

Strategic plan 2017-20

Purpose driven and values led

June 2017



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Strategic directions

- 1 Our voice**
Generate support and effect social change as a courageous voice and advocate for people in need
- 2 Our services**
Grow and shape evidence based services to achieve the greatest positive change for the most marginalised and disadvantaged
- 3 Our enablers**
Enhance collaboration to enable and sustain the impact of our work and organisation

Our brand

We stand together with Australians in need, until they can stand for themselves

Tagline | **together we stand**

Our values

Compassion We are sensitive, understanding and caring in our service of all people

Integrity We are honest, accountable and transparent in our work and relationships

Respect We treat people as we ourselves expect to be treated, offering love, acceptance and a voice of support in the face of life's challenges

Perseverance We are dedicated to serving people and helping them overcome the challenges they face, no matter how hard it is

Celebration We recognise and celebrate the efforts and achievements of the people we help, volunteers, supporters and staff

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Directions

1. Our voice

Generate support and effect social change as a courageous voice and advocate for people in need.

Speak up for those who cannot speak for themselves, for the rights of all who are destitute. Speak up and judge fairly; defend the rights of the poor and needy. Proverbs 31:8-9

Outcomes

- 1.1 Increased partnerships with Christian communities and organisations around our social justice priorities.
- 1.2 Public policy relating to homelessness, disadvantage and the sector influenced by Mission Australia.
- 1.3 Community awareness raised around key social issues and Mission Australia's role.

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Directions

2 Our services

Grow and shape evidence based services to achieve the greatest positive change for the most marginalised and disadvantaged.

Then the righteous will answer him, 'Lord, when did we see you hungry and feed you, or thirsty and give you something to drink? When did we see you a stranger and invite you in, or needing clothes and clothe you? When did we see you sick or in prison and go to visit you?' The King will reply, 'Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.'

Matthew 25:37-40

Outcomes

- 2.1 Increased opportunities and improved outcomes for young people.
- 2.2 Increased housing options.
- 2.3 Increased focus on prevention and early intervention services to reduce homelessness.
- 2.4 Disadvantaged communities strengthened through more projects and enhanced service delivery practices.

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Directions

3 Our enablers

Enhance collaboration to enable and sustain the impact of our work and organisation.

For just as each of us has one body with many members, and these members do not all have the same function, so in Christ we, though many, form one body, and each member belongs to all the others. Romans 12:4-5

Outcomes

- 3.1 Increased capability, collaboration and performance of our people.
 - 3.2 New and existing products and services informed by evidence and client voice.
 - 3.3 New sources of support developed and grown.
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