

Shelter SA Strategic Plan 2021-24



Our Priorities

1. Housing Advocacy & Policy
2. Leadership & Innovation
3. Engagement, Profile & Reach

Strategic Objectives: How we will achieve our priorities

1

Lead Social Housing Innovation

1. Advocate to increase the supply of social housing.
2. Facilitate and grow innovative, practical models of building housing that is affordable for people living on low incomes.
3. Develop and implement a set of principles to enable diverse stakeholders to work together.
4. Connect not for profit landowners to community housing providers, developers and builders.

2

Form Strategic Partnerships

1. Broaden influence through partnerships and collaboration.
2. Develop and conduct shared advocacy on specific housing issues.
3. Leverage relationships to develop purpose-driven fee for service opportunities.
4. Create products with shared value to enhance partnerships.

3

Become Financially Sustainable

1. Focus on three areas of revenue generation: intellectual property, services and membership growth.
2. Identify and deliver products and services as the basis for creating stability and additional resources.
3. Consider and realise grants and sponsorship opportunities for products, platforms and subscriptions.
4. Develop and deliver purpose-driven opportunities to leverage skills and strengths.