

Physical health  
Mental health  
Social inclusion

reclink.org

# 2022 - 2025 Strategic Plan



## A message from the Chairman, CEO, & Founder

Reclink plays a unique role in the community development and health services sectors. We are the only national charity leveraging the infrastructure and people resources across hundreds of grassroots clubs and sporting bodies to implement different sport and recreation activities that impact Australia positively.

The staff and Board of Reclink Australia are very proud to share their three-year strategic plan in which there are ten priorities that we believe optimise our impact on many communities and set Reclink on a course for long term success and sustainability.

At our core we are a partnerships and collaboration organisation. Everything we do is done in partnership. We value our member agencies and survive because of their trust in us. That is why 'Partnerships' is introduced as one of our strategic pillars alongside 'Impact' which is what we are here for and 'Stability and Capability' which ensure we are here for a long time.

We see ourselves as doing our unique work on behalf of the Australian community and therefore we would like to invite you into a conversation with us about delivering to your needs as well as Reclink achieving its strategic goals.




Michael Brown

Chairman



Dave Wells

CEO



Peter Cullen AM

Founder

## The Purpose of Reclink Australia



### Why we exist

Our programs provide moments of joy, human connection, opportunity and a sense of purpose for participants.



### How we achieve this

We nurture meaningful and fruitful partnerships. We curate a national network of social service agencies (members of Reclink) and connect them to our values-aligned partners in the sport and recreation industry, Government, the corporate sector, philanthropic bodies and other supporters.



### Our impact

Through our partnerships and programs our participants achieve better physical health, better mental health and greater social inclusion.



### Our ambition

The community sector trusts us. The sport and recreation sectors choose us. Participants join us and benefit immensely.



# Our strategic Pillars and Priorities



## Partnerships

Government & Strategic Partnerships

Not For Profit Partnerships (Members)

Sport Sector Partnerships



## Impact

Program Growth & Quality

Pathways & Referrals

Strong Sport & Recreation Brand

Evidence & Publicity



## Stability & Capability

High-Performing Team

Diversified Funding

Sustainable Business Practices



### What we do uniquely well

Reclink deploys sport and recreation coordinators into an identified area to address critical social issues. By delivering sport and active recreation programs, we improve physical health, mental health and social inclusion.



### How we define 'sport & active recreation'

Any activity where the primary focus is on physical human activity, which simultaneously improves physical health, mental health and social inclusion.



# Strategy-on-a-Page

2022 - 2025

Strategic Pillars



## Partnerships

Priorities & Objectives

### Government & Strategic Partnerships

Deepen our Government relationships to optimise community impact.

Become the preferred health partner to impact physical and mental health, wellbeing and social inclusion.

### NFP Partnerships (Members)

Implement strategies to increase value for and from members who understand, support, and actively participate in the unique role Reclink plays in the sector and wider community.

Be a genuine collaborator ensuring co-design and program delivery is at the centre of our partnerships.

### Sport Sector Partnerships

Foster our sport and recreation partnerships to become the charity partner of choice.

Be a conduit for the sport sector to positively impact the lives of those facing life challenges and disadvantage.

Measures that matter

- Expand and increase government funding revenue
- Increase active member agencies in all states and territories
- Establish fully funded partnerships with member agencies
- Establish new partner collaboration MOUs per state



## Impact

### Program Growth & Quality

Grow the breadth and depth of sport and recreation programs across Australia to tackle physical and mental health challenges and barriers to social inclusion.

Develop best-in-class programs which provide support, life pathways and opportunities that excite, bring joy and create purpose for all participants.

### Pathways & Referrals

Provide our participants with the best available pathways to establish a sense of value and purpose. Pathways and referrals to:

- Mainstream sport clubs;
- Education and employment;
- Support services and early intervention programs;
- Volunteering opportunities.

### Strong Sport & Recreation Brand

Strengthen identity as a sport and recreation organisation to increase partnerships within the sector and enhance Reclink's exposure to key audiences.

Grow the reach and awareness of Reclink while increasing reputation and positive brand sentiment.

### Evidence & Publicity

Leverage data and evaluation processes to measure program outcomes that further evidence Reclink's positive community impact.

- Increase participation by identified cohorts
- Increase participants by State
- Release evaluations each year showing positive impact
- Create partnerships covering all Reclink locations
- Develop and implement a new pathways and referrals model
- Capture data evidencing active referrals in every state
- Execute and measure effectiveness of annual marketing plans
- Compliance with data input requirements
- Publish annual impact reports



## Stability & Capability

### High-Performing Team

Provide aligned and focused leadership that maintains drive, motivation and accountability towards Reclink's strategic ambition.

Deliver high quality engagement, development and training strategies that attract, retain and grow high-performing people.

### Diversified Funding

Diversify Reclink's funding base through strong and meaningful engagement with corporates, trusts and foundations, and other funding entities.

Ensure funders view Reclink as an aligned collaborator partnering to achieve the strategic goals of both organisations.

### Sustainable Business Practices

Robust business and financial systems, practices and procedures, to ensure Reclink is positioned for sustainable business growth and sensible investment.

Ensure high quality and effective governance practices.

- Progress toward ten strategic priorities reported and evidenced each year
- Benchmark and build on employee engagement measures
- Comply with financial, program and quality audits
- Increase non-government funding revenue

# Values Statement

## Commitment

We are committed to positive community impact, improving outcomes and collaborative partnerships.

## Honesty

We always work honestly and with integrity.

## Respect

We respect the identity and safety of all people and their right to make decisions.

## Openness

We are transparent, open to feedback and embrace new opportunities and ideas.

## Unity

We work as an inclusive team and actively support our colleagues and community partners.

## Diversity

We embrace diversity and a workplace that values different opinions, perspectives and cultures.