

STRATEGIC PLAN 2024

VISION Economically & Socially prosperous rural communities

MISSION Champion & Empower primary producers & small rural businesses to plan for a secure future

GOAL Be the preferred rural business support provider delivering best practice, innovative & sustainable business planning & crisis assistance



RFCS Gippsland

rural business *is our business*



PEOPLE & CULTURE

Our organisation embraces a culture of continuous improvement

- Embed Learning & Development Strategy
- Conduct annual stakeholder feedback surveys

- 1.1 100% Staff Professional & personal development plans in progress
- 1.2 Annual workplace culture survey measuring improvement
- 1.3 Environment of continuous improvement supported



GOVERNANCE

We embed best practice to ensure governance & compliance obligations are met, & programs are successfully delivered

- Regular Board & Organisational Performance reviews
- Strategically aligning all project initiatives

- 2.1 100% compliance of funding deed & other regulatory obligations
- 2.2 Regular progress reviews to monitor new initiatives & outcomes
- 2.3 Regular board & committee performance reviews



SERVICE EXCELLENCE

Our team work collaboratively to inspire change, providing clients with clear pathways to sustainable futures; improving financial & general wellbeing

- Implement innovative client engagement approaches
- Collaborate with client support stakeholders

- 3.1 Achieve RFCS Program outcomes
- 3.2 100% clients have exit strategy leading to a secure financial future
- 3.3 95%+ client satisfaction rating achieved each year
- 3.4 \geq 90% new inquiries engaged service via recommendation, word of mouth or media recognition



SUSTAINABILITY

We pursue opportunities to enhance or expand our services safeguarding our long-term success

- Secure funding for service & initiatives
- Embrace opportunities to enhance overall value

- 4.1 Securing future funding to continue RFCS program
- 4.2 An environment of Innovation is supported (1 innovative project implemented per year)
- 4.3 Strategic initiatives & funding opportunities are supported by a viable business (1 business case pa)

OUR VALUES

INTEGRITY

Respect & trust are our core values & are embedded in everything we do

COMMUNICATION

We value open, honest & authentic communication, recognising diversity of thoughts

RECOGNITION

We Recognise & celebrate individual & team effectiveness

IMPROVEMENT

We encourage 'bigger thinking' & are focused on continuous improvement

Be valued by our clients, stakeholders & community