



For more than 112 years, generations of Scouts have developed and adapted Scouting to ensure that it has evolved and grown as our society and culture have changed.

These foundations that have been put in place are our launching point for our 2021-2023 Strategic Plan. We have developed and are delivering our new youth program which increases the resilience of young people in these challenging times, fosters inclusivity, and provides skills for life. We are increasing the opportunities for young people to have fun and adventure, to learn key leadership skills, and take up leadership roles with the support of our experienced adult leaders, but there is much more we can do together to develop the youth of today into the leaders of tomorrow.

The COVID-19 pandemic has had a dramatic impact on the way we deliver the Scouting program throughout Australia. Scouting has risen to the challenge.

Our 2021-2023 strategic plan is sharply focussed on how we will enhance Scouting over the next few years, to set up Scouting in Australia for growth and success in this changing environment. We must continue to be prepared for future challenges. Most importantly we will contribute to the education of young people through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society.

Achieving our plan needs the contribution and commitment of all of Scouting's State and Territory Branches and their members across Australia. Working together, we can continue to provide a best practice youth organisation that makes a real difference in the lives of Australian young people and their communities.

PROGRAM 4

Growing Financial Sustainability

Scouting in Australia has a financial model that will allow it to prosper and grow.

4.1

Develop funding opportunities from Governments and other organisations. Develop and implement methodologies to assist Branches to attract funding from local organisations, State and Territory Governments, stakeholders such as Universities and individuals/benefactors.

4.2

Enhance the understanding and management of Federal & State/Territory personal injury compensation market. Enhance the understanding and management of potential civil litigation liabilities.

4.3

Pursue internal collaborative arrangement for support services, systems and cooperative purchasing. Identification and implementation of administrative, system and business functions that can be partnered between Branches. Coordinate sharing of best practices Nationally and Internationally around financial management of Scouting operations. Include a focus on environmentally sustainable procurement.

4.4

Develop and implement new models to fund the National Organisation.

PROGRAM 5

Improving National and Branch Partnerships

The organisational model of Scouting in Australia allows for the continuing delivery of the highest quality youth program.

5.1

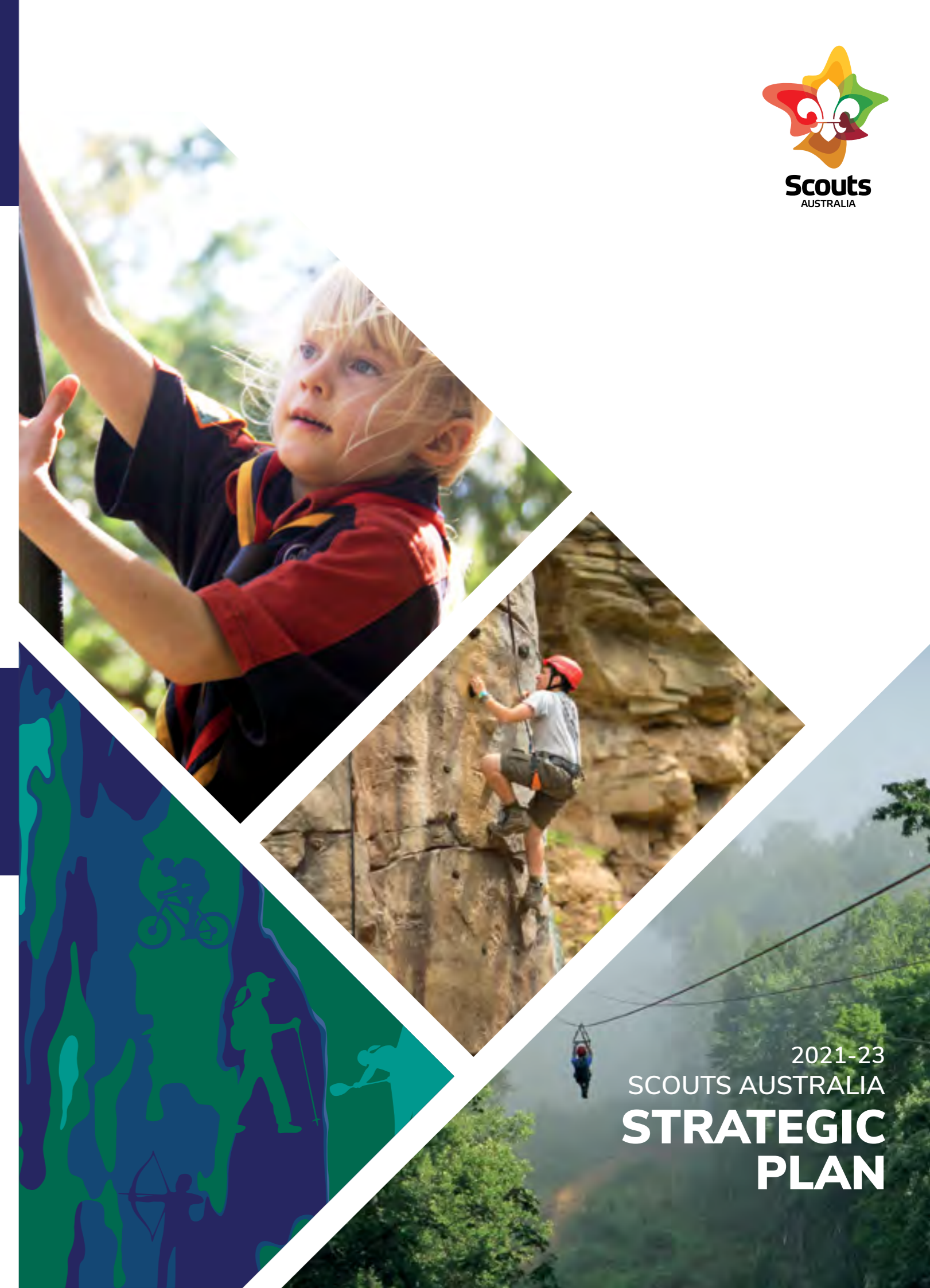
Enhance the understanding of the roles and responsibilities between the Branch and National. Develop a cultural change program around trust, working collaboratively and developing partnerships between Branches and National to enhance effective and efficient decision making.

