



STRATEGIC PLAN

FY24 - FY26

**WE CARE
CONNECT**

Strategic Plan FY24 - FY26

STRATEGIC GOAL 1: Extend our reach to support every child that needs us on the Central Coast and in the Hunter

Objective 1: Identify the geographic gaps on the Central Coast and develop solutions

Objective 2: Develop initiative/s that will reach disadvantaged children outside the caseworker model

Objective 3: Generate a threefold increase in the number caseworkers engaged with WCC in the Hunter region

Objective 4: Develop targeted support for young people aged 12+ years

STRATEGIC GOAL 2: Be known for our quality and excellence

Objective 1: Standardise the WCC business model, values, approach and IT systems across the organisation

Objective 2: Communicate our quality standards 'to delight'

Objective 3: Measure and evaluate our impact

STRATEGIC GOAL 3: Maintain and inspire a volunteer-powered organisation

Objective 1: Enhance opportunities for recognition and retention of volunteers

Objective 2: Develop a succession plan for our volunteer CEO

Objective 3: Maintain a 1:50 ratio of paid staff to volunteers to preserve the dynamic, enthusiasm and power of a volunteer driven organisation

Supporting
vulnerable
children



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STRATEGIC GOAL 4: Build effective community partnerships to better support disadvantaged children

Objective 1: Establish key funding partner/s in the Hunter and a diverse range of community supporters

Objective 2: Focus on developing relationships with Senior Managers in family support agencies

STRATEGIC GOAL 5: Play a central role in the circular economy in our region

Objective 1: Develop a measurement system for items that we reuse, repurpose, recycle & how we manage waste

Objective 2: Review and further develop partnerships for recycling outlets

Objective 3: Have a zero-waste approach to all our operations

Donations
that delight

