

Strategic Plan 2023 - 2025



Our Purpose

As part of the Uniting Church our purpose is to participate in the mission of God – towards reconciliation, transformation, justice and hope for all people.

Our Vision

A compassionate, just and inclusive society for all.

Our Mission

We walk alongside people in need offering care and compassion and promoting choice, independence and community wellbeing.

Our Values

Integrity
Respect
Empowerment
Hope
Justice
Compassion
Innovation

Key focus areas

1

CUSTOMER FIRST

Our customers are at the heart of everything we do

-
- 1.1 Our customers are valued and empowered as active partners in the services we provide.
 - 1.2 We have strong brand awareness amongst target audiences.
 - 1.3 We have a holistic customer approach in all our service offerings.
 - 1.4 We have a continuous improvement ethos.

2

BUILDING STRONGER COMMUNITIES

We advocate for and support stronger more inclusive communities

-
- 2.1 WMQ has a clear understanding of the communities it serves and the rationale upon which these choices have been determined.
 - 2.2 WMQ will serve effectively by directing resources and services to areas of proven expertise, values-alignment and financial capacity.
 - 2.3 WMQ will actively build communities within its remit which are inclusive and celebrate life in all its fullness.
 - 2.4 WMQ has a clear vision for a Just Australia and will advocate for the most marginalised and at-risk.

3

PEOPLE MAKE THE DIFFERENCE

Our people are valued, equipped, empowered and committed to our values and mission

-
- 3.1 We attract and retain a well-trained and committed workforce that supports our workplace culture.
 - 3.2 We develop and support our people in a safe and inclusive workplace.
 - 3.3 We retain our people by genuinely listening and acting on feedback to ensure engagements.

4

STEWARDSHIP MATTERS

We are a thriving organisation equipped to meet its goals.

-
- 4.1 We are economically and environmentally sustainable.
 - 4.2 We implement progressive governance practices and proactively embrace opportunities and manage risk.
 - 4.3 We invest in research, innovation and technology.