

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.**