



Strategic Plan 2010 - 2015

2011 Milestones

1. Promote and communicate new plan to all stakeholders
2. Developed agreed policy development framework and developed first policy package
3. Established regular meetings with key politicians, public service and media
4. Secured a high profile win we can promote
5. Five year forward budget in place and secured external revenue
6. Identified and prioritised external funding opportunities
7. Designed and launched an up-to-date website and regular newsletter
8. Maximised value of co-branding and linkages
9. Aligned the mission statement and the constitution to the strategic plan

2015 Targets

Accepted sole national voice, no competitors
 Advice and comment sought by Govt, public and media
 Increased corporate sponsorship

Effective, frequent communications – newsletters/email
 Sharing intelligence
 Respected governance
 A few wins on the board

Clear and robust mechanism for policy development in place and well understood
 Full range of relevant national policies/developed, promulgated and reviewed annually
 Policies are widely distributed, available, recognised, understood by all key stakeholders

Federal workplace relations system guarantees paid emergency services leave for all volunteers
 Employers of volunteers recognised and remunerated similar to DFR employer
 Self employed volunteers fully compensated for cost of volunteering to their business

Groups and individuals ask to join
 People don't ask us what/who we are
 Recognised by stakeholders and members
 Clear position mission statement

Achieve our outcomes/2015 plan
 Best practice model assembly
 Membership increase and respect from membership

5 years funding and budget
 Ongoing and consistent diverse funding sources
 90% external revenue sources

2015 Outcomes

Recognised & Predominant National Voice

Valued Benefactor to Member Associations

Strong & Proactive Policy Base

Improved Volunteer Conditions & Attractiveness

Clear & Well Understood Position & Brand

Credible, Responsive & Professional Organisation

Financially Stable & Sustainable

Pathways

