

Safe Steps

Strategic Plan Summary

FY 2024 – FY 2027

Future Steps

The Safe Steps Strategic Plan FY 2024 – FY 2027 is a growth strategy designed to focus on the changing wants and needs of victim-survivors of family violence, leveraging our expert service delivery to diversify our revenue streams and grow our organisation to support more people in crisis.

Over the next three years, Safe Steps' Strategic Plan will directly address the needs of victim-survivors, our staff, stakeholders and community, and the changing government investment priorities and conditions, to lay the foundations for long-term sustainability and success.

Positioning Statement

Leveraging a 50-year history of feminist ideology to advocate for gender equality and social change, Safe Steps embraces an intersectional approach to supporting and respecting all victim-survivors of family violence regardless of ethnicity, gender, age, sexual orientation, religion, and ability.

Mission

We provide evidence-based support and services for victim-survivors of family violence by creating pathways to safety through collaborative partnerships.

Vision

Creating safety, support and respect for all victim-survivors of family violence.

Value Proposition

Safe Steps is a 24/7 crisis response service delivering support and pathways to safety for all people experiencing family violence. Our expert team of experienced professionals use best-practice approaches to respond to victim-survivors according to their unique situation and needs.

Values

Our core values reflect our history, our people and their commitment to the people they work with, the people they provide services to, and the people in the communities in which they live and work.

Our core values guide our organisational behaviours and build the organisational culture to help us deliver Safe Steps' mission and vision.

Integrity

- Support a culture of bravery, innovation and honesty
- Speak up and share our ideas, opinions, and concerns, even if they are unpopular or controversial
- Act with integrity and accountability in all that we do
- Communicate ethical behaviour and leadership
- Be honest, transparent, and authentic in our communication
- Embrace strengths and resilience to face challenges

Diversity

- Support a culture of respect, inclusivity and safety, where all staff feel valued and supported
- Advocate for gender equality and social change
- Use an intersectional approach in all that we do
- Value the unique perspectives, experiences, and backgrounds of staff and clients from diverse groups, including race, ethnicity, gender, age, sexual orientation, religion, and ability

Empowerment

- Encourage a culture of trust, respect, and teamwork
- Provide opportunities for professional development and growth
- Encourage employees to take on new challenges and learn new skills
- Cultivate a supportive and inclusive work environment where staff and clients can thrive
- Encourage staff to take ownership of their work, make decisions, and contribute to the success of the organisation
- Enable staff and clients to make empowered decisions in their work and lives

Strategic objectives FY 2024 – FY 2027

Four strategic objectives have been developed to enable implementation of our Strategic Plan and deliver on Safe Steps' mission and vision for the next three years and beyond. Each objective informs a series of activities to support our success.

1. Growing the organisation

Growth and sustainability

We will continuously improve our current service performance and quality, and simultaneously enhance operational efficiencies and release costs.

We must also think outside our current areas of operation and leverage our strengths to develop new products and services and grow our organisation and revenue with new government and non-government contracts.

2. Collaborative partnerships

Expert partner of choice

Through strong sector relationships and partnerships we will lead coordination and integration of services for all people experiencing family violence.

Our thought leadership work with government, media and key stakeholders will raise the profile of Safe Steps across the family violence sector, influence policy direction, and inform design and delivery of safety and support services for victim-survivors.

3. People-focused

Right people and right capabilities

Our goal is to create an organisational culture that aligns our staff with a shared vision of Safe Steps' future and encourages internal cohesion and trust to create consistency of performance.

Attracting, developing and retaining high quality staff is essential to building capability and a collaborative culture that is funder and client focused; performance focused; and measures continuous improvement in productivity and client outcomes.

