



Better Place Australia Strategy 2024-29





our vision

An Australia where all people experience positive relationships, truly value each other and live safer, more fulfilling lives.

our purpose

Empower people to become more resilient and experience improved wellbeing to determine their better futures.



our values



Creative

We boldly embrace challenges and opportunities, learn from experiences, and contribute to a culture that empowers and encourages our people to think creatively and explore new ways of doing things.



Caring

We exemplify kindness, understanding and empathy, fostering a culture where our staff and clients feel safe, valued and listened to, and their experience exceeds expectations.



Welcoming

We actively foster an inclusive environment where our people can shine and find meaning in their work, and all are embraced for their unique contributions and perspectives.



Responsive

We embrace change and cultivate a culture of adaptability and responsiveness in accommodating the needs of our clients and staff.



Thriving

We encourage personal and professional growth, and the development of community connections and networks that contribute to the development of our services and prosperity of the whole.



strategy statement

By 2029, we aim to lead the sector in creating impactful, evidence-based, and accessible services for Australians of all ages.

Goals	Key Activities	5-year Success Indicators
Through the One Place cultural transformation create a workplace that delivers a meaningful and distinctive client and employee experience.	<ol style="list-style-type: none"> 1. Develop a governance culture underpinned by high standards of governance processes, frameworks and practice. 2. Create a leadership culture that is aligned, inclusive and authentic. 3. Develop an employee value proposition that is compelling to staff and renowned in the sector. 4. Strongly embed the values within the DNA of the workplace so that all employees are aligned and committed. 	<p>Better Place Australia will have achieved a workplace culture where employees are deeply engaged, live the values, and are committed to delivering the best quality services.</p> <p>BPA will have low employee turnover and able to attract the best possible candidates through its reputation as having an envied employee value proposition.</p>
Create a sector leading service delivery model that values client experience, measurable outcomes, and financial sustainability.	<ol style="list-style-type: none"> 1. Implement and continuously update evidence-based outcomes frameworks and program logics across all programs to enable accurate impact measurement and service improvement. 2. Explore, prioritise and invest in new systems and technologies to better deliver services. 3. Consult with the lived experience sector to develop and embed a lived experience framework, with a specific focus on developing a lived experience workforce and associated consumer advisory bodies. 4. Revolutionise systems, processes and platforms to create an exceptional client journey and streamlined user experience. 5. Increase investment and develop a rigorous professional development framework for practitioners. 	<p>Better Place Australia has a service delivery model offering true wrap-around care that is easily accessible, effective and available to all. Where practitioners are highly skilled, committed and supported, and the client experience is seamless underpinned by compassion and support.</p>
Achieve meaningful and sustainable growth by pursuing new funding opportunities and investing in innovative solutions to making a greater social impact.	<ol style="list-style-type: none"> 1. Invest in social impact projects that will address service provision gaps for communities/groups facing disadvantage, and that will eventually be financially sustainable. 2. Actively pursue new funding opportunities at state and federal levels, and philanthropy to expand service portfolio. 3. Pursue new partnerships and stronger stakeholder engagement to expand networks and create opportunities for growth. 	<p>Better Place Australia will have an annual turnover of \$20m plus with an expanded and diversified portfolio of funded programs, including new program funding generated by seed innovative social impact projects.</p>
Grow our reputation as a respected and trusted provider, partner and sector influencer of social change.	<ol style="list-style-type: none"> 1. Develop and implement a medium to long-term policy and advocacy strategy that will influence future policy and funding decisions at State and Federal Government levels. 2. Through evidence-based approaches, make a significant contribution to the sector knowledge base and position BPA as a thought leader. 3. Increase reputation and profile with clients and supporters through developing and executing a brand, communication and partnership strategy. 	<p>Better Place Australia is highly regarded and well known across all levels of government and sectors, with a reputation for influencing positive social change through well planned advocacy, policy involvement and building on the sector knowledge base.</p>



Better Place Australia

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Better Place Australia acknowledges the Traditional Custodians and their Elders past, present and future in each of the communities where we work.