

youthsafe

YOUTHSAFE'S MISSION

To partner to prevent unintentional injury of young people.

YOUTHSAFE'S VISION

Young lives free from unintentional injury

LEADERSHIP

Leading with a voice of influence validated by innovative, evidence-based quality programs that inspire trust, sustain engagement and drive continuous improvement.

PARTNERSHIP

Partnering across the community in support of long-term behavioural change by and for young people based on our shared responsibility for and contribution to the safety of young people.

EMPOWERMENT

Empowering individuals and communities to proactively mitigate the risk of unintentional injury of young people.

YOUTHSAFE'S STRATEGY: 2016 to 2019 DOING BUSINESS DIFFERENTLY FOR SUSTAINABILITY

The approach to doing business differently for sustainability is represented by the following key shifts.

	CUSTOMER	MARKETING/SALES	FINANCE	CAPABILITY
2016 to 2017	<p>Expanding and diversifying Youthsafe's customer base</p> <p>Identifying prospective Youthsafe customers through marketplace opportunities</p> <p>Determining, monitoring and responding to customers' needs</p>	<p>Promoting the Youthsafe brand and Mission by</p> <ul style="list-style-type: none"> investing in business development and marketing developing and maintaining a social media presence adopting a Sales Plan aimed at meeting customer needs 	<p>Developing a pricing model for sustainable margins.</p> <p>Reducing annual deficits</p>	<p>Investing in new IT systems and icloud functionalities like SharePoint and Salesforce.</p> <p>Building Board capability through strategic recruitment of directors.</p>
2017 to 2019	<p>Continuing the expansion and diversification of Youthsafe's customer base.</p>	<p>Defining the attributes of Product Leadership and ranking all products in terms of a Product Leadership Score.</p> <p>Employing ways to enhance customer intimacy through emotional engagement and improved understanding of customer need.</p> <p>Updating Sales Plan and launching a new website as a selling platform.</p>	<p>Securing revenue streams that contribute to capacity building and long-term positive revenue flows.</p> <p>Aiming for a balanced budget.</p>	<p>Retaining QIP accreditation.</p> <p>Conducting Board evaluations to further enhance board capability.</p>