

Australian

# Kookaburra Kids

Foundation

## STRATEGIC FRAMEWORK (2019-2029)

### VISION

We aspire to be recognised as national experts in empowering young people to grow beyond the impacts of familial mental illness.

### MISSION

We deliver our services to young people experiencing familial mental illness with the aim of empowering them to build resilience, lifelong knowledge, skills and abilities so they can reach their potential.

### PHILOSOPHIES

1. We provide evidence-based, age appropriate prevention and early intervention mental health services embedded within a peer-based social and activity-based format.
2. We drive thought leadership and best practice in mental health through research and advocacy for young people and their families across Australia.

### VALUES

Honesty

Safe, Secure,  
Supported

Co-operation,  
Collaboration,  
Cohesion

Positivity

Professionalism

	HORIZON 1 (2019-2021)	HORIZON 2 (2021-2025)	HORIZON 3 (2025-2029)
<b>FOCUS</b>	Exploit and optimise activities mostly aligned to our current business – setting the business up to scale	Expand our business and consider new products, expand geographically and address new markets	Explore entirely new elements that don't exist in our business today
<b>TARGET MARKET</b>	Expansion to Australian Capitals and Large Regions	Growth within Australian Markets	International Licensing
<b>DESIRED OUTCOMES</b>	<ul style="list-style-type: none"> <li>• Clear and articulated vision and values</li> <li>• Optimised service delivery that is scalable and repeatable</li> <li>• Presence in Australian Capital Cities and large regional centres</li> <li>• Secure and reliable funding</li> <li>• Reputable and trusted brand</li> <li>• Strong and established network</li> </ul>	<ul style="list-style-type: none"> <li>• Resilient and adaptive culture</li> <li>• Workforce capability and national leadership team capability</li> <li>• Defined national objectives and strategy</li> <li>• Board diversity and capability</li> <li>• Established commitment to research</li> <li>• Strong balance sheet</li> <li>• Outstanding reputation</li> </ul>	<ul style="list-style-type: none"> <li>• Global reach to target market</li> <li>• Innovative programs and service models</li> <li>• Centre of excellence</li> <li>• Established network of accredited international service providers</li> </ul>
<b>OUTPUTS</b>	<ul style="list-style-type: none"> <li>• Design the strategic framework, prepare annual business plans and budgets</li> <li>• Identify and streamline core processes and systems</li> <li>• Workforce planning</li> <li>• Develop a Brand and Reputation Strategy</li> <li>• Grow and diversify Fundraising strategy</li> <li>• Develop an investment strategy</li> <li>• Board self-assessment and development plan</li> </ul>	<ul style="list-style-type: none"> <li>• New national strategic plan contemplating Horizon 3</li> <li>• Detailed business plan for expansion and investment budget</li> <li>• Partnership development strategy and plan to support Growth, Scalability and new products</li> </ul>	<ul style="list-style-type: none"> <li>• Developed and trained international service providers accredited by Kookaburra Kids</li> <li>• Licensed IP</li> <li>• Effective relationship management program with providers</li> </ul>