

Strategy 2030

Our strategic objectives

Impact objectives

- 1 To advance an ambitious national agenda to prevent and eliminate all forms of poverty
- 2 To build compelling evidence to advocate for policy and practice reform and systems change
- 3 To demonstrate, deliver, and spread effective responses that empower people to live the life they aspire to

Enabling objectives

- 1 To enable and empower all our staff and volunteers to contribute to our purpose and vision
- 2 To enhance our capabilities and a values-based culture to support organisational effectiveness and
- 3 To strengthen our organisational sustainability and financial independence



Our strategic imperative

In the decade ahead, Australia faces significant and unacceptable levels poverty and social exclusion. Alongside the challenges of rebuilding from the COVID pandemic, factors like rising living costs, climate change, and housing stress contribute to the increasing complexity and impact of poverty.

Currently **3.3 million people, including 761,000 children, are living in poverty** and without changing our national response this number is likely to climb. Vulnerable groups such as First Nations people, children, young people, women, the unemployed, asylum seekers, people with disabilities, and older

people are most at risk. Those facing multiple forms of disadvantage and discrimination face even greater risk of social exclusion, marginalisation, and inter-generational poverty.

To achieve our vision, we need both urgent reforms and interventions, and long-term systems change. This is required across multiple sectors, including early childhood, disability services, employment, and housing. Through early intervention and evidence-based policy, we can break cycles of disadvantage and demonstrate the social and economic value of a future free of poverty.

By working in partnership with governments, business leaders, the communities we support, and others in the community sector, we can effectively address systemic barriers and implement comprehensive measures to ensure people can access the support they need.

Together we can deliver a more inclusive and equitable society in Australia and give everyone the opportunity to thrive.