



Port Stephens Real Futures

Strategic Plan

2016 – 2018

Responsive
Initiatives

Financial
Support

Celebrate
Success



Our Purpose

Vision

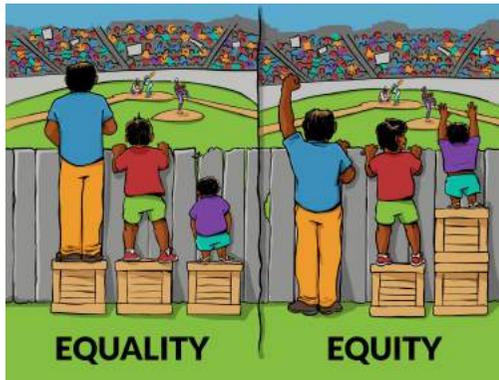
*A Port Stephens community in which schools, businesses and community members work together to assist all young people to transition from school to meaningful employment. **

Mission

Work closely with Port Stephens schools and their communities to implement responsive initiatives that support and motivate all young people, in particular those in most need, to engage fully in education, training and meaningful employment.

Beliefs

- Our community cares about the future of its youth
- Our young people want to positively contribute to their world
- Our schools and their communities want to work together to benefit young people
- Equitable outcomes require differentiated inputs



*Acknowledging Beacon Foundation's vision statement at <https://beaconfoundation.com.au/about-beacon/our-vision/>

Context

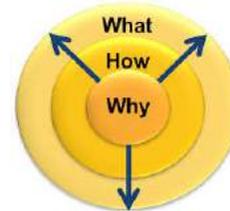
Since inception in 2003, Port Stephens Real Futures (Real Futures) has developed into a highly regarded and widely recognised not-for-profit community organisation that is self-funding, sustainable and has the active support of schools, business and the wider community – including key community representatives.

Fully incorporated, with gift deductibility status through the Real Futures Foundation (RFF), Real Futures has an independent board of management and supports students from all education sectors.

In 2015, Real Futures expanded its operation, focused on the Tomaree Peninsula, to include all high schools within the Port Stephens LGA in an effort to provide effective, individualised pathways for students a risk of disengaging from formal education.

In parts of the Port Stephens LGA the youth unemployment rate is higher than the Hunter average of 18 per cent. This, combined with a lower rate of educational attainment than the NSW and Australian averages means that Real Futures can have a real impact sustaining a capable and inclusive society by working to ensure that all our young people are fully engaged in education, training and meaningful work.

This strategic plan was developed over a 15 month period to March 2016. The plan aimed to streamline the operation of Real Futures and make the organisation and its programs sustainable as it expands its operation across the Port Stephens LGA. In the planning process we answered the 'why', 'what' and 'how' for Real Futures. [Simon Sinek's Ted Talk](#) provided the initial stimulus for the first planning workshop.



Planning process

In November 2014 a Strategic Planning Workshop was conducted to clarify the purpose of Real Futures and consider strategic future directions and priorities. The workshop was attended by 15 people including existing board and/or committee members and representatives from local business, industry and education – including Tomaree High School, St Philips Christian College and TAFE. The workshop attendees considered the questions:

- Why is the work of Real Futures important?
- Why should I personally be involved in Real Futures?
- Why should schools be involved in Real Futures?
- Why should businesses and other organisations be involved in Real Futures?
- What can Real Futures offer that existing organisations can't or don't offer?

Feedback from Real Futures General and Committee Meetings and a meeting of Real Futures board members on 19 March 2015 also informed the development of the Draft Strategic Plan.

The strategic planning process confirmed that:

- There is a large amount of enthusiasm and good will within the community – and a desire to assist young people who are struggling to stay engaged in education, further training or meaningful work.
- There is a strong belief that business and community members have the capacity and willingness to assist parents and schools in transitioning young people from school to work.
- The Real Futures Objectives and the Trust Deed were reaffirmed. Specifically: Develop positive relationships; Provide hope and a sense of purpose; Inspire; Focus on 'at risk' students; Equity; Encourage further education, training and employment; Build motivation and skill.



Purpose:

Through timely and innovative initiatives students at risk of not completing Year 12 will be supported to make better decisions as they transition from school to further study or employment.



Purpose:

Increase the financial support available for initiative funding so that a greater number of students benefit from Real Futures initiatives and the work of Real Futures is sustained into the future.



Purpose:

Celebrating our successes will ensure that the achievements of our young people are recognised and demonstrate to our current and future supporters that their contributions are appreciated and make a real difference.

Strategic Direction 1: Responsive Initiatives

Purpose

Through timely and innovative initiatives students at risk of not completing Year 12 will be supported to make better decisions as they transition from school to further study or employment.

Improvement Measures

- Published performance indicators (metrics / data sets) quantify the number of students who receive support, and the effectiveness of that support, against annually reviewed KPIs.
- Published annual reports provide details of Real Futures activities throughout each year, including evidence of success.

People

Members of Real Futures commit to active participation in one or more Real Futures committees.

Employ a Program Manager for the 3 years 2016-2018. Funding shared by Tomaree HS and Real Futures.

Port Stephens LGA high school principals understand and actively support Real Futures initiatives in their schools, as appropriate.

