



# Strategic Plan 2021-24

How we will achieve our priorities - strategic objectives

1

**Social  
Housing  
Innovation**

2

**Strategic  
Partners**

3

**Financial  
Stability**

## Our Priorities



**Housing Advocacy &  
Policy**



**Leadership &  
Innovation**



**Engagement,  
Profile & Reach**

## Strategic Objective

# 1

# Lead Social Housing Innovation



**Advocate** to increase the supply of social housing



**Facilitate** and grow innovative, practical models of building housing that is affordable for people living on low incomes



**Develop** and implement a set of principles to enable diverse stakeholders to work together



**Connect** not for profit landowners to community housing providers, developers & builders

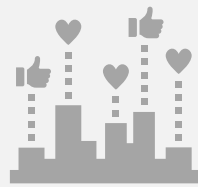
## Strategic Objective

# 2

# Form Strategic Partnerships



**Broaden** influence through partnerships and collaboration



**Develop** and conduct shared advocacy on specific housing issues



**Leverage** relationships to develop purpose driven fee for service opportunities



**Create** products with shared value to enhance partnerships

## Strategic Objective

# 3

# Become Financially Sustainable



**Focus** on three areas of revenue generation: intellectual property, services and membership growth



**Identify** and deliver products and services as the basis for creating stability and additional resources



**Consider** and realise grants and sponsorship opportunities for products, platforms and subscriptions



**Develop** and deliver purpose driven opportunities that leverage skills and strengths