


2018 - 2020



REACH



Refreshed
**STRATEGIC
PLAN**

FROM OUR CEO AND CHAIRMAN



In 2017 we launched a three-year strategic plan to help us bring our vision of generations of confident, self-aware and passionate young people shaping the world to life. We set some bold goals focusing on the future. As we launch into the final year of this strategic plan, we're pivoting slightly to respond to internal and external realities. We appreciate that the world we live in today is dynamic and constantly changing. Like all organisations, Reach needs to be agile and move swiftly to ensure we remain relevant and capable of delivering on our purpose.

Some of the influences that have inspired a pivot in direction:

- *The importance of collaborating with other organisations*
When Reach was founded in 1994, there weren't many organisations who delivered youth-led workshops to other young people. Today, the sector has many other players – all of which are doing extraordinary work to support young people. Here also lies an opportunity for us to work alongside other organisations so we leverage our efforts to have a greater impact.
- *Further our understanding of what being youth-led means and how we always be relevant to young people*
Reach has always been about young people inspiring young people, and this will be core to Reach's model well into the future. We also appreciate that early adolescence is increasingly complex, and the transition for a young person into adulthood is longer than what it was when Reach first started. Therefore, it is imperative we are more deliberate in ensuring all our programs reflect the needs and diversity that exists in the communities we work in.
- *Organisational Sustainability*
As we approach the end of 2019, we are forecast to deliver another year in deficit. We need to ensure that we optimise the investments in Reach and review our operating process so that we can become financially sustainable.

Our updated strategic plan has been put in place to ensure we are continually improving, doing what we say we are going to do and to set us up for our future. We will engage in community consultation in 2020 as we create our next strategic plan and look forward to your input!

Should you have any questions about these changes, please do not hesitate to contact either of us.

Sasha Lawrence
CEO (Acting)

Anthony Klein
Chairman

OUR VISION

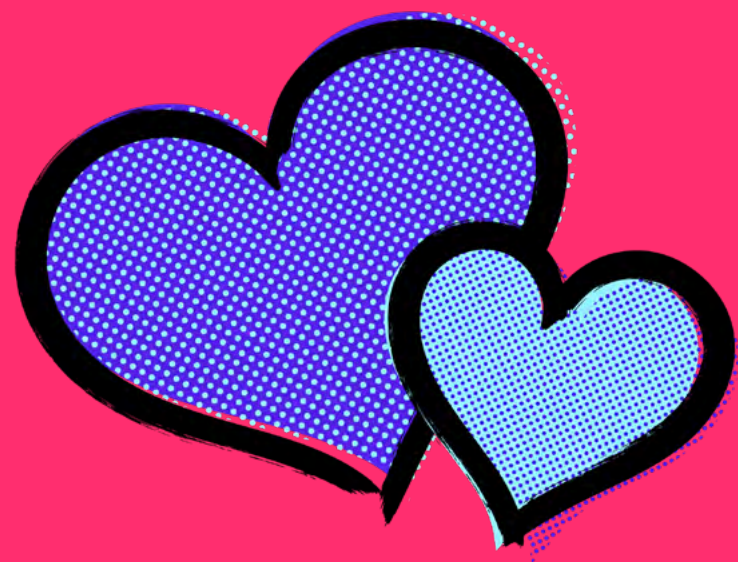
Generations of confident, self-aware and passionate young people shaping the world.

OUR MISSION

To empower every young person to reach their potential and thrive.

OUR METHOD

Transformative and profound group workshops for young people, created and delivered by other young people, designed to build confidence, empathy and resilience.



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.

OUR PERSONALITY

- We are for every young person, we don't use fancy language to sound elite.
- We are both playful and serious. We value both.
- We are rebellious, disruptive and think differently. We honour tradition but it doesn't define our future.
- We are relatable and friendly more than we are an authority. This doesn't mean we won't be honest or challenge the bullshit when required.
- We are young and innovative.

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 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.

