

ZOE



SUPPORT
australia

Strategic Plan
2024–2026

CONNECTING INSPIRING LEARNING

Our Vision

Young mothers and their children thriving in safe and healthy families

Our Purpose

To provide a supportive community for young mothers on their parenting and education journey

3-Year Plan

We will:

- serve more clients in Mildura
- strengthen our revenue model
- be clear on our program impact
- develop effective partnerships
- improve our internal set up

Annual Priorities

2024

1. Action enabling activities
2. Registered childcare provider
3. Revenue generation ground work

2025

1. Partnerships progressed
2. Government relationships grown
3. Out of scope services funded

2026

1. Demonstrate impact
2. Revenue increase secured
3. Increased community engagement

Enabling Environment

Objective:

To build an enabling environment to support the organisation to deliver on its purpose.

People:

1. Six-monthly employee engagement temperature checks
2. Clarify roles and train/develop staff
3. Review task allocation to ensure best utilisation of our resources
4. Grow number/effectiveness of volunteers

Infrastructure:

5. Implement a case management system
6. Reduce duplication and paperwork

Governance:

7. Review board skills to assess need for new board members
8. Increase engagement of existing board members
9. Track strategy execution

Strategic Objectives

PROGRAM DESIGN + IMPACT

We will deliver impactful programs to support young mothers in creating their own positive pathways for themselves and their children.

Actions we will take to achieve this:

1. Measure our impact and outcomes by developing frameworks, documenting core program design and seeking client input.
2. Improve efficiency of service delivery by implementing an effective case management system and reviewing current services for duplication and improvement.
3. Support board, staff and volunteers to thrive in their positions via training and supervision.

Key Performance Indicators

1. Positive feedback from clients and community about our services
2. By 2026, client numbers have increased by 50% from 2024 numbers
3. +20% growth in engagement in staff surveys

PARTNERSHIPS + COLLABORATIONS

We will identify and develop partnerships that add value to client outcomes and enable access to more resources.

Actions we will take to achieve this:

1. Enhance advocacy and referral process by strengthening external partnerships to ensure we are assessing the needs of clients.
2. Identify and develop relationships with large NFPs.
3. Build on government relationships by showcasing our impact.
4. Maintain operation of Little Sprouts Op Shop by identifying other parties who may be interested in working together.

Key Performance Indicators

1. Three meaningful and impactful operational partnerships
2. Little Sprouts Op Shop operating in some capacity

REVENUE GENERATION + PROFILE BUILDING

We will generate sufficient funding to maintain current programs and provide capacity to expand our services. We will be respected in our community for delivering life-changing services.

Actions we will take to achieve this:

1. Provide services as a registered childcare provider.
2. Build on revenue generation by leveraging current partners to identify and engage new funders.
3. Secure additional ongoing government funding.

Key Performance Indicators

1. By 2026, revenue of 1.5m pa
2. 40% increase of funding secured through multi year funding sources
3. Zoe Support Australia brand clear and understood by external stakeholders
4. Three new financial partnerships secured