is a bi-monthly newsletter.

Measurement: Six newsletters to be produced

9/ Engage eight WINLPG Ambassadors

A WINLPG Ambassador is an individual or a company that simply endorses the network. They will be very senior individuals or major organisations. All that is required is a statement

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from the Advocate saying they support WINLPG and their agreement for WINLPG to promote this.

Measurement: Eight new Ambassadors to be confirmed and quote agreed.

12/ Identify a female Chair for one Goal Chair

Measurement: Individual to be identified by end 2019.