

Graeme Dingle Foundation

Transformational Strategy 2017-2020

**STRATEGIC FOUNDATION: TO LEAD AND SUPPORT OUR COMMUNITY
PARTNERS TO ACHIEVE THE TRANSFORMATIONAL JOURNEY**



Vision:

All young people are confident contributors to New Zealand life.

Mission:

Transforming young lives forever.

STRATEGIC PILLARS	'WHAT' WE WANT TO ACHIEVE	MEASURES
People <i>Skilled & Motivated</i>	<ul style="list-style-type: none">1.1. Grow and develop our people (staff and volunteers)1.2. Recruit and retain Leadership that empowers and enables transformation.1.3. Recruit and reinforce a high performing culture.1.4. Build Diversity across the organisation that enables us to connect strongly with iwi and pacific communities where we work and aspire to work.1.5. Encourage and involve young people in our work.	<ul style="list-style-type: none">1.1. Annual Engagement Survey -yearly improvements.1.2. Community Partner satisfaction survey on leadership yearly improvement results.1.3. All staff evaluated as high performers via 360 reviews.1.4. Annual Survey which notes increase in diversity (age, gender and ethnicity), Annual Iwi and Pacific connections/collaborations Survey.1.5. Increase numbers of young people involved in our work (youth advisory, programme committee etc.).
Funding <i>Thriving Financially</i>	<ul style="list-style-type: none">2.1 Grow funds raised by National Support Office for Community Partners to enable sustainability and growth.	<ul style="list-style-type: none">2.1 Achieve Annual Community Partner / National Support Office Funding Plan trending to \$20 million nationally by 2020.

STRATEGIC PILLARS	'WHAT' WE WANT TO ACHIEVE	MEASURES
	<p>2.2 Strengthen Government Relationships and Support as per Annual Objective/Initiative Plan.</p> <p>2.3 Support Community partners to engage at local government level.</p> <p>2.4 Develop and implement an integrated and transparent National Fundraising and Marketing Plan and fit-for-purpose collateral with our Community Partners.</p>	<p>All Community Partners understand the NSO Funding plan and how they can work best with NSO to meet their region's targets.</p>
<p>Quality Programmes <i>Innovation & Excellence</i></p>	<p>3.1 Through our Annual Research Evaluation & Programme Development Plan ensure our programmes remain responsive relevant and of high quality</p> <p>3.2 Achieve great outcomes for kids on all programmes</p> <p>3.3 Increase in sequenced programmes (Kiwi Can, Stars and Career Navigator) in Community Partner Areas.</p>	<p>3.1 Develop a 3-Year Research, Evaluation and Programme Development Plan, with Annual objectives, i.e.:</p> <ul style="list-style-type: none"> a) Regular review of all programmes' content for social/educational relevance b) Kiwi Can online website launched and trial confirmed with two schools for 2018. c) Stars online website ready for testing end of 2017 d) Community Partners' input and feedback on enhancements and development ideas and involvement in scoping the concept and rationale <p>3.2 Achieve positive evaluation results across all programmes.</p> <p>3.3 Establish a research base and evaluate the efficacy of the transformational journey. (Programme sequencing in place in targeted Community Partner areas i.e. Achievement of Annual objectives).</p>

STRATEGIC PILLARS	'WHAT' WE WANT TO ACHIEVE	MEASURES
	3.4 Reinvigorate Project K as the flagship transformational programme.	3.4 Commence the trial of the reinvention of Project K as a transformational programme with up to three cohorts (Subject to funding) in 2017 with 2018-2020 targets set in December 2017.
<p style="text-align: center;">Brand <i>Known & Celebrated</i></p>	<p>4.1 Grow brand awareness based on programmes that work, changing lives and attracting a community of supporters</p> <p>4.2 Become a credible/trusted leader in child and youth development</p> <p>4.3 Get the right message to the right people through the right channels of communication</p>	<p>4.1 Drive prompted brand recognition to 25 % in three years</p> <p>Create an engaged supportive community with the following targets by 2020:</p> <ul style="list-style-type: none"> • 10,000 regular givers • 50 top NZ companies • 20 High Net worth individuals • 2 Iwi Engaged • Growth in government funding at each contract renewal. <p>4.2 Target key media and journalists (i.e. Listener, MindFood, North & South) and expert panel conferences. Ideally have quality in-depth editorial/documentaries/articles that both drive awareness and can be shared with stakeholders</p> <p>4.3 Have a clear strategy in place for using video on Facebook, including a number of stories on per fortnight (this will come from the communications plan)</p> <p>Grow active engagement on Facebook platform, focusing on conversations driven by video stories made by our</p>

STRATEGIC PILLARS	'WHAT' WE WANT TO ACHIEVE	MEASURES
	<p>4.4. Develop and deliver with Community Partners stakeholder strategies to assist with Brand visibility.</p>	<p>stakeholders</p> <p>4.4 Annual growth in Alumni and Ambassadors throughout the country. Roll out strategies to achieve 150 champion Alumni and six national high profile Ambassadors</p>