

# doncare

## Strategic Plan 2026-2030



# Vision, Purpose and Values

## Vision

*An inclusive community where everyone can thrive.*

## Purpose

*We support and empower people to create their own path to safety, dignity and wellbeing, through holistic person-centred services.*

## Values

*Respect, Generosity of Spirit, Innovation and Collaboration*

# Strategic Pillar 1: Amplify Impact

- **Grow funded programs aligned to our core capabilities which address areas of high community need.**
- **Strengthen partnerships with organisations to co-deliver services, expand reach and improve referral pathways.**
- **Expand affordable counselling program, broadening both scale and scope.**
- **Elevate the voice and experience of participants to improve Doncare's programs.**

## Strategic Pillar 2: Grow sustainably

- **Grow Doncare's Op Shop revenue and social impact by expanding our retail footprint.**
- **Strengthen and grow relationships to be the preferred choice for community support and giving.**

## Strategic Pillar 3: Foster a Thriving & Compassionate Team

- Cultivate an engaged and supported workforce by listening and responding to staff feedback and fostering a culture of collaboration, inclusion and care.
- Develop a high performing team by investing in professional growth, striving for excellence, strengthening accountability and encouraging innovation.
- Expand volunteer engagement by attracting and supporting a skilled, diverse team of volunteers that reflect our community.
- Broaden student placements and deepen education ties to strengthen workforce and program delivery.

## Foundation: Enhance operational excellence

- Equip teams with the right systems, tools, and resources.
- Document and share processes to reduce reliance on key staff.
- Simplify and standardise processes for continuous improvement and efficiency.
- Invest in targeted technology upgrades and training.