

# Strategic Plan on a Page South West Refuge “Harbour”

## Plan Period 2024-2026

### Vision

That women and children are safe from domestic and family violence, and empowered to fulfill their potential in the community

### Purpose

To provide effective local responses to family and domestic violence

### Strategic Pillars

#### Goals

#### Financial Sustainability

Grow revenues strategically to build our capacity for delivering positive impact in our community.

#### Operational Excellence

Increase effectiveness of service model by reducing the future incidences of domestic abuse experienced by each client.

#### Governance

Grow the Board’s role in strategic engagement with key community sectors

#### Leadership and Social Impact

Be proactive in building community wide capacity to address family domestic violence against women

#### Marketing

To stay ahead of the curve in our leverage of tools and technology to position us a charity of choice

### Strategies

Grow funding from sources including philanthropy and sponsorship. Use reserves for growth  
Establish a Board policy that sets boundaries for investment in growth e.g. pilot programs  
Invest in capacity (staff) to identifying and securing new funding streams.  
Feasibility study of an Op Shop enterprise.

**Service Growth**  
Identify and implement new service responses to mitigate and reduce incidences of further violence.  
  
**Service Excellence**  
Invest in our staff’s professional development in developing innovative practice models.  
Measure and Report Success as a Key Metric

Ensure that the local Aboriginal Community is connected into key decision-making processes  
Ensure other CALD engagement is in place  
Enable SWR to best leverage the potential for contributions from the broader community  
Build the Board’s strategic capability

Workplace and Community Education Program – building understanding in the community of FDV and how to respond to FDV instances (as victim, perpetrator OR witness)  
  
Harbour Hub

Fully invest in the new brand and marketing strategy to ensure it’s success  
Ensure that SWR is at or ahead of the cutting edge in using tech to support our purpose and activities