

2018 - 2020

REACH

STRATEGIC
PLAN

FROM THE CEO



Top Dog



There are currently over 4 million young people living in Australia, and Reach works with over 40,000 of them a year. We have over 250 of them working for us in 2017; designing and delivering programs to run in schools and the community. As an organisation, we want to see generations of confident, self-aware and passionate young people shaping the world – a world that's accepting of everyone, and where young people can go on to inspire future generations. We want to see a society that respects young people and inspires them to create the future they want. After all, it's young people who will one day be the leaders in our community, the ones in charge of creating a positive future. Our workshops are 100% youth led, from design through to delivery, and the community we create out of these workshops is one that allows for deeper connection, a sense of belonging, and the dispelling of judgements. A preventative, instead of having to focus on symptoms in adult life.

The world we want to see is one that's hard to achieve, however we believe that we are taking the right steps to get there – starting with the young people of today.

2017 has been a huge year for us already; a year of change, challenge and creation. We've had a good hard look at our past and celebrated the last 23 years, while spending significant time and energy planning our future. I hope you enjoy our new brand which we know from intensive consultation is relevant to young people. We aim to always pay homage to our past, however at the same time we are also focusing on the future and taking the brave steps towards a new Reach.

We have a strong staff team across Victoria and New South Wales, with everyone in positions that utilise their strengths. Our youth-led model is a powerful one that's worked for over two decades, and we hope to keep growing this young team across Australia in the years ahead.

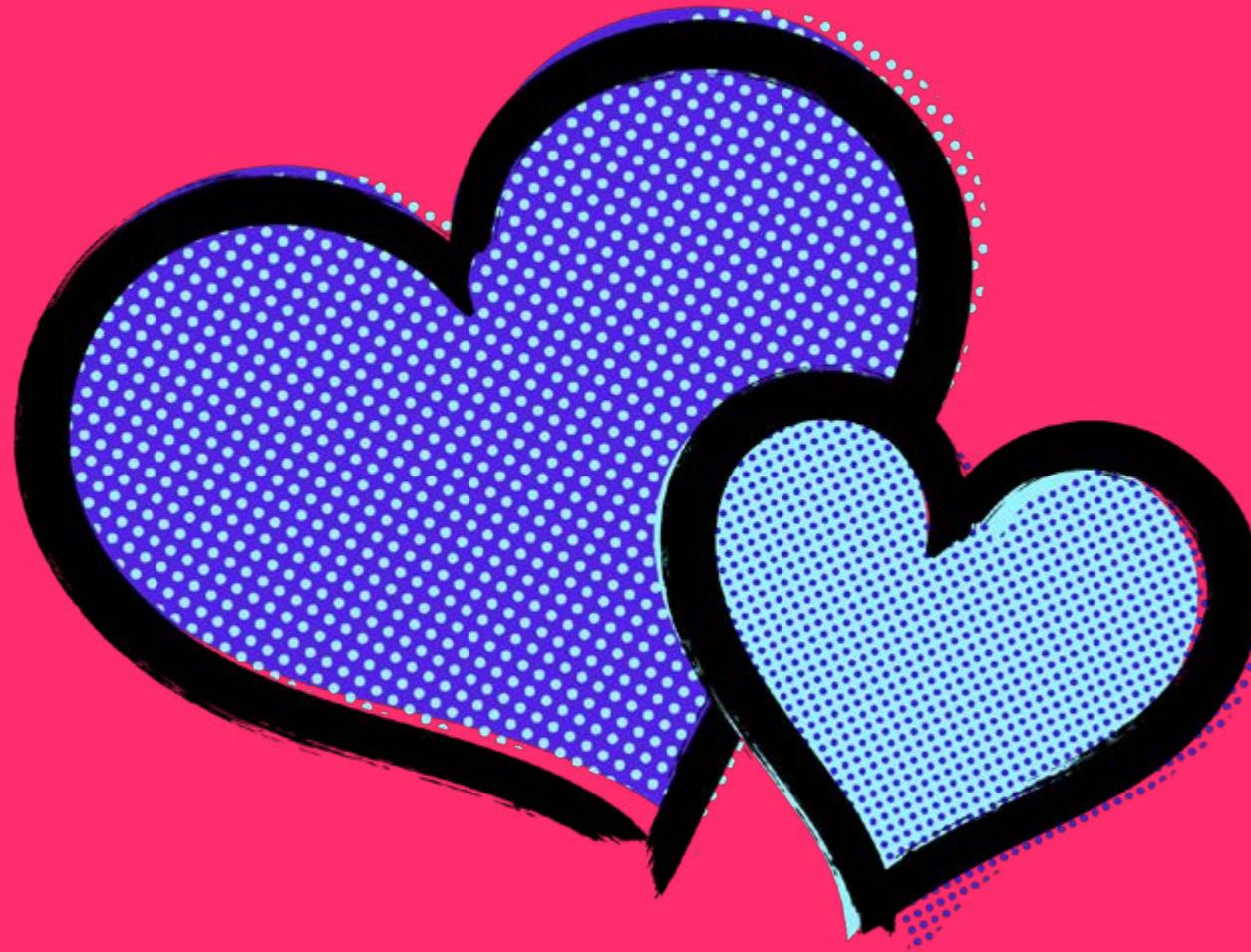
Our new strategic plan is a promise to all young people - whether they work at Reach, participate in our programs, or haven't even heard of us yet – that we will continue to deliver and improve our work to be the best it can be, so that we can help them to be the very best version of themselves.



