

Strategic Plan



WINDANA

Life. Changing.

2023-25

Our plan on a page

Our strategy for the next three years is ambitious and our clients and community remain at the centre of everything we do.

By 2025 we create change in more lives of the people we serve. We support our people and the future of the AOD workforce.

Our impact will not just be seen within Windana. We, along with our collaborators and partners, play a role in shaping the broader system for a more positive future.

IMPACT AREAS



Client impact

Changing lives is at the heart of our mission. We want to create change in more lives by growing our services to reach more people (including more young people). And we want to create more change in each life we're a part of by building trauma informed, equitable, culturally safe and integrated services informed by evidence and practice wisdom.

Objectives

- 1.1. We change more lives.
- 1.2. We deliver comprehensive, person-centred care across the client journey.
- 1.3. We increase our reach and engagement with young people.

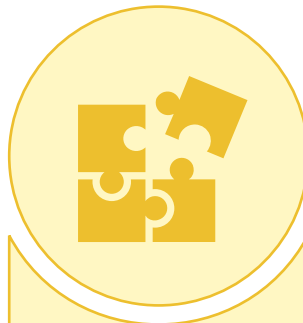


Workforce impact

Our people are integral to the work we do. We develop, support and inspire our team through building effective leadership and a culture of professional development. In an increasingly competitive labour market, we need to ensure we're positioned to attract, develop and retain the highest quality staff across all position types.

Objectives

- 2.1. We are an employer of choice.
- 2.2. We build capability across all levels of the organisation.
- 2.3. Our safe and inclusive workplace enables a diverse workforce to thrive.



Sector impact

Our impact extends beyond our own organisation. We influence the system by advocating for people affected by alcohol and other drugs to shape the policy, practice and research. We work with others to tackle cross-sector issues, and we play a role in building tomorrow's AOD workforce through training pathways and partnerships.

Objectives

- 3.1. We are a strong voice for people whose lives are affected by alcohol and other drugs, and for our sector.
- 3.2. We regularly collaborate with cross-sector partners to work towards system change.
- 3.3. We contribute to the development of the future AOD workforce.



Sustainability impact

At Windana, we acknowledge that the health and wellbeing of our residents, clients and staff is inextricably linked to the health of our planet. We recognise that our mission to improve the wellbeing of those people we serve must extend beyond frontline services – we must also promote and preserve a healthy environment, by reducing our carbon footprint, improving resource efficiency, enabling climate resilience, and greening our built environments.

Objectives

- 34.1. We improve our resource efficiency to reduce our carbon footprint.
- 4.2. We are transparent in our total social impact commitments and performance.
- 4.3. We minimise the environmental impact of procuring goods and services.

Growth for impact

We want to reach more people with our services to change more lives, through growing our organisation. Growth enables impact in diverse ways, with greater scale providing a platform for advocacy and influence. Growth can also create opportunities to work in a more streamlined way, delivering impact more efficiently due to economies of scale.

Objectives

- 5.1. We grow sustainably to increase our impact.
- 5.2. Our financial foundations are secured.
- 5.3. Our corporate systems are 'growth ready'.



Innovation for impact

We're committed to continuously improving our programs, services and our organisation so that we can deliver more and better outcomes for the clients and communities we serve. This means investing in building the evidence base for our programs and exploring new practices and technologies that can help us change lives.

Objectives

- 6.1. Integrated technologies enhance our operational and client impact.
- 6.2. Stronger research and evidence building capability.
- 6.3. Innovation is embedded in our culture and practice.



IMPACT DRIVERS