



Strategic Direction Summary

2016-2020

STRENGTHENING
COMMUNITIES

TOGETHER

»»» OUR VISION

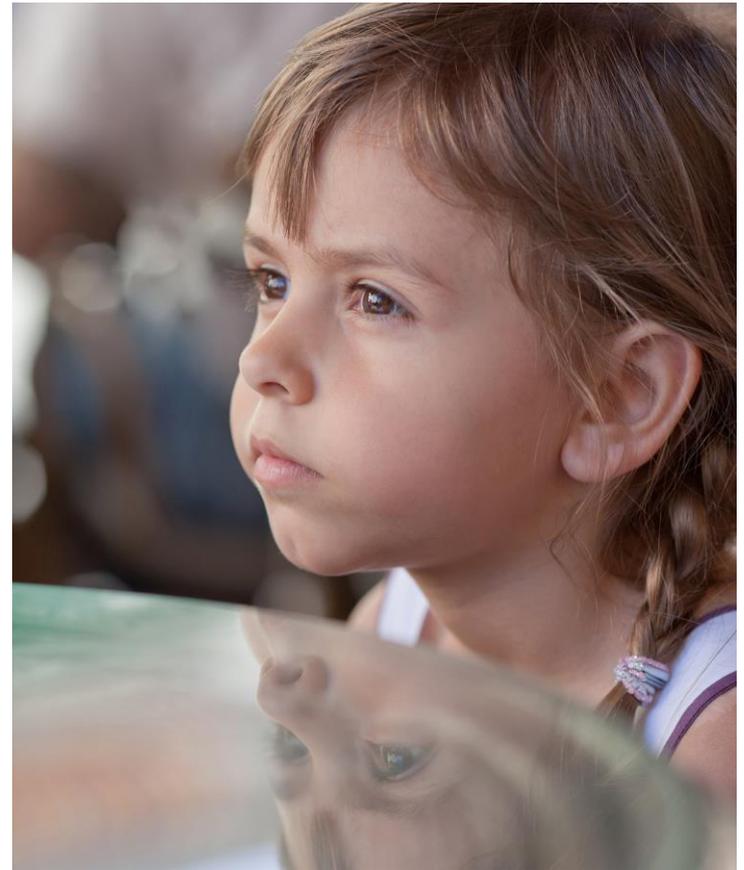
is that every Australian community thrives.

»»» OUR PURPOSE

is to unite community, business, philanthropy, government and social purpose organisations in collaborative action to improve education, employment, health and housing outcomes in communities experiencing disadvantage.

»»» WE BELIEVE

that the postcode people are born in should not determine their destiny, that the causes of entrenched community disadvantage in Australia are complex and that no single organisation can solve these issues alone. We need to work together to achieve change.



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»»» WHAT WE DO

- **We understand** local issues through community conversations, correlating data, mapping services and identifying gaps.
- **We mobilise resources** securing the long-term investment of funds, skills and networks to tackle complex social issues.
- **We act** in partnership with others to strengthen communities.
- **We influence systems change** by sharing learning, advocating and scaling community impact locally, nationally and internationally.

*To support us we ask you to
give, volunteer and advocate.*

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WE ARE



Responsive to community needs

working in and with communities experiencing disadvantage to understand their needs and develop solutions that deliver social change



Focused on children and young people

evidence shows us that early intervention works and this is the time to create maximum impact on future life outcomes



