

Strategic Framework 2019-2022





# Introduction from the Chair

At **yourtown**, our focus continues to be on ensuring our programs and services meet the needs of young people. To do so we must continually challenge ourselves, to ensure what we do is relevant and effective. We need to engage meaningfully, and give voice through advocacy.

These themes are the foundations for our strategic framework which has been developed across two streams:

- Community Services and Programs
- People, Positioning and Performance

Each stream is focussed on how we work externally (outside) and internally (inside), and will include clear objectives and performance measures that will form the basis of our reporting. We intend to share progress with our stakeholders as we achieve our goals, and be prepared to highlight areas where improvement is necessary.



There is no doubt that we have set ourselves some big goals. However, our Mission requires us to be bold, to set high standards, and at all times keep the wellbeing of children, young people and families as our priority.

I look forward to sharing our progress with you.

Peter Ffrench

Pin In

Chair

# **OUR VISION**

young lives transformed, communities strengthened.

# **OUR MISSION**

To enable young people,
especially those who are marginalised
and without voice, to improve
their quality of life.





# **Lasallian Ethos**

yourtown's Values are Gospel values framed within the ethos and beliefs of the De La Salle Brothers. The De La Salle Order was founded in France in 1679 by John Baptist de La Salle, whose aim was to provide a human and Christian education to young people, especially the poor.

Today, the vitality of the Mission continues to depend on how we respond to the needs of young people. We recognise that such needs take different forms and require not only a commitment to direct service delivery but also the promotion of social justice through 'giving voice'.

**yourtown** is committed to being recognised as a practical example of the Lasallian Charism and as such to the following objectives:

 Behaviours that give witness to an organisational commitment to Lasallian Values.

- Initiatives to promote engagement with the organisational commitment expressed as being 'together and by association'. These initiatives include opportunities for both formal and informal formation.
- Priorities in decision making that ensure the organisation is proactively involved with service to those who face disadvantage.

"The young people in your care are the letter which Christ dictates to you, which you write each day in their hearts, not with ink but with the Spirit of God."

John Baptist de La Salle

# **Our Values**

The way we go about achieving our goals is just as important as reaching them.

Our Values are derived from the Lasallian Charism and, along with our Mission and Vision, are the foundation of yourtown.



#### Brother and Sister to all

We value each other and everyone we meet.



## Innovation and Resourcefulness

We're not afraid to try new things.



#### Perseverance in Service

We never give up.



#### Professionalism

We stand for quality and lead by example.



#### Faith and Zeal

We do everything with energy and commitment.



At the heart of who we are is how we respond to the needs of young people.

We respect diversity and are inclusive of all people irrespective of their culture, gender, sexuality, values, beliefs and experiences.

We strive to improve our cultural competence in order to understand, communicate and interact effectively with diverse peoples.



#### Respect

We respect others by listening and being honest.



#### Excellence

We strive for excellence in what we do.



## Creativity

We're creative, working in ways that get amazing results.

Ω



# Strategic Imperative: Community Services and Programs

### Outside

- Be a significant force in addressing long-term youth unemployment
- Double the number of contacts Kids Helpline responds to
- Target services to urban and regional areas of greatest social disadvantage through a needs based approach
- Expand and extend reach through collaboration
- Extend delivery of services which increases the wellbeing of children and young people and the development of their potential

## Inside

- Utilise advances in technology to improve client engagement and productivity
- Develop and maintain impact measures which inform and validate service models
- Increase external funding for Kids Helpline to match that of yourtown investment
- Foster the ongoing advancement of child and vulnerable adult safeguarding practices
- Develop youth participation framework/s to inform and validate client-centred approaches

Strategic Imperative:
People, Positioning and Performance

## Outside

- Develop our brands to engage, motivate and inspire
- Grow diverse income generation to sustain and enable organisational independence
- Be an effective and influential national voice on social issues impacting children and young people
- Maintain and develop partnerships which create shared value

## Inside

- Everyone acts as a Brand Ambassador and embodies Lasallian Values
- Enhance a culture of high performance, accountability and application of knowledge
- Financial sustainability achieved through effective governance and prudent investment
- Quality and industry standards are maintained and advanced





"To deliver services that make a real difference to young lives we need to be clear about the outcomes we're aiming for to know where we're going."

Tracy Adams afsc, CEO

#### **Contact us:**

07 3368 3399 yourtown@yourtown.com.au facebook.com/yourtownau yourtown.com.au

#### **Support us:**

facebook.com/yourtownau facebook.com/yourtownprizehomes yourtown.com.au/donate



