

Strategic Plan

Vision

Every Australian understands the risk of asbestos

Mission

Reduce the impact of asbestos and bring hope to those affected

Values



Transparency

We always operate with total transparency and honesty



Authenticity

We are genuine and authentic in how we engage with others



Kindness

We value kindness and care in our actions and work with our community and clients



Empathy

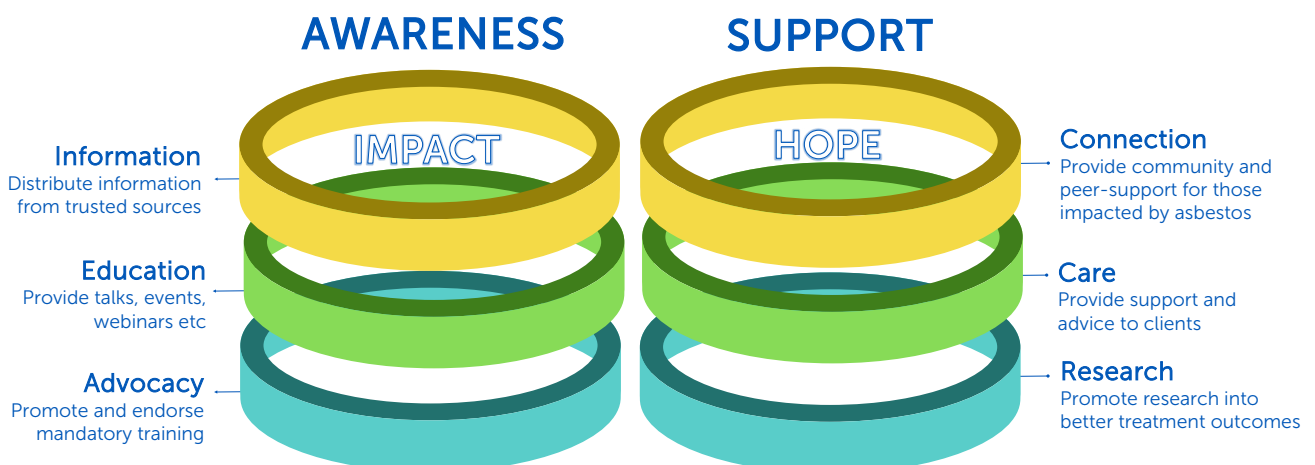
We have a deep understanding and unparalleled empathy through lived experience



Service

We are selfless in service to bring compassion, support and awareness to others

Core Pillars



	Reflecting Our Goals	Strategic Initiatives
Brand Integrity	A clear, consistent brand	Review and identify gaps in current brand to refine visual brand, clarify core messaging and ensure congruent application of brand across all mediums
	Strong brand recognition in relevant markets	Develop and deliver a strong brand and marketing communications plan that addresses the relevant audiences
	A meaningful brand purpose and value proposition	Develop a seamless and strong vision, mission, value statement and value proposition
Operational Efficiency	Efficient operational framework	Review, optimise and implement internal operational framework
	More efficient internal processes	Review, evaluate and construct new process maps, implementing best practice where possible
	Documented processes and procedures	Develop a Reflections staff handbook that clearly outlines important processes and procedures
Financial Growth	Optimising our current fundraising levels	Review existing revenue sources, identify new opportunities and develop a fundraising strategy
	Commercialising opportunities	Identifying and implementing new revenue streams, operating with a commercial mindset
	Sustained financial growth	Develop a 3 to 5 year financial plan with a focus on strengthening relationships, commercialisation and growth
Solidify Care	Replicable care approach	Develop a care approach template by articulating and documenting our existing proficient approach
	Comprehensive support library	Creating a clear and accessible support content hub for those affected by asbestos
	Grow our care program	Hiring and training ideal candidates
Strengthened Network	Meaningful sponsorships and partnerships	Develop and implement a relevant and meaningful partnership/sponsorship plan for mutually beneficial, sustainable relationships
	Deep relationships with industry, Government & associations	Continued engagement, communication and attendance with networking and relevant events
	Stronger engagement with stakeholders	Develop a comprehensive stakeholder plan to strengthen current relationships and grow new connections