

Our Strategy 2023 - 2028

Our Vision

Social justice and fairness for all, and improved quality of life for people in Western Sydney.

Our Mission

We listen to our clients and the Western Sydney community to deliver community services that strengthen wellbeing, resilience and independence, and achieve impactful outcomes.

Our Values



Compassion

We act with care and empathy



Connection

We ask and listen, to learn and understand



Diversity

We acknowledge and include everyone



Social Justice

We are passionate about equality



Brave

We are confident and courageous

Strategic Pillars

Community led

- We will deepen our understanding of community needs by listening to the voice of clients, customers and community
- We will speak boldly by giving a broader voice to the strengths and needs of our community
- We will codesign services that prioritise areas of unmet demand or demonstrated need

Capable and adaptive

- We will strengthen our capability through efficient systems, processes, and operating structure
- We will invest in the capability of our people.
- We will be agile and responsive

Impactful

- We will improve outcomes and quality of life for clients, customers and community
- We will measure our impact and build our capability for innovation
- We will grow, ensuring alignment with community needs, social impact, and sustainability

Strategic Journey



First Horizon
2023-25



Second Horizon
2025-27



Third Horizon
2027-28

Strategic Priorities

Deepen our understanding of community needs

Lay solid foundations for the future

Codesign and innovate with community

Speak up for the needs of our community

Scale up by stretching and reinventing

Strategic Initiatives

- Connecting with clients, customers and community through honest and authentic conversations
- Cultivating positive opportunities and impact

- Implementing organisational improvements and investing in our people
- Developing our capability to renew, adapt, learn and change quickly

- Using a place based approach
- Listening to the voice of clients, customers and community
- Creating new service offerings
- Prioritising areas of unmet demand and demonstrated need
- Taking a test and try approach, measuring our impact along the way

- Building on our influential and credible voice for our community
- Designing our advocacy framework aligned to the needs of the community

- Building on our place based approach
- Expanding the footprint of services that have demonstrated value and impact on community and financial viability
- Leveraging digital and technology capability in service design and delivery