- Tomaree High School
- St Philips Christian College
- Irrawang High School
- Hunter River High School
- Medowie Christian School

All supported schools appoint a Real Futures Contact Person / in-school coordinator.

Develop close working relationships with key Port Stephens Council staff and other not-for-profit and interagency personnel.

Processes

Review the Real Futures committee structure to ensure that it is meeting the needs of the organisation.

Review each committee's 'terms of reference'.

Write and/or review role statements for the positions of Program Manager, Marketing Manager and In-School Contact Person.

Review all program requests against the Real Futures mission statement.

Implement funding decision-making processes that allow greater flexibility to respond to immediate/urgent requests.

Develop a prioritised list of criteria to assist funding decisions.

Products and Practices

An efficient and effective committee structure supports the work of Real Futures.

The following documents have been published:

- Real Futures Vision/Mission Statements
- Program Manager, Marketing Manager and In-School Contact role statements

Published annual reports provide details of Real Futures activities throughout each year, including evidence of success.

Examples of initiatives:

- Tier 1 - All students in a year group across schools
 - ✓ Interview techniques
 - ✓ Mock interviews
 - ✓ Work readiness
 - ✓ Commitment Days
 - ✓ Careers Expos
- Tier 2 - Class/group programs
 - ✓ Work Ready
 - ✓ World of Work
 - ✓ Try a Trade
- Tier 3 - Individual/small group
 - ✓ Mentoring
 - ✓ Life-skills programs
 - ✓ Polish/deportment

Strategic Direction 2: Financial Support

Purpose

Increase the financial support available for initiative funding so that a greater number of students benefit from Real Futures initiatives and the work of Real Futures is sustained into the future.

Improvement Measures

- There is an increase in the annual financial contributions made by Real Futures supporters - reported against annually reviewed KPIs.
- There is an increase in the annual financial contributions made by '3-year supporters' in each year: 2016; 2017; 2018 – reported against annually reviewed KPIs.

People

Establish a 'Fundraising Research Team' to investigate what works and make recommendations to the Marketing Committee. Some ideas of new strategies to increase revenue include:

- Bequests – wills
- Build the base of smaller donors (annual subs) + Medium (\$500pa)
- 'Buy local' type book of businesses that donate a % when people purchase from them
- Port Stephens 'Real Estate Challenge'
- Partnership with Port Stephens Coaches or Hunter Valley Coaches (full or part sponsorship - or if we purchase own bus, can they garage and maintain? Other creative partnership?)

Processes

Work with local high schools, PS Council and other organisations that have the potential to support Real Futures in a significant way.

Eg Program Manager position could be funded (full/part) by PSC 'Youth Officer' funding or individual high schools. Or, School Community Liaison positions could have a significant role in working with Real Futures.

Active involvement in the Port Stephens Education and Employment Interagency Meetings.

The Marketing Committee will set revenue 'targets' that, if realised, will ensure the short to medium term (1 to 5 years) financial viability of Real Futures.

The Executive Committee will develop and articulate a financial strategy to ensure the long term viability of Real Futures.

Products and Practices

There is an increase in the annual financial contributions made by Real Futures supporters - reported against annually reviewed KPIs.

There is an increase in the annual financial contributions made by '3-year supporters' in each year: 2016; 2017; 2018 – reported against annually reviewed KPIs.

A strengthened partnership with Port Stephens Council.

Up-to-date database of supporters.

Up-to-date promotional brochures, including testimonials, published.

Strategic Direction 3: Celebrate Success

Purpose

Celebrating our successes will ensure that the achievements of our young people are recognised and demonstrate to our current and future supporters that their contributions are appreciated and make a real difference.

Improvement Measures

- Data that measures our success is systematically published in a regular Real Futures newsletter, on the website and in the Real Futures Annual Report.

People

Establish a 'Metrics Research Team' to investigate and make recommendations on a simple data set that can be used to measure the success of Real Futures programs.

Identify key people / positions responsible for collecting, collating, analysing and reporting data.

Appoint, and provide training as required for, a website manager and a newsletter production manager.

Processes

Access Beacon Foundation, and other sources of support, to develop the metrics that will measure our success.

Marketing Committee uses the data collected to inform current and potential sponsors.

Regularly review and update the Real Futures website to ensure that it:

- Provides a quality user experience that promotes the Real Futures mission
- Effectively communicates information about Real Futures initiatives and programs
- Highlights students' successes

Continue to thank and demonstrate appreciation for our sponsors by conducting 'Thank You' events at least once per year.

Regularly (once per term or twice per year) publish a quality update that highlights the successes of individual students and groups of students.

Products and Practices

Agreement reached on the ways that success will be measured and reported.

Data that measures our success is systematically published in a regular Real Futures newsletter, on the website and in the Real Futures Annual Report. These performance indicators (metrics / data sets) quantify the number of students who receive support, and the effectiveness of that support, against annually reviewed KPIs.

Sponsors receive recognition for their support, including tangible items that can be displayed at their business locations / homes.

Sponsors receive regular feedback documenting how their contributions are making an impact.

Real Futures website is up-to-date, fully functioning and linked to other relevant sites.