Chris Naish

OUR VISION

**Generations of confident,
self-aware and passionate young
people shaping the world.**



OUR VALUES

STAY YOUNG:

Being young is awesome and we need to hold onto that; our innocence, our risk taking and our love of life.

GIVE A SHIT:

Always give a shit by caring about yourself and others. Stay curious, challenge yourself and always look for what's under the surface.

BE YOUR WORD:

If you say you're going to do it, then do it.

SPEAK YOUR TRUTH:

If you have something to say then say it, even if it might be the unpopular opinion. Just be yourself, don't conform.

PRACTICE THE MAGIC:

Create moments of pure connection that give you goose bumps.

INSIDE AND OUT:

Live our work. Champion our values inside and outside the walls of Reach.

**CREATING
NEW BELIEFS,
CONNECTIONS AND
POSSIBILITIES**



THE CHALLENGE

Being young is not without its struggles. Today's world is pretty complex and we can experience a bunch of challenges that adults might not be able to relate to. One of the biggest hurdles today is just having the confidence and support to be who we want to be.

There is a lot of judgement in our lives which can create a barrier to connecting with others openly and honestly about our fears, dreams and challenges.

Without opportunities to become self aware, create connections and share stories, adolescence can become a very difficult period with challenges that may end up defining us.

1 in 4
experience
mental health
challenges

51%
are unhappy
with the way
they look

1 in 5
experience
racism

1 in 3
are under /
unemployed

2 of 3
feel pressure
to conform

THE PLAN



To have a meaningful impact on the young people of today, we must embrace change and evolve the way we design and deliver our programs. To manage this evolution towards a brave new Reach, we have identified 6 guiding principles to illuminate the path forward. Each principle helped us to create our goals, and reminds us of what we need to do to achieve them.

GUIDING PRINCIPLES

YOUTH-LED

We are young people inspiring young people. Being youth-led is who we are and we must make sure it is at the heart of everything we do.

MAKE A STAND

We need to always stand up for what we believe in, even if it isn't always the popular opinion.

TELL STORIES

We have so many amazing people who come through Reach. We need to share their inspiring stories.

EVERY EXPERIENCE COUNTS

In our programs we make sure that every young person is heard, and everyone has an experience to take away and remember. We need to provide this for all our audiences in all the ways we interact with them.

ONE ORGANISATION

No matter our role in the organisation, we need to work together in order to accomplish our common goal.

ALWAYS MEASURE IMPACT

We do amazing work and we evaluate our programs. We must remember to keep measuring and sharing our impact.

HOW WE'LL DO IT

We have outlined 5 key goals to work towards during 2018-2020. In all our work we identify how our people, programs, partnerships and profit-for-purpose model can help us achieve our goals.

GOALS

Develop young people to inspire other young people.

Make our programs relevant to the changing face of youth.

Strengthen communities, starting with young people.

Inspire and guide parents, teachers and businesses to understand young people.

Measure, evaluate and report on our impact.

GOAL 1

DEVELOP YOUNG PEOPLE TO INSPIRE OTHER YOUNG PEOPLE

How we'll do this

Train and develop our crew to design and deliver relevant programs for young people.

Actions

Continue with our extensive Crew training

We have a team of 200 crew members who design and deliver our workshops. Each year over 100 young people are offered an opportunity to join our crew training program. The process can take up to 5 years to become an accredited Reach facilitator delivering our youth workshops. Reach invests in excess of \$550,000 every year on training our new crew and a further \$1,000,000 on paying our crew to facilitate our youth-led workshops.

Employment opportunities

Reach Enterprise offers an avenue for our Crew to become staff within Reach and deliver facilitation to corporates and partners, as they grow older.

Keep young people safe

Ensure Reach crew and young people are supported during and after programs. Ensure our programs are well-researched and evidence based. Retain and grow qualified staff to support young people in developing and delivering programs.

