

About Our Strategy:

Our strategy has 3 Strategic Areas: **Services**, **Process** and **People**. Under these areas we have specific aims and goals. These are summarised below, along with our **Mission** and **Our Values**. It's important to note that these strategic areas, our mission and our values all work together to inform our decisions. So while they are separate on paper, in action they are all connected.

MISSION

Our Mission is: "To provide responsive and flexible support services and advocacy that make a positive impact on the lives of children, young people and families".

SERVICES

Our strategy for our SERVICES is: to look at the services we deliver and respond to client choice; to be innovative and base our services on best practice, research and client feedback; to ensure the long-term sustainability of our company; and to increase our visibility by promoting our brand presence in the marketplace.

PROCESS

Our strategy for our PROCESS is: to enact effective, efficient resource and asset management of the company which will help us make the right decisions at the right time while managing the company; and we will create clear direction, leadership and efficiency but using data and research, empowering our people to work efficiently, and embedding a whole company approach to risk management.

PEOPLE

Our strategy for our PEOPLE is: to create a thriving work environment that is flexible, mobile, safe and inclusive; to empower our people to achieve outcomes, supporting staff to grow ; to establish effective and inspiring leadership to grow a positive culture, drive consistency, and become an employer of choice.



Our Values



RESPECT

Respect is due regard for the feelings, wishes or rights of others. People have intrinsic and inalienable worth that should be honoured and protected. We regard that it is not for us to judge, interfere or harm the will or interests of another person but to recognise, accept and facilitate those interests.



EXCELLENCE

Excellence is a constant journey, an aspiration rather than an achievement. For us, excellence is a state of mind where we seek to do more than just achieve our goals and outcomes but to do it in a way that rises above acceptable practice and to become the best that we can be.



INNOVATION

To **innovate** is to change established or current practice and find new and better ways. We believe that challenging the 'what is' with the 'what can be' is core to transforming the lives of the people and communities we serve. It requires us to never be satisfied with our performance but to always ask 'is there another way'?



PASSION

We are a mission-driven company, created out of an intense desire, enthusiastic to make a difference for people and communities. Our **passion** motivates us, our passion drives us and our passion reminds us of why what we do matters.



INTEGRITY

Integrity means to be consistent with ones-self, or to be whole and undivided. It means to act in accordance with your beliefs values. We believe that being consistent with our ethical and positive moral standards is critical to who we are and that we are prepared to pay the price of retaining our integrity.

