

Scouts NSW

STRATEGIC PLAN

APRIL 2023 - DEC 2024

Scouts NSW is a for-purpose organisation providing young people aged 5 to 25 with fun and challenging opportunities.

SCOUT LAW

Be Respectful
Do What is Right
Believe in Myself



OUR VISION

Through **fun and friendship**, Scouts will inspire and create **resilient young people** and adults, by developing **skills for life** and contributing to **our community**

It all starts with 'More' - all of us in our teams and with our State Service Centre working together to achieve more together



OUR GOAL
More NSW youth actively participating in great program experiences supported by empowered volunteer leaders



Lead in a **consistent, deliberate** and **positive** way to exceed expectations

Meaningful moments, both big and small, that make positive impacts on the lives of members, teams, communities and partners



All learning experiences from which young people can benefit, created to achieve the Purpose of Scouts and experienced through the Scout Method

Have the **knowledge, confidence, means or ability** to do things or make decisions for oneself within a framework



To give encouragement to our youth members to help them succeed in life

OUR VALUES



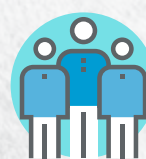
Integrity



Respect



Care



Self-confidence



Co-operation



OUR STRATEGIC PILLARS



Strategic Pillar 1 | Member Experience

To make the life-skilling adventures and experiences of Scouting accessible and appealing to more young people



Strategic Objective	Key Action
1. Create and communicate a refreshed, progressive and bold story of the unique benefits of Scouts	<ul style="list-style-type: none">1.1 Listen to young people and empower them to craft a compelling, positive and hopeful story about the unique value of Scouts.1.2 Review, refresh and agree on Scouts NSW unique value proposition (UVP).1.3 Review current member, family, volunteer and staff facing communication channel content, ensuring a consistent, coherent story which reinforces positive themes aligned with new value proposition.1.4 Deliver positive messaging through social, mainstream and other media.
2. Attract more young people to Scouts and retain them for longer	<ul style="list-style-type: none">2.1 Launch and deliver a reinvigorated recruitment and retention campaign aimed at young people and families.2.2 Retain and increase membership.
3. Consistently deliver a high-quality program	<ul style="list-style-type: none">3.1 Optimise the use of limited resources to consistently deliver a high-quality program which emphasises adventure activities and is uniquely attractive to young people.3.2 Develop and deliver targeted training and development of volunteers that enables them to consistently deliver a high-quality program and to comply with community expectations and requirements.
4. Make it easier for young people and their families to access and interact with Scouts NSW	<ul style="list-style-type: none">4.1 Review and simplify current access points and processes to make them as easy as possible for users.4.2 Create appropriate digital interface which augments 'real world' experiences and allows easy access to Scouts NSW by young people and families.

Strategic Pillar 2 | People & Culture

Create an enabling culture with a strong sense of belonging, inclusion, positivity and confidence for the future



Strategic Objective	Key Action
5. Create a place that champions inclusion and belonging	<ul style="list-style-type: none">5.1 Review and revise Scouts NSW current practices and policies to ensure equal opportunity, appreciation, respect and inclusion.
6. Increase adult volunteer participation	<ul style="list-style-type: none">6.1 Build understanding of and develop Scouts NSW Volunteer Value Proposition (VVP) - including 'best-fit' volunteer profiles.6.2 Establish 'base-line' volunteer participation rate.6.3 Launch and deliver a reinvigorated recruitment and retention campaign aimed at parents and potential adult volunteers.6.4 Increase and retain the right volunteers.

Strategic Pillar 3 | Sustainability & Operations

Take steps to ensure financial viability, simpler processes and easier interface with all Scouts NSW touch points



Strategic Objective	Key Action
7. Identify and deliver increased revenue opportunities from better use of property assets	<ul style="list-style-type: none">7.1 Deliver on existing Property Strategy.7.2 Proactively market and appropriately commercialise property assets.
8. Increase revenue from other sources	<ul style="list-style-type: none">8.1 Targeted review, plan and capability build in place to secure increased revenue from sources other than property assets which may include philanthropy, benefactors, commercial, or government funding.
9. Simplify key processes and procedures for ease of use	<ul style="list-style-type: none">9.1 Streamline and remove unnecessary bureaucracy from identified key processes.9.2 Skill members on using technology and procedures.
10. Stop doing things that add cost or burden with little benefit	<ul style="list-style-type: none">10.1 Review and remove unnecessary, obsolete or misaligned activities or actions which tie up limited resources or do not add value.