

STRATEGIC PLAN

2022-2025

MISSION

To live the gospel message by serving Christ in the poor with love, respect, justice, hope and joy, and by working to shape a more just and compassionate society.

VISION

To be recognised as a caring Catholic charity offering 'a hand up' to people in need. We do this by respecting their dignity, sharing our hope and encouraging those we assist to take control of their own destiny.

GUIDING PRINCIPLE

To ensure that everyone coming into contact with Vinnies WA is better for it.



Commitment



Compassion



Respect



Integrity



Empathy

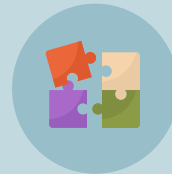


Advocacy

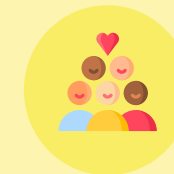


Courage

STRATEGIC OBJECTIVES



Work and move forward as one



Nurture and grow our membership



Strengthen our sustainability



Enhance the impact of our work



Extend the impact of our advocacy and influence



Optimise the performance and well-being of our people

STRATEGIC INITIATIVES



WORK AND MOVE FORWARD AS ONE

- Seek opportunities for collaborative work
- Run joint induction and information programs for staff, volunteers and members
- Embed the use of the Vintranet



OPTIMISE THE PERFORMANCE AND WELL-BEING OF OUR PEOPLE

- Communicate more often and more effectively with our people
- Improve the lives of our people through our mission
- Make the most of the richness of multi-generational teams
- Be clear in our expectations of our people
- Provide leadership development



ENHANCE THE IMPACT OF OUR WORK

- Grow and extend our volunteer base
- Make effective use of quality data to inform our work
- Develop a strategic outcome-based framework to measure our impact
- Develop and implement a hybrid visitation and support Emergency Assistance model
- Seek out opportunities to expand services
- Build networks and partnerships to grow capacity in the community



NURTURE AND GROW OUR MEMBERSHIP

- Develop and implement a relevant member recruitment and retention strategy



STRENGTHEN OUR SUSTAINABILITY

- Optimise our financial sustainability
- Invest further in digital technologies
- Achieve 'innovate' status for our Reconciliation Action Plan
- Continue our involvement in the circular economy



EXTEND THE IMPACT OF OUR ADVOCACY AND INFLUENCE

- Expand our Brand strategy to capture our innovative and collaborative approach
- Focus our advocacy on homelessness and in particular, keeping people in their homes
- Develop clear advocacy strategies and campaigns, leveraging the voice of members