Impact-led

designing and developing evidence-based initiatives in collaboration with others



Best practice in community-business partnerships

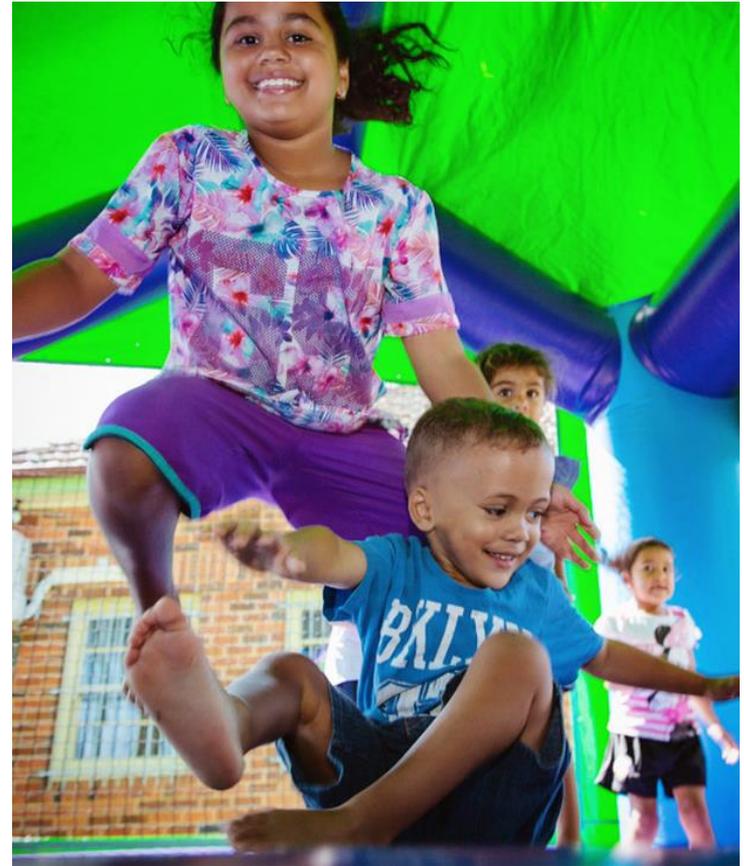
developing cross-sector collaborations that deliver lasting impact for communities and businesses



Part of a global network

leveraging resources, scaling social innovation and influencing change through United Way's network in over 40 countries

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➤➤➤ OUR PRIORITY AREAS

are education, employment, health and housing because we believe these are key building blocks within a thriving community.



One in five children start school developmentally vulnerable

Building on our success over the past five years we will continue to focus our community impact activity on improving early childhood outcomes for children 0-8 in communities experiencing disadvantage.

Youth unemployment for 15-24-year-olds is double the national average

We will expand our work supporting schools to build effective business-community partnerships to improve school-to-work transitions and youth employment for young people in communities experiencing disadvantage



Our community consultations revealed housing stability and physical and mental health are key issues in communities experiencing disadvantage

Over the next five years we will respond to this through building on our work to:

- improve access to affordable, stable housing for people experiencing homelessness and housing insecurity.
- improve the physical and mental health of people in communities experiencing disadvantage.

➤➤➤ OUR KEY FOCUS

over the next five years is to continue developing impact-led collaborations that improve early childhood outcomes and school to work transitions because these are key transition points for children and young people.

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OUR APPROACH IS MULTI LAYERED

- Building on our experience from The Hive in Mt DrUITT, we will be the backbone organisation for a number of **Collective Impact** initiatives that deliver social change.
- The core of our work will support the development of **community collaborations** such as the Macquarie Park Business-Community Partnership. Focused initially on early childhood development, these will expand over time to employment, health and housing.
- We will **support** the development of United Way affiliates and provide advice, consultancy services and products such as Dolly Parton's Imagination Library to enable communities to thrive.



INSPIRING BUSINESS-COMMUNITY PARTNERSHIPS

A thriving community is good for business. United Way Australia believes that business has a fundamental role to play in developing thriving communities; the full potential of this is yet to be realised.

Leveraging our strength as the world's largest mobiliser of business in building stronger communities, we will scale our work to inspire and support business to deliver community impact on a local and national scale.

Together we will:

- build meaningful, long-term strategic partnerships based on mutual benefit
- incubate new ways to leverage business' expertise, networks and resources
- deliver best practice employee engagement activities and inspire business and individual giving.



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THANK YOU!

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