

Our 2025 Strategic Plan

A better world for children and young people,
no matter what.

Vision

To improve the lives of children,
especially the most vulnerable
and disadvantaged.

Purpose

Child Focus
Collaboration

Accountability
Trust

Integrity
Innovation

Values

①

Relentless in emergencies and crises

We will be relentless and determined in our response to emergencies, including COVID-19, responding to the needs of children in the most distinctive and effective ways possible.

Outcome:

Distinctive and effective emergency response capability and respected for our impact during COVID-19.

②

Ambitious in our partnerships and programs

We will be ambitious and farsighted in our partnerships and programs, delivering impact for children at scale.

Outcome:

Tangible and measurable long-term impact in aligned programs and partnerships where they matter most for children.

③

Amplify voices of children and young people

We will be the leading advocate for the rights and wellbeing of children and young people in Australia.

Outcome:

A bigger and better voice for children and young people.

④

Driven by collaboration and innovation

We will be agile in our approach to collaboration and innovation.

Outcome:

An agile, flexible and collaborative culture which values innovation and impact.

⑤

Fuel our impact through growth

We will strengthen our position within the sector, accelerating growth of resources and reputation.

Outcome:

Growth in revenue, share of children's voice, brand presence and staff engagement.

What we will achieve and how