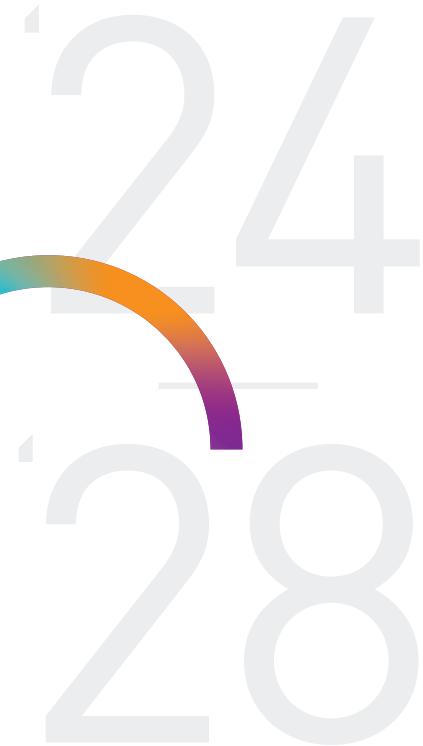




Strategic Plan 2024 – 2028



About UMFC

Trusted for over 40 years, UMFC is a locally-owned, independent and authentically place-based organisation.

UMFC is successful when our children, young people, individuals and families can safely and independently support their health, wellbeing, sense of belonging and connectedness, and achieve their aspirations.

umfc.com.au

Our vision for our communities

Every child and young person is cared for.

Our purpose

Together we support our families and communities so that we hear the voices of our children, young people and families to support them to heal, rebuild and lead meaningful lives.

Our values

We recognise that the child and young person's voice is paramount. We walk alongside children, young people and families to achieve positive outcomes and sustainable change with:

- unwavering integrity
- passionate optimism
- considered empathy
- bravely collaborative
- determined advocacy.

Our guiding principles for achieving impact

We are accountable to our communities, our Board and our funding bodies to ensure that:

- we provide **care and support** that is *valued and effective*
- we have an *enduring and positive reputation*
- we run an *effective and viable for-purpose business*
- we **operate** *soundly and efficiently*
- we are a **reliable** and **trusted partner** of government.

Our strategic priorities

1.

Our people are our most valued asset and we care about them

We are not deviating from who we are – we are building on our values and our foundation. Together, we create an organisational culture where we care for and empower our people to achieve their potential and collectively make a positive difference.

2.

We invest in organisational transformation and program innovation

We collaborate and innovate together to achieve efficiency and excellence in client, stakeholder and employee experience through system and program ideation, transformation, creation and development.

3.

We advocate for the benefit of our communities

We are part of a movement for change that is greater than ourselves. Our regional communities deserve equity and access - we lead and advocate for the benefit of our children, young people and families.

4.

Our scale and impact

We value being authentically place-based and in touch with our communities. We will deepen our scale and reach throughout our footprint in northern Victoria and southern NSW.

5.

Together we disrupt trans-generational disadvantage and trauma through holistic and integrated care

We provide effective and evidence-based integrated and holistic child and young person centred, family focused programs and services across the prevention continuum from promotion and early health to response, healing and recovery.