

# THE Y BALLARAT STRATEGIC PLAN

(Revised April 2021) 2020-2025

*We believe in the power  
of inspired young people*

## OUR VALUES

Caring | Honesty | Respect | Responsibility

## PILLARS

### EMPOWERING YOUNG PEOPLE



Inspiring and supporting young people to create a better future for themselves and their community.

### COMMUNITY IMPACT



Committing to making a positive difference in our communities by creating opportunities for people to reach their full potential.

### SOCIAL ENTERPRISE



Innovative and sustainable social enterprise delivered through a strong brand and business model.

## ACTIONS

Lead a holistic approach to the development of young people through education opportunities whilst supporting the identity of regional communities.

Bring positive life changing experiences through programs and services that empower young people to create energy that can make a difference.

Implement quality integrated operational systems that support our continuous improvement and innovative programs and services.

Activate our Y brands in a way that supports our staff, customers and communities to recognise and connect with us across all of our programs and services.

Promote and foster an intentional and purposeful evolution in our staff that assists in the recruitment and retention of a quality workforce that can positively impact a young person's life.

Conduct our social enterprise with contemporary and innovative models of delivery to enact meaningful purpose, respond to needs and inspire growth in all YMCA communities.

Champion a supportive culture that nurtures creativity and innovation whilst offering opportunities and pathways.

## RESULTS

**Inspired young people stronger in voice and action.**

**Tangible community benefits.**

**Visionary, viable programs and services for our communities.**

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**The Y Ballarat**

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