



Reignite

2028 STRATEGIC PLAN



BLD



We acknowledge the traditional Custodians of the land on which we work. We pay our respects to their Elders – past, present and future generations – and to all Aboriginal and Torres Strait Islander peoples and communities.



*Reigniting* **BOLD** *begins here* 



## CEO & SUPERINTENDENT'S MESSAGE

# An integrated vision for a *bold*, continuing mission.

Through Wesley Mission's remarkable 211-year history, we have been at our very best, our most impactful, when we have been bold. Bold, as we planted new congregations passionately committed to sharing good news in Word and deed. Bold, as we pioneered innovative new services, like the world's first telephone counselling service in Lifeline, and Australia's first dedicated gambling counselling service. Bold, as we have amplified the voices of the marginalised through our advocacy.

Our 2028 strategic plan articulates our commitment to continue to be bold. For the first time ever, we have developed an integrated plan that weaves together the work of community services and congregational life. Wesley Mission is a church and a community services organisation, and our new plan reflects this essential and unbreakable identity.

Our unchanging mission – continuing the work of Jesus Christ in Word and deed – expresses our shared purpose, our 'why'. We are a Word and deed mission, empowered by God to be bold as we proclaim good news, all while doing all the good we can.

Emerging from our renewed vision and values are four strategic directions, each with measurable goals, all with the aim to do more good, in more places, with more impact. How we will deepen our Word and deed, claim our prophetic voice, extend our impact and strengthen our organisation are outlined in this booklet, including their associated targets.



A handwritten signature in black ink, appearing to read 'Stu Cameron'.

**Rev. Stu Cameron**  
CEO and Superintendent



## *Our mission*

Continuing the work of Jesus Christ  
in Word and deed.

## *Our vision*

A Spirit-led disciple-making movement:  
doing all the good we can because  
every life matters.

## OUR VALUES

### *Soft hearts*

We put people first. We're here to show love, compassion, respect and gentleness in the way we care for each other and the people we serve.

### *Sharp minds*

We challenge the status quo and share bold ideas. We find new ways to respond to people's needs and to pursue justice.

### *Hard feet*

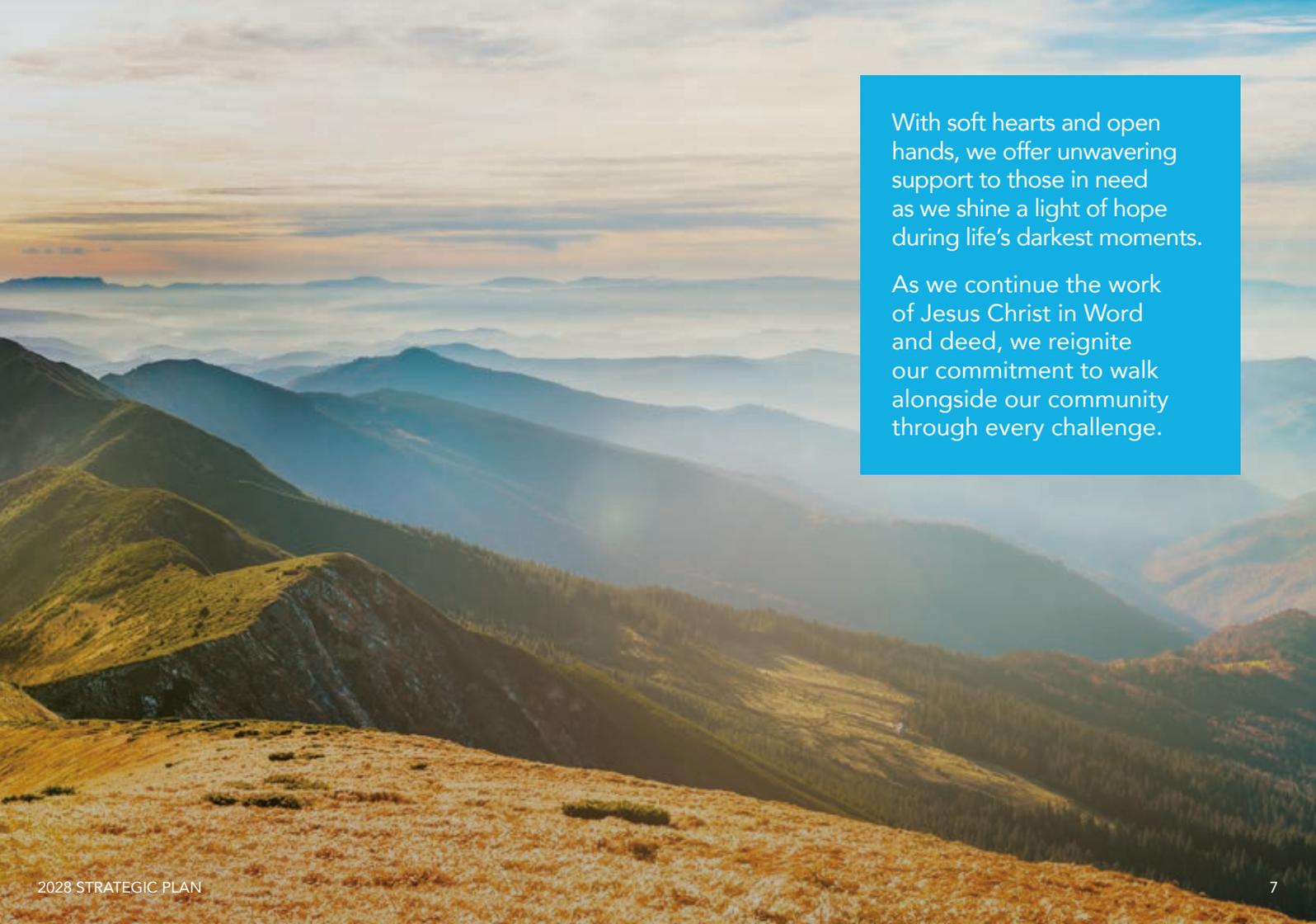
We persevere. We speak up for those who don't feel heard, raise our voice on what matters and go to the fringes to serve people from all walks of life.

