



STRATEGIC PLAN 2009-12

This document has been
developed with the
assistance of

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INTRODUCTION

Lifeline Canberra was established in 1971 as part of a national telephone counselling network, Lifeline Australia. As part of its intent to become a greater support service for the community, Lifeline Canberra has developed this strategic plan to guide the business to June 2012.

This plan lays the foundation of where the organisation is today, an outline of its products and services, and its current position. It also outlines the vision of the organisation for the future, and the steps needed in order to achieve that vision.

WHERE WE ARE TODAY

Lifeline Canberra continues to deliver excellent services to the community through its various offerings and its commitment to being available when people need support. These services include:

TELEPHONE COUNSELLING

Lifeline telephone counselling service offers two 24 hour crisis counselling, information and referral lines - one for people who are homeless or facing homelessness (CEAS) and our general crisis counselling service (13 11 14). This service is offered by highly trained volunteer telephone counsellors.

MARKETING AND FUNDRAISING

Lifeline marketing and fundraising services promote a number of events each year to the ACT community which raise funds to enable Lifeline to provide our services. These events include the biannual Lifeline Canberra Bookfair.

GAMBLING CARE

Lifeline gambling counselling program provides professional, confidential problem gambling and financial counselling to people affected by problem gambling.

LYNX

Lifeline Youth Network (LYNX) runs courses for young people, giving them an opportunity to build resilience by enhancing their skills and encouraging individual empowerment through the provision of information and skill development.

TRAINING AND PROFESSIONAL DEVELOPMENT

Lifeline training and professional development service offers training programs covering communication and counselling skills to both the Government and non-Government sector within the ACT and surrounding regions.

Lifeline Canberra is well represented in the community and is highly respected for the work it undertakes.

WHERE DO WE WANT TO BE?

OUR VISION

To be the first organisation people turn to when they seek support.

OUR MISSION

Changing lives for the better.

OUR DISTINCTIVE CONTRIBUTION

Providing 24 hour counselling services for people in crisis.

We have a unique competence in providing generalist counselling across a range of issues to the community.

OUR CORE VALUES

INTEGRITY

RESPECT

COMPASSION

PROFESSIONALISM

To be
the first
organisation
people turn
to when
they seek
support.

WHERE WILL THE ORGANISATION BE IN THREE YEARS TIME?

By June 2012 the organisation will be:

RELEVANT

- We have responded to emerging sector needs
- We have delivered evidence of the effectiveness of our products and services for our value proposition, including
 - We are involved in community social policy development
 - We have developed an evidence-based advocacy role

ACCESSIBLE

- We have ensured a broader and more effective use of channels to deliver our products

SECURE

- We have enhanced our financial position
- We are an employer of choice for staff and volunteers

RECOGNISED

- We have a high level of influence within the National Lifeline Network
- We have strong, dynamic leadership with high visibility in the Canberra community
- Investors see Lifeline Canberra as an attractive source of investment, by being a provider of choice

KEY FACTORS OF SUCCESS

- 1** Align the organisation (leadership, services, people, ICT) to build capability in line with strategic objectives.
- 2** Engage with staff and volunteers around the vision of the future and the imperatives for success.
- 3** Build evidence and knowledge management to support increased engagement, through strengthened capability and capacity.
- 4** Grow revenue base through broader investor and funding options to support the strategy.
- 5** Strengthen profile and position in the sector and with key stakeholders.



LIFELINE CANBERRA ENQUIRIES

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