



**CHILDFUND AUSTRALIA  
2022-25 STRATEGIC PLAN**



## ABOUT CHILD FUND AUSTRALIA

ChildFund Australia is an independent international development organisation that works to reduce poverty for children in developing communities. We partner to create community and systems change which enables vulnerable children and young people, in all their diversity, to assert and realise their rights.

ChildFund Australia directly manages and implements programs with a range of local partners in Cambodia, Laos, Myanmar, Papua New Guinea, Timor-Leste, Vietnam, and other Pacific nations, and manages projects delivered by partner organisations throughout Asia, Africa, and the Americas. Our work is funded through child and community sponsorship, government grants as well as donations from individuals, trusts and foundations, and corporate organisations.

ChildFund Australia is a member of the ChildFund Alliance – a global network of 12 organisations which assists almost 23 million children and their families in 70 countries. ChildFund Australia is a registered charity, a member of the Australian Council for International Development, and fully accredited by the Department of Foreign Affairs and Trade which manages the Australian Government's overseas aid program.

# OUR 2022-2025 STRATEGIC PLAN FOR CHILDREN

**This new strategic plan is ambitious.** It includes a significant change agenda that seeks to refocus many facets of ChildFund Australia. Our purpose and unwavering commitment to deliver impact for vulnerable children and families remains unchanged.

The Strategic Plan seeks to achieve change so that children and young people in all their diversity are enabled, empowered, and equally protected. This change will be achieved through opportunities for education, health, protection, and social and emotional learning.

## VISION

A world without poverty where all children and young people can say: "I am safe. I am educated. I contribute. I have a future."

## MISSION

We create community and systems change through partnerships which enable vulnerable children and young people, in all their diversity, to assert and realise their rights.

## VALUES

Respect  
Integrity  
Collaboration  
Change  
Empowerment  
Excellence

### The 2022-2025 ChildFund Strategic Plan will:

- expand and develop our programs to ensure maximum impact for the children we work with
- continue to build quality partnerships with development sector organisations and local actors
- increasing strategic collaboration with our peer organisations across the development sector
- shift power back to the communities in our programs and the scaling up of local level participation in policy decision-making and broader forums
- continue to provide a platform for children and young people to use their voice and influence decisions at diverse levels
- expand flagship programs through authentic connections and partnerships
- acknowledge and continue the COVID-19 response and recovery through relevant programs
- have an increased focus on the Pacific, with an emphasis on ending violence against children
- enhance the effectiveness of all activities by ensuring they are disability, gender, and ethnic minority inclusive
- expand and diversify of our fundraising streams.

ChildFund Australia will collaborate with local actors to create long-term and sustainable change for the communities we work in. Children and young people will play an active role in leading this change.

### The outcomes of this strategic plan will be:

- children and young people in all their diversity have strengths and capacities, are enabled, and equally protected
- an evidence-based leveraging and expansion of our flagship programs will empower children and young people with vital life-skills
- progressing toward ending violence against children in the Pacific; with more children and young people and women able to access health services
- implemented a sustainable business model
- optimised effective ways of collaborating with local actors to deliver outcomes for children and young people

## OUR THEORY OF CHANGE



## OUR STRATEGIC PILLARS OVER 2022-25

1

### LOCALISATION AND PARTNERSHIPS

Shift power and resources to local actors, which will contribute to the evolution of a more equal international development system. We will prioritise the voice and visibility of local partners in our regular development programming and emergency response.

2

### PROGRAMS FOR TARGETED IMPACT

We are driven by our deep expertise in programming to achieve change so that children and young people in all their diversity have strengths and capacities, are enabled, empowered and equally protected.

3

### IMPACT FOR CHILDREN IN THE PACIFIC

We are committed to enduring engagement with civil society actors and governments to ensure that children and young people across the region grow up safe, healthy and strong, and are prepared for their future as custodians of the Blue Pacific.

4

### 'FIT FOR FUTURE' ORGANISATION

The world in which we operate is continually changing and we must ensure our business model evolves to deliver increased impact. We will find new ways of working and innovative partnerships to achieve these objectives.