5.2

From a Corporate Governance perspective identify strategic risks to Scouting, develop a specific National policy setting and audit against that policy position.

5.3

Examine National and Branch structures to ensure that the future model is fit-for-purpose and able to withstand major shocks.



2021-23
SCOUTS AUSTRALIA
**STRATEGIC
PLAN**



PROGRAM 1

Providing a Best Practice Youth Program

Scouts Australia is Australia's leading youth development organisation, providing youth with the skills, knowledge and experiences to create Active Citizens in their local, national and global communities.

PROGRAM 2

Growing our Membership

Grow youth membership to Achieve 1% of youth membership relative to available youth Nationally (5 – 24 yrs – using the ABS Quick Search Census site).

PROGRAM 3

Growing Scouting's Profile

Our youth members are recognised for their leadership skills, their community contribution and their personal resilience.

- 1.1** Implement programs and monitor the management of our activities to ensure the safety of our members. This should be reflected in
 - Zero tolerance for any criminal behaviour on members.
 - Low tolerance for physical and non-physical harm on members
- 1.2** "New Youth Program" implemented in all Groups by 12/21.
- 1.3** Growing the participation in International and major national events and programs. Major National Events embed and showcase Youth Program
- 1.4** Develop performance measures for quality programming, include research partnerships. Implement programs to utilise the insights provided by these measures.
- 1.5** Evolve the Youth Program and its delivery to incorporate the changes and learnings from the COVID environment.
- 1.6** Design and implement programs & initiatives resulting in the membership of Scouts being representative of the community. Focus on Demographics, cultural background and gender.

- 2.1** In consultation with Branches develop National infrastructure, resources and programs to support Branches in increasing their membership (ie Scouting From Home concept).
- 2.2** Develop programs with Branches to improve the quality of Leadership (internal focus on Leader of Adults).
- 2.3** In partnership with Branches develop and implement national marketing campaigns to attract membership.
- 2.4** Develop a process that can be used by Branches to Identify potential growth locations with a strategy to opening new groups and increasing membership.
- 2.5** Develop and implement a methodology to measure our youth's and adult's satisfaction with the organisation and its program (Net promotor score)

- 3.1** Have our value as Australia's pre-eminent youth organisation recognised at all levels of the community (Government, Stakeholders / partners & general community). Identify and communicate the true value of Scouting to the community (If Scouting was to cease, what would the cost to the Government and the Community be).
- 3.2** Identify Mission and Vision overlaps with Governments and private enterprise programs. Through partnerships, identify joint program opportunities and funding mechanisms.