

Scouts Australia
Ten-year vision and 2024-2027 Strategic Plan

November 2023



Scouts
AUSTRALIA

Acknowledgement of Country

As Scouts of Australia, we acknowledge Australia's First Nations Peoples, the Aboriginal and Torres Strait Islander peoples, as the Traditional Custodians of this land. We pay our respects to Elders past, present, and emerging.

We're grateful to do our Scouting in this country; we commit to use its resources wisely, and develop our understanding of Aboriginal and Torres Strait Islander cultures.

We also acknowledge any Aboriginal and Torres Strait Islander Scouts who are part of our movement today.



We are Scouts Australia

Adventurous. Fun. Challenging. Inclusive.

Scouting gives young people aged 5 to 25 the opportunity to take charge of their own goals and potential through adventure, leadership, friendship and fun. Scouting helps young people build resilience, find self-fulfillment and define their values as they navigate and shape a changing world.

Safe. Accessible. For everyone.

The safety and wellbeing of young people in our care is our number one concern and priority. We maintain and continuously improve practices to provide a safe environment and protection from harm. We are committed to an environment of zero tolerance toward bullying, neglect and emotional, physical, psychological or sexual abuse of any kind.

In Australia, Scouting has been open to all young people regardless of gender for many decades, and we provide programs that embrace the diversity of our communities and aim to be inclusive of all abilities.

A global movement. Grounded in communities.

Scouting operates in community-driven Scout Groups across Australia. It's also increasingly present in schools and other settings, bringing Scouting experiences to more young people.

Scouting is supported by local Branch organisations and Scouts Australia as the national organisation that is an accredited member of the World Organisation of the Scout Movement, linking Australian young people to 57 million Scouts around the world.

Scouting is the values-driven youth leadership program for Australia, in the community and the outdoors

The ***Purpose*** of the Scout Movement is to contribute to the education of young people in achieving their full physical, intellectual, emotional, social and spiritual potentials as individuals, as responsible citizens and as members of their local, national and international communities.

The ***Mission*** of Scouting is to 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.

A big plan for Scouting in Australia

Scouting has a big plan.

It's a plan to grow a vibrant and diverse movement that changes young lives and their communities for the better.

Our plan lays out a ten-year vision for Scouting and the impact we will have. It then sets out the practical steps we will take over three years to make significant progress towards the vision.

Over this period we will see our contemporary Scouting program for young people better supported than ever - young people and their supporters will love leading their program.

We'll see a reshaped volunteer model to get more people supporting Scouting. At the same time we'll tell the community our young people's stories to significantly grow and modernise our public profile, with an integrated whole-of-movement effort to bring more young people into Scouting.

We will see the organisational support of Scouting grow in its maturity, unity and future-readiness, with the financial resources required to ensure Scouting thrives.

Scouts Australia operates within a world framework for Scouting, and this plan assists in aligning with the opportunities and obligations that come from being part of a global Scouting community. This includes the highest standards of child safety, good governance and educational methods represented through world Scouting policies and strategy.

Scouting in Australia is supported by a federated organisational model – this plan lays out a unified direction for our national association as well as state and territory Branch organisations, driving Scouting together.

We will use this plan to drive our efforts and our investments while also mobilising our wider community of support to ensure a vibrant and impactful Scouting movement in Australia.




The ten-year vision for Scouting in Australia

Our 2033 vision:

Our 2033 vision is for a vibrant and growing Scouting movement contributing to more resilient young Australians and communities.


Unpacking this vision (with the Mission and Purpose of Scouting) provides the 2033 outcome areas that describe our intended impact. These are our 10-year aspirations that guide the tangible 3-year 'Key Moves' that make up our strategic plan.

Our impact:




A vibrant and growing movement

More Australian young people feel the benefits of Scouting



An impactful and relevant educational youth program

The Scouting program develops young people for life



More resilient young Australians and communities

Because of Scouting, young people shape and strengthen their local, national and international communities

Just as critical to our future direction is the commitment we make now and in the future:

Our ongoing commitment:

Our commitment, not just in 2033 but now, is for a Scouting movement that is safe and accessible to all young people, offering a youth program that is Adventurous, Fun, Challenging and Inclusive.

Key Moves for 2024-2027

Five Key Moves will focus our energies, investments and partnerships as we strive towards our 2033 vision.

1. Make delivering our youth program easier and more impactful

We will give our people the tools, clarity and confidence to deliver life-changing, adventurous and safe experiences for young people. We'll scale up our ambitions to deliver Scouting in new settings to expand our reach.

2. Build the recruitment and retention machine to grow our movement

Scouting has a growth plan. We will 'zero in' on member experience to engage members for longer and grow the positive impact that Scouting has for them. We'll take control of our public image to welcome new and more diverse Scouts and supporters.

3. Reshape a contemporary volunteer model that drives Scouting

Volunteering is the lifeblood of Scouting. We'll make a major update to our unique volunteering model so that many more people can contribute in their own way to Scouting. We'll make the change with the safety of young people at the centre.

4. Unlock and steer resources to future-proof our mission

We will grow and focus our commercial acumen to fully leverage the value that we bring to the community and others, maintaining Scouting as a financially accessible program for young people as we face increasing cost pressures.

5. Transform the organisational support of our movement

We will set a tangible roadmap together to build integrated organisational support for Scouting that is efficient, fit-for-purpose and future-ready. We'll bring our people on the journey and make the hard calls together.