5

### FLAGSHIP PROGRAMS TO EXPAND IMPACT

Our flagship programs are impact-driven, evidenced-based and possess strong potential to be replicable across different countries and to attract potential partners.



# OUR PRIORITIES OVER 2022-25

## PILLAR ONE: LOCALISATION AND PARTNERSHIPS

### We will:

- leverage and expand existing local partnerships
- increase our impact across the Pacific outside existing country office presence
- understand how to create an enabling environment for localisation, including how we learn, build and share capacity
- identify the systems necessary to make this happen
- engage in relevant country level analysis
- actively seek out opportunities to empower local actors through the shifting of authority

## PILLAR TWO: PROGRAMS FOR TARGETED IMPACT

### We will:

- prioritise and promote our work in child protection, education and social and emotional learning programs as identified 'areas of expertise'
- improve program effectiveness by becoming a GEDSI-responsive (gender equality, disability and social inclusion) organisation
- implement targeted and integrated inclusive programs to empower all marginalised groups (e.g. girls, indigenous peoples, ethnic minorities, LGBTIQ persons, refugees) and strengthen systems dedicated to protecting, enabling and fulfilling their rights
- continue to prioritise COVID-19 response and recovery through our child-focused development and emergency response programs, especially focussing on health and education needs.
- strengthen the capacity of local partners and country offices to manage disaster risk reduction, climate change adaptation, and disaster preparation and response

## PILLAR THREE: IMPACT FOR CHILDREN IN THE PACIFIC

### We will:

- define, articulate and operationalise a transparent Pacific strategy
- create clarity for all stakeholders (including our staff and donors), and ensure consistency of operations
- prioritise the ending of violence against children through evidence-based programs and interventions
- build our credibility and experience as an actor in Australian Humanitarian Partnerships 2.0
- strengthen disaster risk reduction programming
- focus on strengthening core health services for women and children, and the creation and mobilisation of community-based health volunteering

### PILLAR FOUR: 'FIT FOR FUTURE' ORGANISATION

**We will:**

- diversify our revenue, with the objective of delivering greater efficiency and effectiveness across our programs
- co-design with our donors alternate methods of giving
- mitigate wherever we can the effect of climate change, and monitor and reduce the carbon footprint and the impact of our operations
- leverage and grow our grant and institutional funding
- capitalise on our existing relationships to enhance outcomes for children

### PILLAR FIVE: FLAGSHIP PROGRAMS TO EXPAND IMPACT

**We will:**

- scale up our capacity, including through authentic partnerships, to expand the delivery of identified flagship programs
- leverage the opportunities and the broad accessibility of sport to deliver life skills through our Sport for Development program
- scale up the delivery of the Swipe Safe program to equip children and their parents to interact safely with the online world
- explore social responsibility opportunities across the spectrum of corporate entities

## OUR KEY ENABLERS

### ENGAGEMENT

- support and train our people
- build equitable partnerships
- empower our stakeholders
- deliver rewarding work environments.

### ADVOCACY

- enable local voices
- champion the young to be heard in decision making
- activate advocacy to generate solutions
- bring our donors with us.

### TECHNOLOGY

- build secure and sustainable systems
- prioritise data in decision making
- design pilots to expand its use in programs
- create safe on-line behaviour.

ChildFund Australia is a member of the Australian Council for International Development (ACFID) and a signatory to the ACFID Code of Conduct. The Code requires members to meet high standards of corporate governance, public accountability and financial management.

For more information, or to lodge a complaint, please contact ACFID on [main@acfid.asn.au](mailto:main@acfid.asn.au) or email ChildFund Australia's Supporter Relations team on [info@childfund.org.au](mailto:info@childfund.org.au).



ChildFund Australia is fully accredited by the Department of Foreign Affairs and Trade which manages the Australian Government's overseas aid program. ChildFund Australia is also a member of Accountable Now, a platform of international civil society organisations that strive to be transparent, responsive to stakeholders, and focused on delivering impact.



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EVERY CHILD  
NEEDS A  
CHILDHOOD**

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