



# STRATEGIC PLAN

FY19 - FY24

**WE CARE CONNECT**

# Strategic Plan FY19 - FY24

## STRATEGIC GOAL 1: Improve and expand our services to achieve maximum impact

### **Objective 1: Quality and continuous improvement**

We will ensure everything we do meets our quality objectives, and new services are evidence-based.

### **Objective 2: Give maximum support to case workers and programs**

We will focus on continually improving the support we give to case workers and family support agencies. We will progressively increase the overall range of client support we provide.

### **Objective 3: Progressively increase the number of children reached**

We will actively work to increase the number of children we support both by organic growth and by the proactive implementation of new initiatives both within, and additional to, our core case worker model.

### **Objective 4: Ensure technologies enhance efficiencies within our operations**

We will continuously be open to the potential advantages of new technologies, be prepared to invest, and if needed, take a measured amount of risk in exploring new methodologies.

## STRATEGIC GOAL 2: Contribute to raising awareness of, and advocating for, solutions to local disadvantage

### **Objective 1: Seek opportunities to contribute WCC findings and outcomes**

We will develop an advocacy plan and promote awareness of childhood disadvantage in our local community.

Supporting  
vulnerable  
children



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## STRATEGIC GOAL 3: Continue to develop sound business processes and funding security

### **Objective 1: Funding**

We will actively seek to secure long-term funding through grants and donors, supplemented by gifts and income generation.

### **Objective 2: Governance**

We will meet best practice standards and continue to maintain full diligence on documentation, registrations, risk management, financial management, policies, insurances, strategic planning, data management and annual reporting.

### **Objective 3: Accommodation, supply and distribution plans**

We will develop and execute coordinated plans for accommodation, supply lines and distribution that match WCC growth objectives.

### **Objective 4: Volunteer workforce plan**

We will continue to develop and implement policies, procedures and operational systems that support and maintain our volunteer program as this is central to our success.

### **Objective 5: Employee workforce plan**

We will develop a Employee Workforce Plan for paid workers in line with WCC growth and funding strategies.

### **Objective 6: Volunteer, staff and product safety**

We will enhance our understanding, awareness, and execution of personal and product safety, at all times.

### **Objective 7: Brand identity and public awareness**

We will develop brand recognition through communications, promotional material and other strategies that grow our positive public recognition and profile.

**Donations  
that delight**

