



## Mission

To contribute to the education of young people, to help build a better world, where people are self-fulfilled as individuals, and play a constructive role in society play a constructive role in society.

## Purpose

To encourage the physical, intellectual, social, emotional, and spiritual development of young people so that they take a constructive place in society as responsible citizens, and as members of their local, national, and international communities.

## Values

### RESPECT

We are considerate of the feelings, thoughts, rights, and aspirations of ourselves and others.

### INCLUSION

We provide equitable access to opportunities by encouraging diversity, compassion, and empathy.

### COLLABORATION

We combine our strengths to achieve our common goals.

### INNOVATION

We are creative and resourceful in moving forward and improving our community impact.

### LEADERSHIP

We are accountable, lead by example and share our vision, whilst empowering, challenging, and supporting each other.

### SUSTAINABILITY

We ensure our actions create an enduring and resilient world.

## Strategic Priorities

### OUR PROGRAM

Delivering a leading youth development program that provides young people with the skills, knowledge, and experience to be active citizens in their local, national and global communities.

### OUR PEOPLE

Continue to be recognised as a leading youth organisation by strengthening and growing our membership and delivering best practice in experience for volunteers and staff.

### FINANCIAL SUSTAINABILITY

Ensuring Scouts WA finances meet the organisation's goals and needs in the short and long term.

### QUALITY AND CAPABILITY

Providing consistently quality services aligned with business outcomes, enabling an agile approach to business continuity and efficiency

### INNOVATION AND GROWTH

Exploring opportunities to enhance, diversify and grow our services in response to community needs and in alignment with our purpose and values.

## Strategic Objectives

Embed the Scout Program throughout all Scout Groups and provide support to all volunteers and members to understand the program.

Develop and implement a quality framework, standards, and an evaluation schedule to measure and monitor the quality of our program.

Deepen the risk and safety culture and practices of our entire team, supported by responsive monitoring and a zero tolerance towards abuse, harm, and neglect of children and a low tolerance for serious physical and non-physical injuries in the program's activities. We will be continuing to develop our presence as a leading Child-Safe Organisation

Better understand membership indicators and sentiment, including satisfaction, retention, and life cycle, and improve these. Grow our youth membership by a minimum of 15% over the next three years.

Measure and communicate our social impact within an appropriate measurement framework. Increase the number and range of opportunities offered to people from diverse backgrounds. Be a volunteer and employee organisation of choice.

Consolidate our financials, meet compliance standards, and improve our efficiency in financial systems.

Increases the utilisation of our assets.

Implement a fundraising plan, including annual campaigns, gifts in wills, major donors, and corporate partnerships.

Improve our existing safety Integrated Management System that covers Quality, Environment, Safety and Information Security.

Review our Constitution, including Rules and Regulations, in line with relevant legislation.

Implement a modern and effective operational structure that streamlines our business processes and delivers better outcomes for members, volunteers and staff.

Expand our recycling department including increasing presence in regional locations.

Improve our public image and brand recognition.

Undertake a digital transformation that provides a better experience for the membership, and more accurate and timely information to meet operational needs.

Develop a master plan for our Adventure Centres that focuses on improving quality, while increasing and diversifying utilisation.



**Scouts**  
WA

# Scouts WA

## Strategic Plan



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**Scouts WA**

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