OUR GOALS

GOAL 1

CHAMPION YOUNG PEOPLE TO INSPIRE OTHER YOUNG PEOPLE

GOAL 2

MAKE OUR PROGRAMS RELEVANT TO THE CHANGING FACE OF YOUTH

GOAL 3

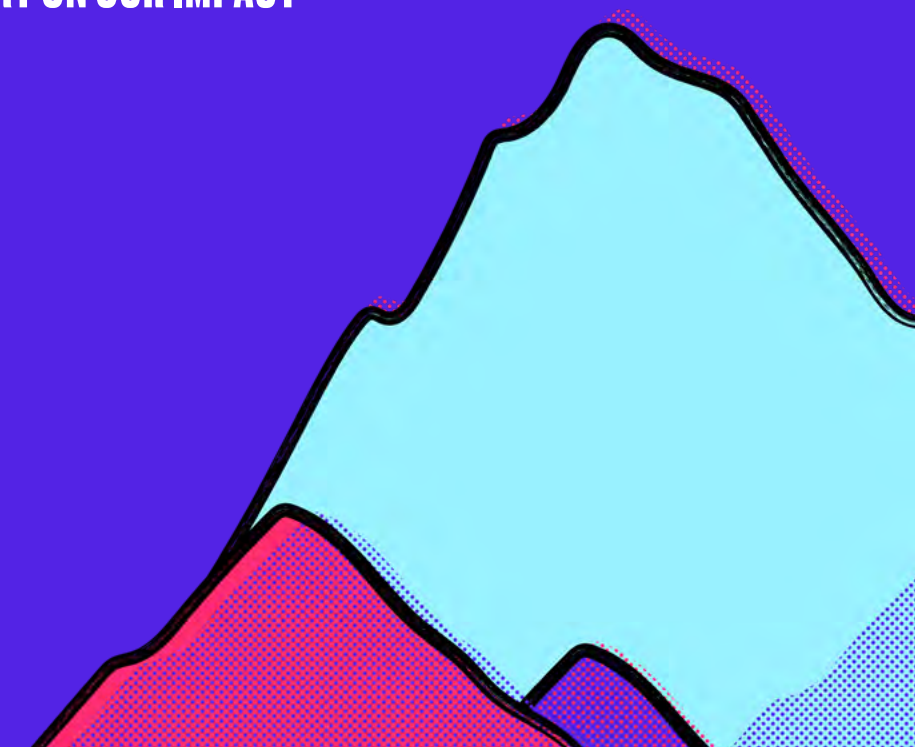
PARTNER AND COLLABORATE TO FURTHER OUR IMPACT

GOAL 4

MEASURE, EVALUATE AND REPORT ON OUR IMPACT

GOAL 5

THRIVE INTERNALLY



GOAL 1

CHAMPION YOUNG PEOPLE TO INSPIRE OTHER YOUNG PEOPLE

Why should we do this? We believe young people are extraordinary and can make a difference to each other and to the world. Adolescence is a time of complexity and sometimes adults might not be able to relate to what's going on for a young person.

How are we going to do this? We do this through our programs – which are 100% designed and delivered by young people for young people; and we leverage our platform to champion the voice of young people.

Who does this involve? The Reach Crew who are out in schools and communities creating experiences for other young Australians

GOAL 2

MAKE OUR PROGRAMS RELEVANT TO THE CHANGING FACE OF YOUTH

Why should we do this? Because Reach exists to support young people to get the most of life; and for us to remain relevant and make an impact, we need to adapt and design programs that reflect the needs of young people and the diversity that exists in our communities.

How are we going to do this? We do this through seeking feedback from our programs and use data to inform how we design our programs. This, in conjunction with our Reach Crew (who are young people themselves) provide us with direction to deliver impactful and relevant programs.

Who does this involve? All our stakeholders; and especially the young people who experience our work.

GOAL 3

PARTNER AND COLLABORATE TO FURTHER OUR IMPACT

Why should we do this? Because Reach is part of a broader system and community working to support young people. We know what we're good at and want to play to our strengths by partnering with others who compliment what we do.

How are we going to do this? Through a tri-sector leadership approach of bringing business, community and government together to solve important problems facing our young people. We seek to constantly learn from, collaborate, and deliver programs in partnership with, relevant organisations. This will, in turn, further streamline sector efforts to give young people access to the most appropriate services and resources for them.

Who does this involve? Other community organisations, government and businesses.

GOAL 4

MEASURE, EVALUATE AND REPORT ON OUR IMPACT

Why should we do this? Because Reach's preventative and early-intervention workshops make a difference to the lives of young people. We need to share inspiring stories and the positive impact we have on young people to show the community the benefit of Reach programs, and use the data we collect to better hone the content and delivery of our workshops.

How are we going to do this? We measure and evaluate all our programs and share this with our partners and the community. We capture and seek feedback, not just from workshop participants directly, but also from their parents, guardians and teachers. We implement a system to measure results before and after programs, and seek longer-term evaluations to measure the enduring efficacy of our work.

Who does this involve? We share stories and impact reports with all our stakeholders and the community. And use evaluation results internally to critically analyse our approach and better achieve the intended outcomes of our workshops.

GOAL 5

THRIVE INTERNALLY

Why should we do this? Because when Reach is at its most efficient and sustainable, we are able to make an extraordinary difference to the young people we support.

How are we going to do this? We achieve this through galvanizing the human capital of our board members, staff, crew and volunteers around our values and purpose. We invest in robust internal systems, processes and policies, creating a streamlined workforce that can more efficiently deliver on our mission. And we focus on financial sustainability to ensure we optimise the investment in Reach by continuing to innovate and improve.

Who does this involve? The board, crew, staff and volunteers who make up our organisation

BY REACH
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An independent future.

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