



Strategy Map 2017 – 2022

2019 Milestones

1. Federal funding assured and expanded
2. Collaborating with best partners to amplify public outrage
3. Mapped the program logic against existing practices to inform program expansion
4. Effective volunteer and Connector opt in community is active
5. Mates in Mining footprint grown nationally
6. Defined criteria and value proposition of Mates in Energy and Mates in Logistics and funding model
7. Marketing and communications strategy and plan implemented and collateral refresh complete
8. ID alternative funding sources and tested assumptions and secured 2 new sources per state (\$250k) and Nationally (\$500k)
9. Implemented accreditation training for field officers and case managers
10. Agreed and implementing the 'Mates in' organisational structure, location, succession and people development plans to ensure efficiency & effectiveness

2022 Targets

- Awareness, consideration, preference – within the sector and our industries
- Representation across large and small business
Bipartisan
In every industry
- Workers are asking for us to attend and/or involved in Campaigns
Connectors are being involved in feedback (2 way)
Other sectors are seeking to be involved
- Tight compliance, risk and audit for services
Compliance KPIs adhered to against standards
Minimum standards on program logic established
- Every construction work knows why 'Mates in' exists
We are about Mates helping Mates
- Research aligned with field reports
Participation of fly the flag
How many people did we reach out to
Recording the level of innovation
- 51% of recurrent income from non government
Max of 25% from one source
Generating surplus for reinvestment
Operation cost covered for minimum of 1 year

2022 Outcomes

Powerful and differentiated brand

Industry lead movement

Deep connections with target audiences

Absolute integrity of the service

Mission driven culture

Informed and positive influence for change

Financially robust and sustainable

Strategic Investments

Amplify the public outrage

Codify and replicate program logic

Embed the 'Mates in' culture and values

Support and leverage Connectors community

Understand and align to each sector (inculturation)

Grow the evidence base

Develop effective funding model

Comprehensive Marketing and communications