



Scouts NSW Strategic Plan 2023-2024

Organisational Objectives, Actions, Outcomes and Measures





Member Experience

Make the stand-out, life skilling adventures and experiences of Scouts accessible and appealing to more young people

Strategic Objective	Key Actions	Outcomes & Measure of Success
<p>Create and communicate refreshed, progressive and bold story of the unique benefits of Scouts</p>	<ol style="list-style-type: none"> 1. Listen to young people and empower them to craft a compelling, positive and hopeful story about the unique value of scouting. 2. Review, refresh and agree to new Scouts NSW unique value proposition. 3. Review current member, family, volunteer and staff facing communication channel content to ensure it tells a consistent, coherent story and reinforces positive themes aligned with new value proposition. 4. Deliver positive messaging through social, mainstream and other media. 	<ol style="list-style-type: none"> 1. Key messaging generated via Youth Council lead member workshops. 2. Clear, agreed, reinvigorated articulation of Scouts NSW Value Proposition. 3. Content & communication aligned with new value proposition. 4. Annual PR value generated exceeds \$2 million and feasibility of major 'Inside Scouting' media partnership arrangement.
<p>Attract more young people to Scouts and retain them for longer</p>	<ol style="list-style-type: none"> 5. Launch and deliver a reinvigorated retention and recruitment campaign aimed at young people and families. 6. Retain and increase membership. 	<ol style="list-style-type: none"> 5. New campaign developed and launched. 6. >5% increase in membership by 31 March 2024 and a further >5% by December 2024



Member Experience (continued)

Make Scouting's stand-out, life skilling adventures and experiences accessible and appealing to more young people

Strategic Objective	Key Actions	Outcomes & Measure of Success
Continuously deliver a high-quality program	<ul style="list-style-type: none"> 7. Optimise the use of limited resources to consistently deliver a high-quality program which emphasises adventure activities and is uniquely attractive to young people. 8. Develop and deliver targeted development and training of volunteers which enables them to consistently deliver a high-quality program. 	<ul style="list-style-type: none"> 7. 90%+ Groups effectively using Scouts Terrain 8. Targeted volunteer development program in place.
Make it easier for young people and their families to access and interact with Scouts NSW	<ul style="list-style-type: none"> 9. Review and simplify current access points and processes to make them as easy as possible from user point of view. 10. Create appropriate digital interface which augments 'real world' experiences and allows easy access to Scouts NSW by young people and families. 	<ul style="list-style-type: none"> 9. Simplification of selected access points and processes completed 10. Plan for future digital interface developed, approved and in place.



People & Culture

Create an enabling culture with a strong sense of belonging, inclusion, positivity and confidence for the future

Strategic Objective	Actions	Outcomes & Measures of Success
Create a place that champions inclusion and belonging	11. Review and revise Scouts NSW current practices & policies to ensure equal opportunity, appreciation, respect and inclusion.	11. Review completed and changes in place
Increase adult volunteer participation	12. Build understanding of and develop Scouts NSW Volunteer Value Proposition (VVP) - including 'best-fit' volunteer profiles. 13. Establish 'base-line' volunteer participation rate. 14. Launch and deliver a reinvigorated recruitment and retention campaign aimed at parents and potential adult volunteers. 15. Increase and retain the right volunteers.	12. New Scouts NSW VVP developed and implemented. 13. Base-line participation rate established as comparative measure for improving/increasing volunteering. 14. New volunteer attraction and retention program developed and implemented. 15. Using VVP, best-fit volunteer profiles and base line participation rate, improve retention and participation by 10%



Sustainability & Operations

Take steps to ensure financial viability, simpler processes and easier interface with all Scouts NSW touch points

Strategic Objective	Actions	Measure of Success
Identify and deliver increased revenue opportunities from better use of property assets	16. Deliver on existing Property Strategy 17. Proactively market and appropriately commercialise property assets	16. Property Strategy implemented with identified benefits delivered on time and within budget. 17. Property Strategy implemented with identified benefits delivered on time and within budget.
Increase revenue from other sources	18. Targeted review, plan and capability build in place to secure increased revenue from sources other than property assets - including philanthropy, benefactors, commercial and government funding 19. Increased alternative revenue levels	18. Plan developed and implementing 19. 5% of total revenue generated from new/alternate sources



Sustainability & Operations (continued)

Take steps to ensure financial viability, simpler processes and easier interface with all Scouts NSW touch points

Strategic Objective	Actions	Measure of Success
Simplify key processes and procedures for ease of use	20.Streamline and remove unnecessary bureaucracy from identified key processes	20.Review completed and processes streamlined
Stop doing things that add cost or burden with little benefit	21.Review and remove unnecessary, obsolete or misaligned activities or actions which tie up limited resources or do not add value.	21.Review and removal of non-value adding activities not aligned with strategic intent