

OUR STRATEGIC PRIORITIES

TO BE A THRIVING LEADING ORGANISATION

Increase and diversify our income streams

Strengthen and diversify our partnerships

Grow our membership base

Proactively engage members in our policy and advocacy work

Invest in and support sound governance practices and principles to attract and maintain a diverse and expert Board

Create and nurture a culture of excellence and learning to support a high performing and aligned team

Expand and strengthen relationships with grassroots tenants and community networks to help people advance their own interests and drive housing policy reform independently

TO HARNESS KNOWLEDGE, EXPERIENCE AND EXPERTISE TO DRIVE NEW IDEAS

Adopt a proactive approach to our policy and research agenda to ensure it is forward looking, responsive to emerging issues and harnesses broad expertise and evidence

Build upon existing and develop new relationships with researchers and other experts to ensure our policy and research agenda is rigorous and well informed

Embrace an inclusive approach to engagement, consultation to ensure a diversity of stakeholder perspectives and consumer voices are included in our policy positions and programs

Advance our ideas and publicise our findings to influence Government, decision makers and the community through information and evidence sharing, case study, analysis and distribution

TO INFLUENCE POLICY AND PRACTICE

Lead the development of a shared contemporary vision and narrative that defines a sustainable and effective housing system

Lead and encourage active collaborations between the housing sectors and our stakeholders to influence and affect operational and systemic housing policy reform in NSW

Advocate on systemic housing policy at a Commonwealth level on issues that affect NSW through participating in National Shelter and contributing to their relevant campaigns and submissions

Lead and encourage collaborations, partnerships and engagement to develop integrated, evidence-based solutions which aim to achieve effective housing reform in NSW

Provide robust and up-to-date evidence-based policy advice which demonstrates a commitment to the organisation's vision and the importance of housing as a foundation for social and economic wellbeing and sustainability

Explicitly advocate on behalf of our members for specific policy asks

TO ENGAGE AND EDUCATE THE COMMUNITY

Drive a communications and engagement strategy that optimises all available technologies and expands our reach

Raise our profile through effective communication, policy and advocacy messages, and position the agency as a "go to" organisation
Identify strategic opportunities for partnerships and engagement

Grow programs that engage with consumer voices and respond to priority issues, build community capacity, raise political and public awareness about systemic housing policy issues

Seek external feedback and evaluation of our engagement strategies, policy, advocacy and events programs via survey and measurement systems that rate impact and satisfaction and drive service improvements.