

SCOUTS SA STRATEGIC PLAN 2015-2018

VISION

To be recognised by the South Australian community as a dynamic organisation that develops values and resilience in young people and teaches life skills that are relevant today and into the future in safe environments. We aspire to attain the highest adult and youth member participation rates of any State in Australia. We will achieve this by:

- ✚ Delivering a fun, adventurous and safe program that excites young people and their families to become actively involved
- ✚ Encouraging members of all ages to discover their potential through personal challenge.
- ✚ Delivering Scouting's real 'life benefits' to young people which are enthusiastically recognised by South Australian parents and their children.

GOAL1

Operate an effective organisational structure with efficient, streamlined procedures in direct support to all our stakeholders and youth members...

Measured by:

- ✚ stakeholder satisfaction surveys
- ✚ level of investment and outcomes from technology investment
- ✚ measurement of expanded stakeholder support options

Responsible: Chief Commissioner and CEO jointly



GOAL2

Develop appealing, safe, well presented and well maintained Scouting facilities at all Branch levels...

Measured by:

- ✚ Progress against external and internal audit of facilities
- ✚ facility stakeholder satisfaction levels (survey)

Responsible: CEO (prime); Chief Commissioner (support)



GOAL3

Take a lead role in South Australia in advocating for youth...

Measured by:

- ✚ The number of instances where Scouts SA is invited to contribute to youth issues
- ✚ The number of instances Scouts SA initiates advocacy
- ✚ The number of forums where Scouts SA is represented

Responsible: CEO and Chief Commissioner jointly



GOAL4

Support adults in Scouting to achieve robust leadership, resilience, and high levels of retention throughout the Branch (through sound, well-delivered and exciting training, 'childsafes' and other HR programs)...

Measured by:

- ✚ Adult satisfaction levels
- ✚ The number of Support Programs implemented and their perceived value (survey)
- ✚ Retention rates
- ✚ Adult and youth member growth rates (census)

Responsible: Chief Commissioner (prime); CEO (support)



GOAL5

Pursue new opportunities to engage/involve more young South Australians in Scouting...

Measured by:

- ✚ The number and diversity of new participants
- ✚ The number of instances of Scouting being offered outside the traditional 'scouting environment' and the numerical 'take-up' when presented
- ✚ Overall youth member growth rates (census)
- ✚ Achieving the highest participation rate of any Scout Branch

Responsible: Chief Commissioner (Prime); CEO (support)



GOAL6

Vigorously market the rational and emotional 'life benefits' of Scouting to parents, the general community and to South Australia's youth...

Measured by:

- ✚ Surveying parents for 'benefit awareness' (rational & emotional)
- ✚ Survey parents and youth for 'satisfaction levels' re benefits
- ✚ Growth in recruitment rates (census)
- ✚ Growth in retention rates (census)
- ✚ Growth in annual enquiry rates
- ✚ Satisfaction levels of young and adult members (survey)
- ✚ Achieving the highest participation rate of any Scout Branch

Responsible: CEO (Prime); Chief Commissioner (support)



GOAL7

Aggressively expand Scouts SA commercial operations to deliver increased returns to Scouting operations (Target: double current income within 5 years)...

Measured by:

- ✚ Increased allocations to Scouting operations (annual budgets)
- ✚ Improved equity position (annual balance sheets)

Responsible: CEO

