



YOUTHSAFE'S STRATEGY 1 JULY 2021 - 30 JUNE 2024

MISSION

To partner to prevent unintentional injury of young people.

VISION

Young lives free from serious injury.

VALUES

Respecting

Human potential/value

Partnering

To make a difference

Mentoring

From a basis of strength

Empowering

Youth and their influencers

Researching

What works

OVERARCHING STRATEGIC GOAL

To consolidate and grow for sustainability and service impact.

FIVE STRATEGIC DIRECTIONS

DIRECTION 1

Positioning Injury Prevention

GOAL

Pursue injury prevention initiatives involving both physical and psycho-social injury prevention benefits.

OBJECTIVES & ACTIONS

1. Acknowledge the relevance of both physical and psycho-social injuries.
2. Highlight heightened risk profiles of disadvantaged cohorts i.e. those from ATSI, CALD, rural/remote, low socio-economic backgrounds etc.

DIRECTION 2

Growing Partnerships and Extending Reach

GOAL

Retain, grow and broker new partnerships and extend service reach.

OBJECTIVES & ACTIONS

1. Adopt a Partnership Plan to optimise value-adding outcomes
2. Explore and test internet delivery of services, with prospect for national and international reach.

DIRECTION 3

Diversifying Revenue and Enhancing Value

GOAL

Maintain and grow revenue streams from diverse sources that significantly contribute to the bottom-line –

- Government Grants (Federal, State & Local)
- grants from not for profits/Foundations
- fees for service income
- charitable fundraising and donations.

OBJECTIVES & ACTIONS

1. Formulate and implement a Donations Plan.
2. Further grow our charitable fundraising program via textile recycling
3. Prefer opportunities that make a significant contribution to the bottom-line
4. Monitor diversity and quantify proportional contribution
5. Generate annual surpluses.

DIRECTION 4**Building Capacity****GOAL**

Build organisational capability and capacity.

OBJECTIVES & ACTIONS

1. Identify human capability deficits and recruit (employ or contract) skill sets as needed
2. Establish the best way to support team collaboration for collegial, service and financial success
3. Review award conditions for team members and adopt a more suitable award
4. Institute a recognition and reward program for internal stakeholders
5. Conduct a Board self-assessment and consequential Board recruitment.
6. Provide PD opportunities for staff
7. Develop an Investment Policy
8. Augment capability with IT betterments

DIRECTION 5**Advocating for Change****GOAL**

Promote the higher risk profile of young people and advocate for useful and practical interventions.

OBJECTIVES & ACTIONS

1. Develop an Advocacy Plan
2. Contribute to peak forums like the Road Safety Advisory Council
3. Respond to inquiries at local, state and federal levels
4. Promote key messages via community groups
5. Generate social media posts and promotions on key issues
6. Leverage SEO.