

# Lifeline Gippsland Strategic Plan 2021 – 2026

## Strategic Pillars

LLG's strategic pillars underpin its ability to strengthen its presence in the Gippsland community to sustainably deliver on its mission for years to come

### SERVICES

We provide high quality services that deliver tangible outcomes valued by our community

### COMMUNITY, CUSTOMER & PARTNERSHIPS

We partner with our community to deliver services in a collaborative manner, addressing local needs

### FINANCE, ORGANISATIONAL SUSTAINABILITY & INFRASTRUCTURE

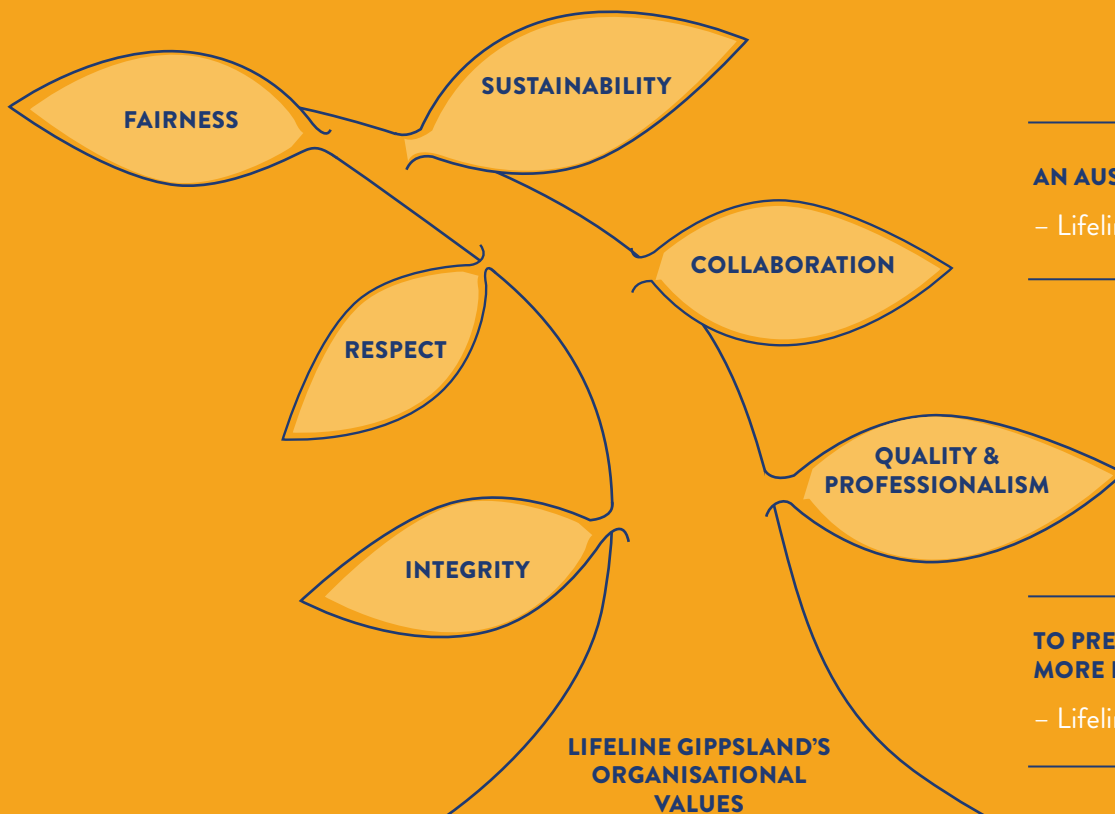
We are an organisation with strong and diverse revenue streams that supports the growth of services to our community

### GOVERNANCE, OPERATIONS, RISK & QUALITY

We ensure robust governance maintains our safe and high-quality provision of services

### PEOPLE & CULTURE

Our people are purpose-driven and thrive in a high performing and supportive workplace culture



### AN AUSTRALIA FREE OF SUICIDE

– Lifeline Gippsland's organisational vision

### TO PREVENT SUICIDE BY BUILDING A MORE RESILIENT GIPPSLAND

– Lifeline Gippsland's organisational mission

## Services

**LLG must identify community and customer needs and deliver aligned, high quality, and innovative services**

### GOALS

1. Our services respond to our community's needs
2. We are our community's provider of choice
3. We are rewarded for the quality of our services

### OBJECTIVES

- Community needs are regularly assessed and analysed
- LLG's impact for community, funders and other stakeholders is regularly highlighted
- Service delivery is consistently measured to ensure quality and effectiveness
- Viability of fee-for-service offerings is explored
- Develop innovative early intervention services that align with our mission
- Improve data collection around our core services
- Continue to differentiate our services in a crowded market

## Community, Customer & Partnerships

**LLG continuously listens to, and partners with, its community to ensure it proactively and collaboratively creates a more resilient Gippsland**

### GOALS

1. We understand our community
2. We establish and maintain valuable partnerships
3. We understand our community needs and respond appropriately
4. We develop the required service partnerships that enable delivery of all our services

### OBJECTIVES

- Processes are developed that inform and enhance our understanding of community needs
- LLG partnerships potential is maximised
- Service gaps are identified that are informed by community needs
- LLG is fully engaged with its community

## Finance, Organisational Sustainability & Infrastructure

**LLG will continue to diversify its revenue streams, strengthen retail results, and ensure all available grant opportunities are maximised**

### GOALS

1. We remain financially viable by diversifying our revenue streams
2. We drive sustainable growth
3. We maximise return on our assets

### OBJECTIVES

- All programs and services are financially viable
- LLG's retail decision-making is guided by a strategy to enable internal alignment
- LLG has diverse revenue streams that support the ongoing financial viability of the organisation
- Increase our share of the charitable retail market
- Ensure financial management systems maximise the potential of agreed revenue streams
- Actively pursue grants that underpin our purpose

## Governance, Operations, Risk & Quality

**LLG will ensure its governance structures continuously improve, increase operational efficiencies through technology, and take control of risks whilst providing high-quality services and goods**

### GOALS

1. We have robust governance systems and processes
2. We identify and manage risk
3. We consistently deliver high quality and effective services

### OBJECTIVES

- LLG maintains existing high levels of organisational governance supporting internal systems, processes and structures
- LLG is a data driven organisation that ensures data collection and utilisation improves service delivery and decision-making
- Our quality framework is informed by our strategic plan and utilised effectively
- LLG adequately manages risk across the entire organisation through a robust risk management framework
- Clinical governance plans, policies and processes are in place, and purpose-fit governance is deployed and maintained

## People & Culture

**LLG strives to be an organisation of choice for its people, and fosters an effective and supportive internal culture**

### GOALS

1. We strive to be an employer of choice
2. We foster an exceptional working environment for our employees and volunteers
3. We enable a high-performing workforce

### OBJECTIVES

- Ensure LLG's organisational structure is fit-for-purpose
- Ensure there are no capability gaps in the organisational structure and proactively recruit to bridge critical deficiencies
- Ensure all significant issues that arise from internal feedback channels are addressed and lessons are noted and learnt
- Increase LLG's ability to attract and retain staff and volunteers