



Our Vision



Using the values of respect, pride, service and accountability, we work as a team to provide a sound foundation for our movement to grow and prosper.

Our Priorities

The Program

To increase participation levels across all age groups, genders and abilities

Stakeholder Engagement

To galvanise all stakeholders to actively contribute to the growth of Scouting

Brand and Image

To raise the profile of Scouting in order to demonstrate that we are a modern movement with empowered youth

Finance

To achieve a sustainable funding model that ensures the long term viability of our movement

These are supported by enablers:

- Effective governance and leadership from the Chief Commissioner, Executive Manager and the Board.
 - Sound policies and procedures.
- Continual improvement of program delivery and work practices.

Our Strategies

1. The Program	2. Stakeholder Engagement	3. Brand and Image	4. Finance
<p>1.1 Open up new avenues of entry into Scouts at all levels</p> <p>1.2 Invest in the development of future adult leaders to increase number of youth members</p> <p>1.3 Make the connection with acknowledged health and social wellbeing benefits</p>	<p>2.1 Implement an Engagement Strategy so as to establish, maintain and grow relationships with industry and government bodies, both existing and new</p> <p>2.2 Position Scouts WA as the 'go to' destination that develops young people's physical, intellectual, emotional social potentials</p> <p>2.3 Work with Scouts Australia and other State and Territory Branches to ensure aligned behaviour regarding national opportunities in 'Finance', 'The Program', and 'Brand and Image'</p>	<p>3.1 Identify the community sectors which would benefit from a better understanding of what we do and what our values are</p> <p>3.2 Assess public perceptions and target market segments in order to promote the benefits of Scouting</p>	<p>4.1 Identify new funding sources to supplement the traditional models of membership fees and government funding</p>

Our Action Plans

Our priorities are achieved using well defined strategies which are underpinned by measurable action plans: these plans define the scope, responsible person, and start/completion dates for individual actions. Each plan provides a means of assessing progress towards intended outcomes.

