

Strategic Plan

2024-2027

We are relationship experts putting people at the centre of everything we do.

Our Vision

A caring, compassionate,
and just society.

Our Purpose

Promoting safe, respectful, and
fulfilling relationships for everyone,
at every stage of life.

Our Values

EQUITY & INCLUSION: Celebrating diversity, empowering all.

EMPATHY & COMPASSION: Making a positive impact, one caring interaction at a time.

EXCELLENCE & INTEGRITY: Delivering outstanding results with professionalism and trust.

CURIOSITY & COURAGE: Embracing challenges, driving innovation, creating change.

Client Services

- We will innovate and grow our services to reach more people and meet their diverse needs.
- We will ensure that our services are integrated and seamlessly wrapped around our clients.
- We will strive for service excellence through quality and best practice.



Partnerships and Advocacy


- We will invest in current and build new relationships, adding value and leveraging new opportunities.
- We will embed evidence and measure impact to improve services and influence change.




Organisation and People

- We will foster an inclusive and supportive team culture where everyone is valued, respected, and empowered to excel in their profession.
- We will strengthen our financial viability and ensure that we have the resources we need to make a positive impact.
- We will raise our profile by enhancing communications and promoting our brand.
- We will optimize systems and processes for greater efficiency and effectiveness.



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