



Strategic Plan 2020 – 2024

Vision

Our vision is for a caring, equitable and inclusive society.

Mission

We exist to support our clients to communicate, have their say and resolve issues. We do this by providing individual 'Your Say' advocacy.

Guiding Principles

- We are independent
- We are client directed
- We are inclusive
- We are accountable

Key Strategies

Strategy 1: Outreach and Engagement

- A. Provide an open, accessible and engaging service
- B. Tailor our services for priority groups
- C. Provide flexible outreach services
- D. Reach clients where they are

Strategy 2: Realising Change and Human Rights

- A. Uphold and support the rights of our clients
- B. Empower our clients to have their say and realise change

Strategy 3: Sustainability and Impact

- A. Make our brand and value tangible
- B. Secure ongoing and sustainable funding
- C. Celebrate our clients' achievements