

Strategy-on-a-Page

Vision

An end to homelessness.

Mission

Advocate with and empower people at risk of or experiencing homelessness, supporting them to rebuild their lives on their journey to homefulness.

Values

Respect for each person:	A high regard for the worth and dignity of each person.
Simplicity:	Honesty, integrity, transparency and clarity of focus.
Boundless Creativity:	Boundless creativity and innovation in service delivery.
Quality Service:	Responding to the needs of others in a caring and professional manner.
Advocacy for the Poor:	Lobby, advocate and support the cause of those most disadvantaged in our society.

Strategic Directions

Advocacy	Wellbeing	Homefulness	Culture	Sustainability
<i>Advocacy relates to the actions we take to advocate for an individual client, Hutt St Centre or the homelessness sector as a whole for the achievement of our vision and mission.</i>	<i>Wellbeing relates to the actions we take to improve the wellbeing of our clients in preparation for them to enter long-term housing and a home. This primarily relates to the services provided within the Wellbeing Centre.</i>	<i>Homefulness relates to the actions we take to support our clients into long-term housing and homefulness. It seeks to end homelessness for our clients and primarily relates to the case management services we deliver.</i>	<i>Culture reflects the character and personality of Hutt St Centre. It's what makes us unique and is the sum of our values, traditions, beliefs, interactions, behaviours, and attitudes.</i>	<i>Sustainability relates to the actions we take to ensure the viable and ethical longevity of Hutt St Centre.</i>

Strategic Objectives	Key Strategic Performance Indicators	Key Strategic Performance Measures
Advocacy – Advocate with integrity and transparency to pursue impactful changes to policy, drive systemic change and improved outcomes for people at risk of or experiencing homelessness.	<ul style="list-style-type: none"> Formal and informal feedback indicates that Hutt St Centre's brand is known, respected and held in high regard by all stakeholders. Hutt St Centre is recognised as 'the voice of the homeless in South Australia'. 	<ul style="list-style-type: none"> >70% positive media sentiment as measured by iSentia media analysis and reporting. Demonstrated positive impact and influence on government policies and actions.
Wellbeing – Deliver contemporary, person-centred, evidence-based, data-informed and innovative wellbeing services for clients at risk of or experiencing homelessness.	<ul style="list-style-type: none"> No client, entitled to access the Centre's wellbeing services, is denied access to those services. Clients actively engage with and experience enhanced outcomes through the services delivered by the Wellbeing Centre. 	<ul style="list-style-type: none"> Wellbeing Centre monthly client Happiness Index = >70/100 Overall Visits and Unique Visitor statistics are consistent with National and State trends.
Homefulness - Deliver contemporary, person-centred, evidence-based, data-informed and innovative homefulness services for clients at risk of or experiencing homelessness.	<ul style="list-style-type: none"> Key Performance Measures (KPMs) associated with government funded homefulness programs are being achieved. Government funding for key homefulness programs, in particular the ongoing Aspire program, has been or is being secured. 	<ul style="list-style-type: none"> >80% of KPMs associated with government contracts are achieved to the government's satisfaction. >80% of contracts for ongoing government programs are renewed. >80% retention of tenancy by housed Aspire program participants.
Culture - Empower a high performing, accountable and supportive workplace culture, based on the Centre's history and values, where its workforce is valued for their diversity of skills, experience and knowledge.	<ul style="list-style-type: none"> Positive trends in staff retention rates. Positive participation and responses in staff engagement survey. Positive feedback on staff wellbeing, diversity and inclusion initiatives 	<ul style="list-style-type: none"> Workforce retention = < 35% <u>voluntary</u> turnover >70% response rate for staff engagement survey participation coupled with >70% of participants expressing a belief that the Centre is a "truly great place to work".
Sustainability - Ethically attract and manage resources in order to sustain the Centre's ongoing viability and success.	<ul style="list-style-type: none"> Sufficient funds are attracted and available to ensure the Centre can deliver services and sustain its operations. The Centre achieves clean audits of its practices and procedures. The Centre effectively manages all identified risks. Grow donor acquisition, attrition and revenue while increasing fundraising efficiency. 	<ul style="list-style-type: none"> Achieve or exceed budget forecast with a clean financial audit. Achieve 90% or greater conformance on WHS & Service Excellence accreditation with zero 'Significant' lost time injuries. Increased donor conversion, retention and growth rates while decreasing donor acquisition costs.