### *Open hands*

We're passionate about extending our legacy together. We want to see real change and to 'be the change' that helps people most in need.



Our *unchanging* mission and renewed vision and values.



With soft hearts and open hands, we offer unwavering support to those in need as we shine a light of hope during life's darkest moments.

As we continue the work of Jesus Christ in Word and deed, we reignite our commitment to walk alongside our community through every challenge.

## THE 2028 STRATEGIC FRAMEWORK

### *Our mission*

Continuing the work of Jesus Christ  
in Word and deed.

### *Our vision*

A Spirit-led disciple-making movement: doing all the good  
we can because every life matters.

### *Our values*

Soft hearts

Sharp minds

Hard feet

Open hands

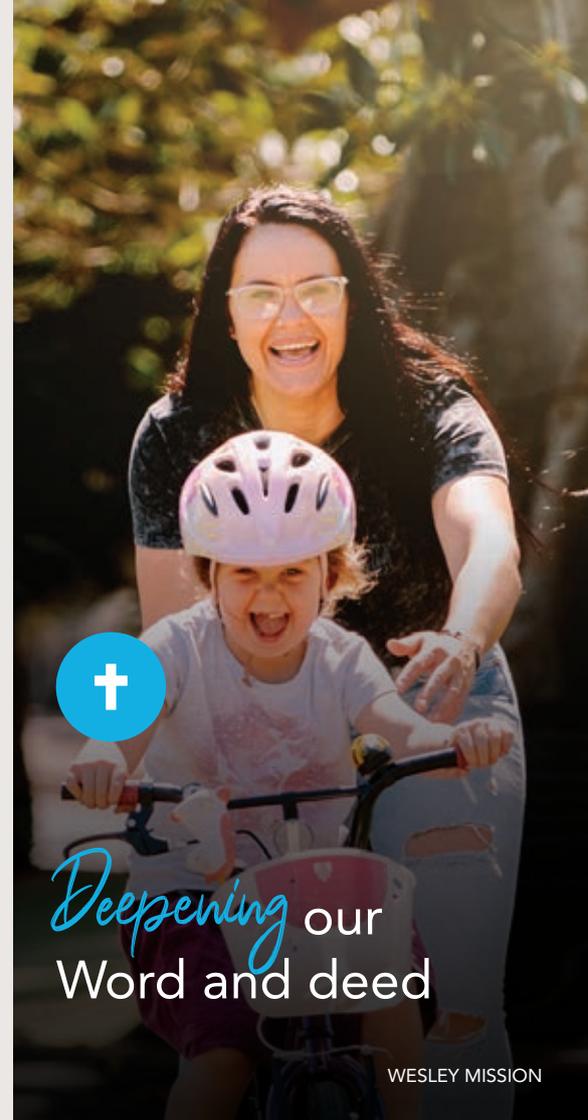
### *Our strategic directions*

Deepening our  
Word & deed

Claiming our  
prophetic voice

Extending  
our impact

Strengthening  
our organisation



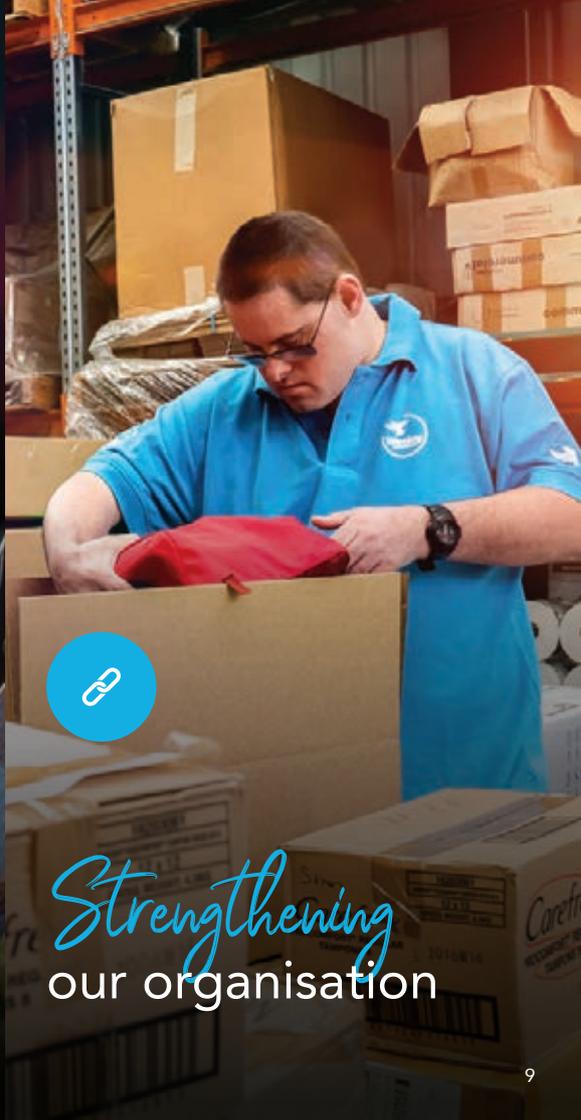
*Deepening* our  
Word and deed



*Claiming* our  
prophetic voice



*Extending*  
our impact



*Strengthening*  
our organisation



## *Deepening* our Word and deed

Under a unified mission and vision, we operate as two expressions of one organisation, committed to deepening where, when and how we connect and engage together.



## SHARED GOAL

## Embed Word and deed

Seek to embed opportunities for shared expressions of Word and deed in all new community services activities and congregations.



**Word and deed considered in all new activities**

## CONGREGATIONAL LIFE GOAL

## Grow our missional communities

Continue pioneering the establishment of missional communities that are supported and enabled by our congregations and community services.



**Five missional communities by June 2028**



## *Claiming* our prophetic voice

Building on our long-standing credibility, brand, influence and relationships, we take a stand on the systemic issues causing disadvantage in our community.



## SHARED GOALS

## Grow our coalition using their voice for change

A growing coalition that impactfully advocates on systemic issues causing disadvantage.



**10 active partners in each advocacy campaign**

## Strengthen our leadership, advocacy and media capability

Leverage our network of influence to raise a voice on issues impacting those we serve and to shape public policy.



**Demonstrated public policy change across our advocacy priorities**

## Widen the awareness and reach of our brand

Grow the recognition and trust of Wesley Mission, raising awareness of the impact we have in our community.



