

# Footprints Community

## VISION

An inclusive community where individuals can maintain an independent lifestyle of their choice.

## MISSION

To be responsive, innovative, professional and timely in providing care and support for each client.

## PURPOSE

1. To promote quality of life for frail older people and younger people with disabilities, and their carers
2. To actively work towards social justice
3. To empower disadvantaged members of the community
4. To contribute to the relief of poverty
5. Any other charitable work or purpose for the benefit of the community

## VALUES

**CLIENT CENTRED** — We actively support each client's choices, respecting their values and personal uniqueness

**INCLUSION** — We promote the right for individuals to access the resources they need to live safely and securely in the community

**RESPECT** — We hold people in positive regard and treat them with courtesy and consideration

[www.footprintscommunity.org.au](http://www.footprintscommunity.org.au)

# Strategic Plan 2021–24

01

EXTENDING REACH

We will extend our delivery of high quality and specialised services in response to the needs of clients and communities.

### PRIORITIES

- Investigate avenues for service and geographical growth, informed by analysis of needs, client feedback and research
- Develop business cases and secure sustainable funding streams for identified growth areas
- Continue to refine existing models of service delivery
- Continuously review existing services and programs to ensure their viability and alignment with Footprints strategic directions
- Capture and articulate the outcomes achieved for clients

02

STRENGTHENING SYSTEMS

We will improve our effectiveness and efficiency in our systems to support our practice and provide timely data to inform service delivery.

### PRIORITIES

- Undertake a comprehensive system improvement project to review business processes and identify process and system improvements
- Implement relevant system improvements based on outcomes of the project
- Continue to address organisational compliance and risk management
- Enhance real time monitoring and evaluation of services through effective data collection, outcome measurement and reporting to inform decision making and service planning

03

GROWING BRAND AND REPUTATION

We will strive for greater recognition as a leading provider of support services to vulnerable people.

### PRIORITIES

- Build strategic partnerships that enhance Footprints' brand and impact
- Implement an effective marketing and communications strategy
- Implement an effective fundraising and business development strategy

04

NURTURING PEOPLE AND CULTURE

We will continue to build the knowledge, capability, diversity and drive of our staff, volunteers and management to lead the delivery of our strategy and achieve our mission.

### PRIORITIES

- Ensure the organisational structure aligns with and supports its strategic priorities
- Ensure Footprints continues to attract and retain high quality staff and volunteers in keeping with its organisational culture
- Grow and develop leaders and strengthen succession planning at all levels of the organisation, by focussing on upskilling, training, supervision and support
- Ensure the safety, health and wellbeing of all staff, volunteers and clients
- Continue to grow the cultural capability and diversity of its workforce

05

ENSURING SUSTAINABILITY

We will ensure the sustainability of the organisation.

### PRIORITIES

- Diversify Footprints' income streams
- Effectively use timely financial and performance data
- Increase Footprints' fixed asset base
- Explore strategic partnership opportunities that would deliver growth and sustainability