

VOLUNTEERING *and* CONTACT ACT

VCA Strategic Plan 2019 – 2022

Vision: An inclusive Canberra

Mission: To foster inclusion by enabling participation and connection

STRATEGIC OBJECTIVES 2019 - 2022:

1 Focus on inclusion

- Promote inclusion as a key enabler to improve quality of life, especially for people experiencing disadvantage
- Provide thought leadership on inclusion

2 Build a strong brand

- Build the organisational brand relevant to existing and potential service offerings
- Consolidate our market positioning and increase visibility

3 Pursue growth opportunities

- Investigate new potential business areas and other growth opportunities
- Pilot new services to test opportunities / outcomes

4 Be part of a successful national network

- Support a successful national network of volunteering organisations

5 Cement our role as peak body and advocate

- Strengthen and effectively deliver our policy and advocacy platform

6 Ensure organisational sustainability

- Deliver the strategy, maintain our charitable activities and explore new business opportunities