**50 per cent increase in unprompted brand awareness by June 2028**



## *Extending* our impact

To grow the impact of our work, we focus our investment on targeted services and populations, and address unmet community needs.



## COMMUNITY SERVICES GOALS

### Invest in the targeted growth of our community services

Seek opportunities to grow our community services, making a positive and measurable impact in the lives of the people we serve.



**20 new services or locations in areas of targeted growth by June 2028**

### Implement our property assets and investment strategy

Increase the utilisation and benefit of our property assets, providing opportunities to further the impact of our community services.



**Double the book value of our property portfolio by June 2028**

### Strengthen our regional impact and presence

Extend our community services into regional and rural areas, supporting current levels of unmet need.



**10 new regional services or locations by June 2028**

## CONGREGATIONAL LIFE GOAL

### Accelerate our church planting

Develop, communicate and execute a church planting strategy that is resourced through mission-minded and entrepreneurial leaders.



**5 new church plants by 2032**



# Strengthening our organisation

To ensure the sustainability and strength of our mission impact, we invest in our people and core organisational enablers and capabilities.



## COMMUNITY SERVICES GOALS

## Responsible stewardship and sustainable finances

Sustainability of our organisation through robust financial management and ongoing contracts renewal.

 **2.5 per cent return on equity in 2027–28**

## Grow our fundraising and philanthropy

Leverage our brand reputation and sector leadership to grow our donor base and fundraising revenue.

 **\$30 million fundraising revenue in 2027–28**

## A leading community services employer

Invest in and celebrate the wellbeing, development, engagement and connection of our people.

 **Exceed industry staff engagement, retention and wellbeing rates**

## SHARED GOAL

## Ongoing renewal of systems and processes

Efficient and effective processes supported by systems and business transformation.

 **Exceed industry Gallup rates**

## CONGREGATIONAL LIFE GOALS

## Build a missional leadership pipeline

Develop our pipeline of church leaders who are raised, equipped, trained and sent from our congregations.

 **500 missional leaders by 2032**

## Grow our gospel stewardship

Enabling our mission expansion through a culture of generosity and giving.

 **\$1 million in congregational giving to Pioneering Fund**



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### **CEO and Superintendent:**

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Wesley Mission is a part of the Uniting Church in Australia.