

St Kilda Mums, Geelong Mums and Eureka Mums **Strategic Plan 2018 – 2020**

OUR VISION A future where we **Waste less, Share more** and **Care for every child**

OUR VALUES **Respect** For each other. For the earth. For ourselves. **Community** We live and thrive in community that shares and supports each other.

Integrity We are transparent in our work and strive for excellence in everything we do.

OUR MISSION We re-home pre-loved nursery goods to support Victorian families in need while saving the earth's precious resources.



• We will work with and support existing social services and Maternal and Child Health Nurses • We will not duplicate the work of these existing social services but endeavour to add value to them
• We will not profit from the delivery of this service • We will ensure that the criteria for recipient eligibility is determined by social service agencies and not by St Kilda Mums, Geelong Mums or Eureka Mums • We will ensure that all goods are of a good quality, in working condition, and adhere to the appropriate Australian safety standards (ie. we would use the goods ourselves)
• We will work with partners and supporters who share our values and goals • We will do everything in our power to reuse, recycle, repurpose and rehome.

This strategic plan is made up of 5 Strategic Goals

1. Build on a solid foundation



Objective 1.1

Double Income over the next 3 years – from 1.6 M to 3.2 M to achieve projected growth of 35% per annum

Objective 1.2

Ensure continuity of leadership

Objective 1.3

Strengthen relationships with government

Objective 1.4

Ensure that appropriate governance checks are in place

Objective 1.5

Protect our Reputation

2. Remain service focused

Objective 2.1

Remain focused on the changing need and the needs of our partners

Objective 2.2

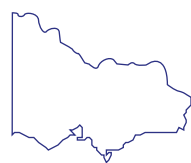
Expand our reach into regional Victoria

Objective 2.3

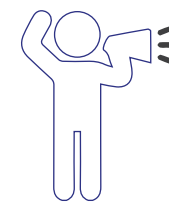
Research and measure against prescribed goals

Objective 2.4

Build stronger partnerships



3. Be recognised as a leader



Objective 3.1

Be an employer of choice for staff and volunteers

Objective 3.2

Be a charity of choice by our donors

Objective 3.3

Be a leader for our peers and partners in the For-Purpose sector

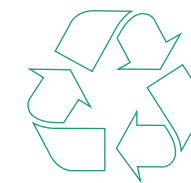
Objective 3.4

Be a leader in the recycling and reuse of preloved nursery equipment

Objective 3.5

Be a leader in how we measure and report social impact

4. Be true to our environmental objectives



Objective 4.1

Be widely recognised as the go-to organisation for donations of nursery equipment and clothing, saving those items from landfill

5. Plan for size and scale – 35% growth year on year

Objective 5.1

Increase turnover of stock



Objective 5.2

Find a new home



St Kilda Mums



Geelong Mums



Eureka Mums