Key Success Measures

- 300 active and engaged crew members in 2018
- Reach Enterprise will provide opportunities for 25 young people to deliver Enterprise content by 2020

GOAL 2

MAKE OUR PROGRAMS RELEVANT TO THE CHANGING FACE OF YOUTH

How we'll do this

Continual evaluation of existing programs and empowering our young people to identify opportunities to design and deliver new and relevant programs.

Actions

Youth Advisory Board

Create and maintain an advisory board of young people from within Reach. These young people will bring their outside knowledge in to ensure our program offering is always relevant.

The Pitch program

Create and maintain 'The Pitch' where our young people pitch program ideas to funders twice a year and if successful, these ideas will be run as two new pilot programs per year.

Reach Enterprise

Explore options for profit-for-purpose opportunities in social innovation and entrepreneurship for young people.

Program sponsorship

As new programs are created, we will identify opportunities for direct funding with corporate partners who align with the program content. We've always had many loyal corporate partners supporting our programs, and as our program offering grows, we plan to build on this group.

Diverge program

Supported by Seek and partnering with Roadtrip Nation, maintain a newly developed program for year 10 students called Diverge. These two day workshops help young people identify their passions, engage with leading Australian employers and mentors in their communities, and plan for the life of their dreams.

Key Success Measures

- 2x 'Pitch' programs sponsored, developed and evaluated each year
- Youth advisory board elected and maintained

GOAL 3 STRENGTHEN COMMUNITIES, STARTING WITH YOUNG PEOPLE

How we'll do this

Identifying the needs of young people in each community and tailoring our programs, partnerships and crew accordingly.

Actions

Diversify our crew

Our crew will be representative of the diverse community and have local context and relevance to where we deliver our programs.

Tailored workshops and programs

Increasing our focus on delivering tailored programs to meet the specific needs of the young people in each community.

Community partnerships

We fully recognise we can't do everything for young people in their local communities where our programs are offered. To help make young people and their communities stronger, we will form local level partnerships that are aligned with our values and vision.

Local focus for profit-for-purpose

Create a model where local businesses are purchasing their own Reach Enterprise workshops, getting value for their staff whilst at the same time funding the programs we run for young people within their communities.

Nurture and maximise our current footprint

We will continue to nurture our existing partnerships within communities, while at the same time identifying where our work is needed most and building relationships in these areas.

Key Success Measures

- Create a diverse crew to work within communities
- Retention of the work we do within communities and the level of impact we create

GOAL 4 INSPIRE AND GUIDE PARENTS, TEACHERS AND BUSINESSES TO UNDERSTAND YOUNG PEOPLE

How we'll do this

By sharing the stories and perspectives of the young people we work with everyday.

Actions

Speaking our truth

Since 1994 we have worked with over 850,000 young people and we have so many stories to share. Our website shares the stories of young people who work with Reach, and we've released a podcast as another way to share these stories and the stories of others.

Finding Heroes program

We run a professional development workshop, Finding Heroes, for teachers and youth professionals. This workshop explains the theory behind our work, and allows teachers and youth professionals to implement our work into their own roles with young people.

Parent engagement strategy

A national parent engagement strategy will be created and maintained to explain our work and give parents tools to engage with their young people.

Reach Enterprise

Reach Enterprise was started in 2015 as a profit for purpose model where we work with corporates to help them understand, engage and motivate Millennials and younger generations in the workplace.

Corporate and Supporter Engagement

We run skilled and unskilled volunteering programs to engage employees of our corporate partners, as well as exclusive weekend away experiences such as Camp Maasai. In addition to this, we run small and large scale fundraising events in both VIC and NSW.

Key Success Measures

- Roll out a fully funded Finding Heroes program in 2 new locations by 2020
- Create national parent engagement strategy by end of 2018

GOAL 5 MEASURE, EVALUATE AND REPORT ON OUR IMPACT

How we'll do this

Efficient measurement of our impact and sharing our stories

Actions

Increase investment

Continue to invest time and resources into innovative measurement systems and internal evaluation of systems.

Efficient evaluation

Moving forward all programs will incorporate efficient, preferably digital, evaluation processes.

Impact reports for partners

Provide evaluations and case studies of the outcomes and impact of our work to our partners.

Broaden research projects

Establish research projects to explore new areas and broader perspectives on the role Reach plays in young peoples lives.

Include young people in evaluation

Create and integrate young people to participate in the evaluation.