4. Building best-practice

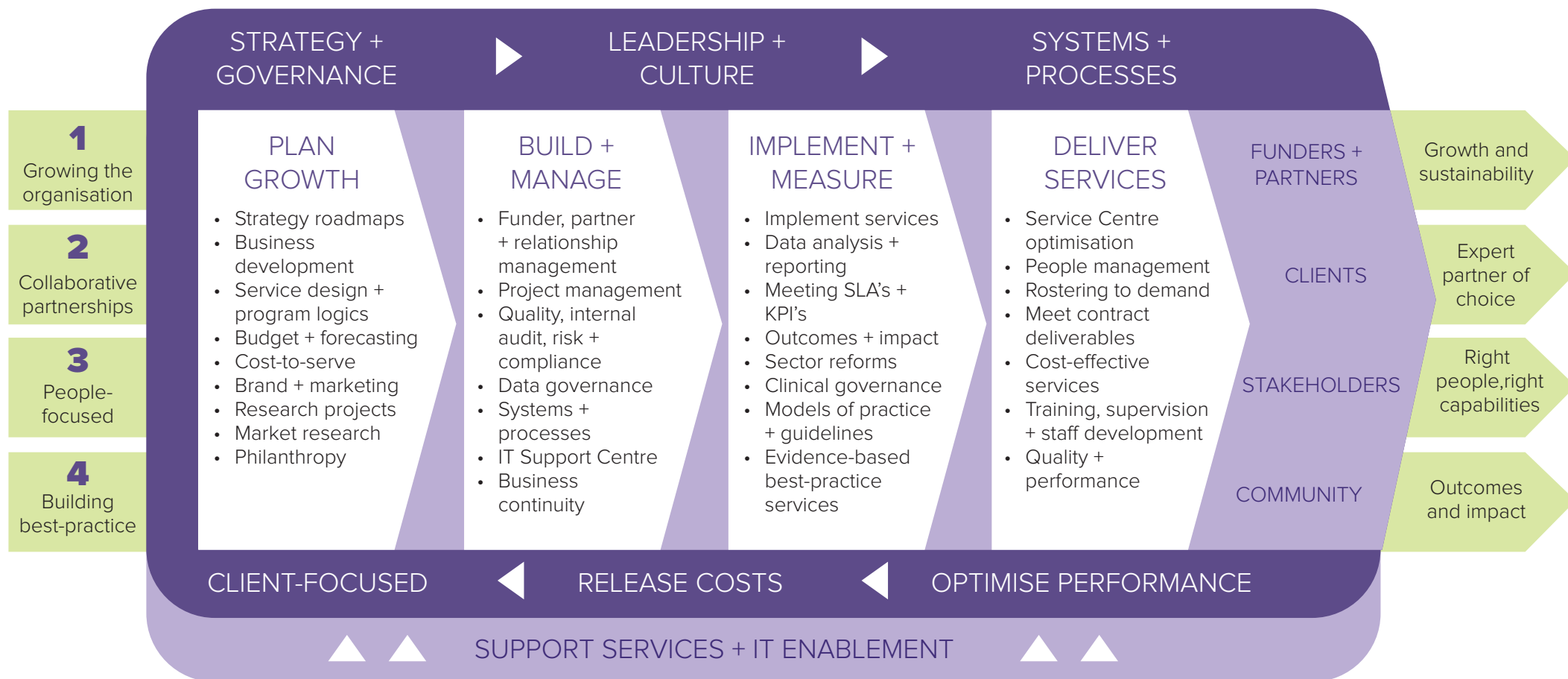
Outcomes and impact

In a competitive environment, demonstrating superior client value and outcomes will position Safe Steps to win new contracts and grow. Reviewing and optimising our performance will ensure decisions are based on data and evidence.

With a diversity and intersectional lens, our outcomes will inform design and delivery of responsive, evidence-based services that support victim-survivors of family violence.

Target Operating Model

Safe Steps' Target Operating Model (TOM) is a blueprint for bringing our Strategic Plan to life. Framed by our strategic objectives, it is a high level representation of how and what we will do to more efficiently and effectively deliver our strategy.





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