Key Success Measures

- Build an embedded improved evaluation framework.
- Build consistent and timely reporting mechanisms for various stakeholders
- Engage third party research

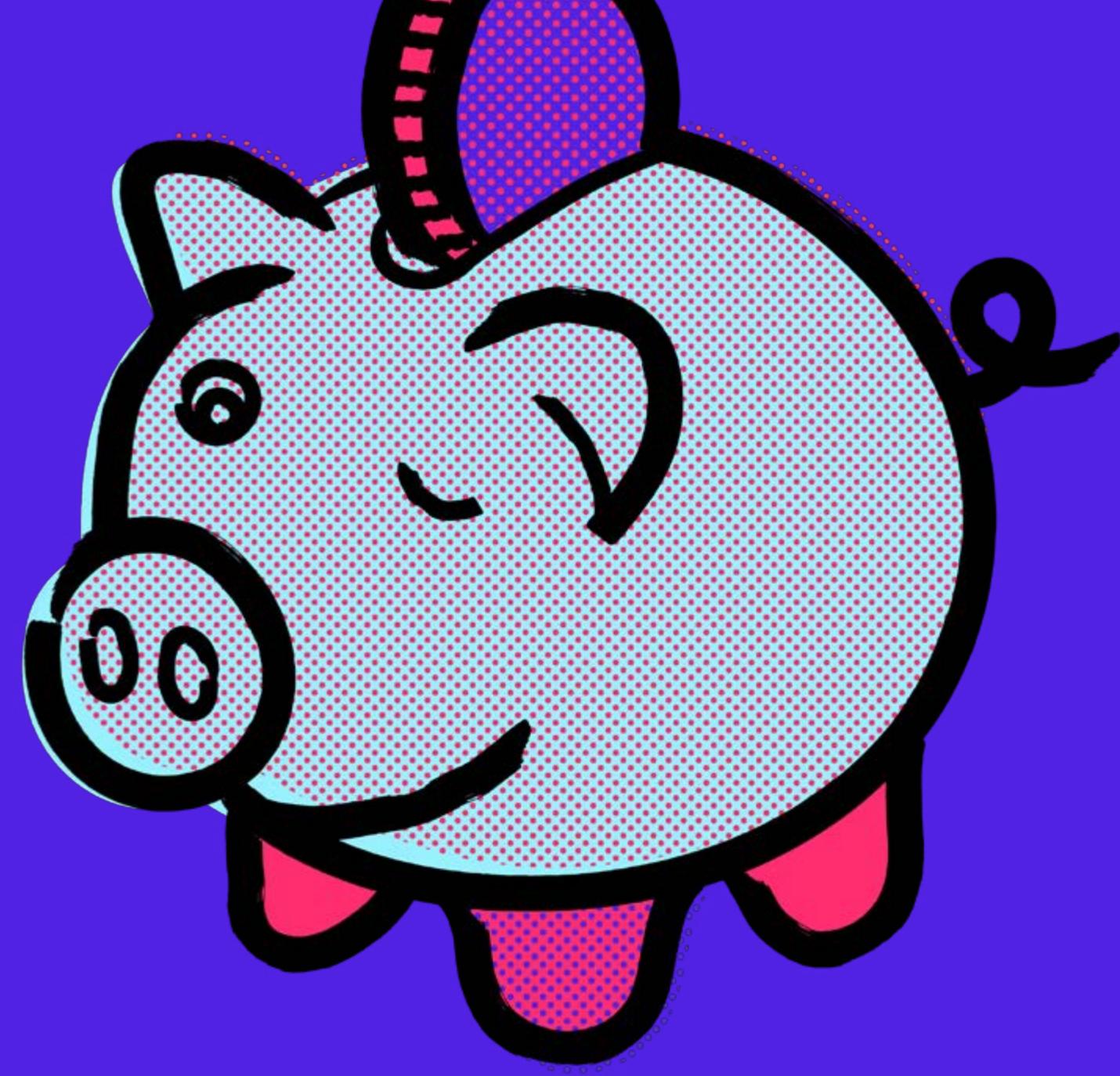
LEAVE
~~HIDE~~ BEHIND YOUR
ARMOUR



AN INDEPENDENT FUTURE

REACH ENTERPRISE

At Reach we are taking ownership of our financial future. In March 2015, and thanks to a seed grant from the Lord Mayors Charitable Foundation, Reach Enterprise was established. Reach Enterprise reframes the work we do with young people and creates relevance to an adult audience. Essentially we deliver experiences designed to have a positive impact on employee engagement and individual wellbeing, by building social and emotional skills, improving self awareness and encouraging deeper connections within the workplace.



Early indications of the value of our work with an adult audience are extremely strong- given 81% of the clients we have worked with in the first 2 years have re-engaged us for program extension and/or multiple experiences. Our intention is to become integral programmatic partners, who consider the specific needs of our partner organisations to create cultural transformation and help organisations become stronger through developing their people.

Note: 100% of the profits generated by this enterprise are re-invested back into doing work with more young Australians



YOUNG PEOPLE INSPIRING YOUNG PEOPLE

REACH

ABN 87 069 837 627
The Reach Foundation
reach.org.au