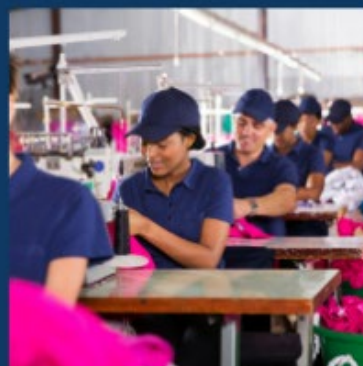


JOBWATCH STRATEGIC PLAN 21-25



OUR VISION

A society where all workers are empowered and protected, with access to employment justice.

OUR PURPOSE

To support and protect the employment rights of vulnerable workers, especially those most disadvantaged.

OUR PRIORITIES

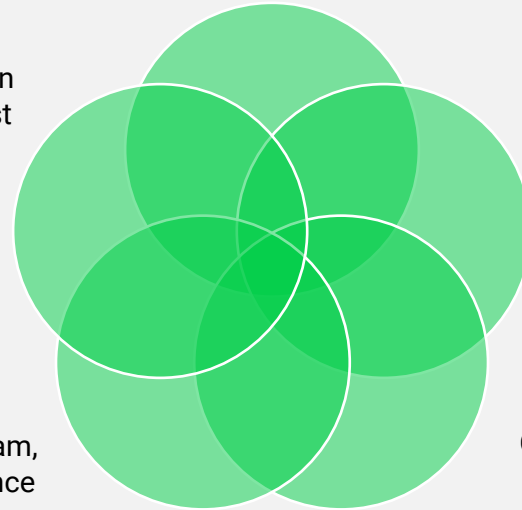
Informed and empowered
community with rights protected

Profile and recognition
as an expert specialist

Holistic services with
choice of access

Skilled and resourced team,
with a culture of excellence

Organisational growth
backed by efficiency



OUR ENABLERS



Financial and
operational
sustainability.



Partnerships
and networks.



Technology
and data.



Awareness
and brand.

OUR VALUES



Justice



Access



Quality



Innovation



Collaboration



Compassion

OUR ROLE IN SERVING OUR COMMUNITY.

We recognise that supporting and protecting the employment rights of workers requires a multi-faceted approach. To deliver on this role, we undertake a large breadth of activities across three distinct altitudes: direct service provision; partnerships; and systems change.



Direct service provision is about the services, resources and information we offer.



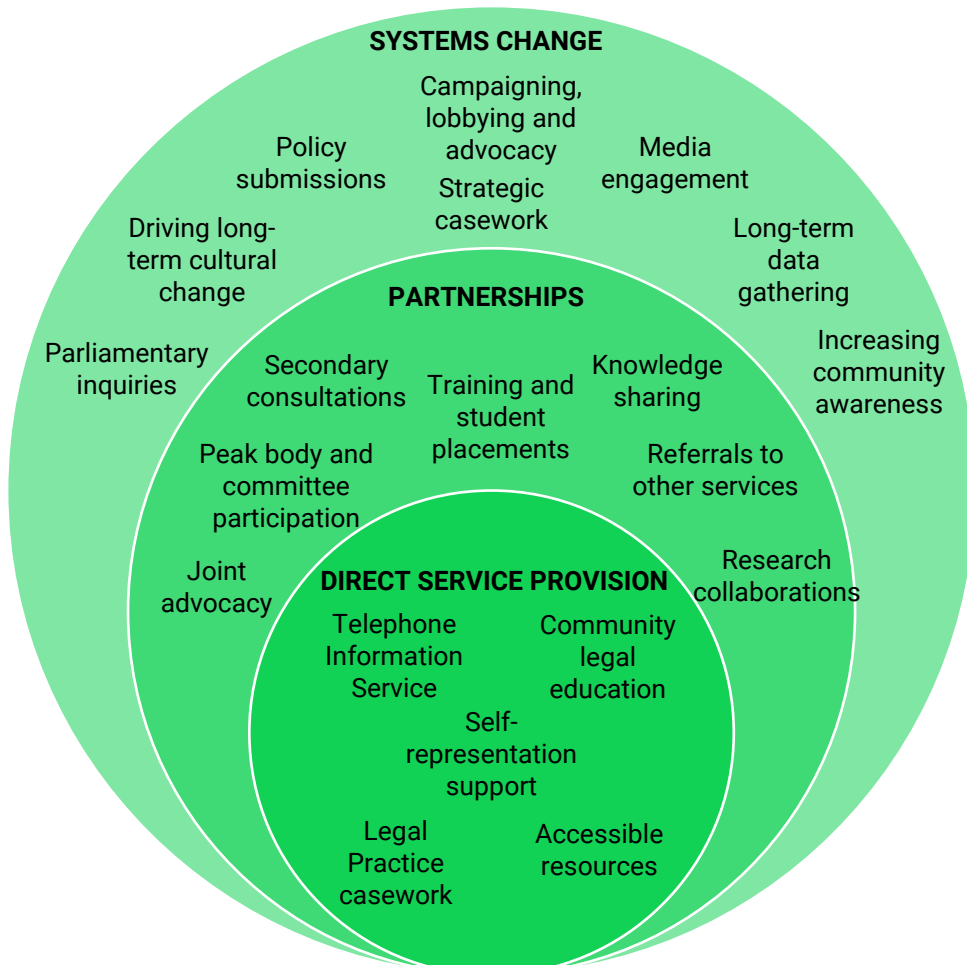
Partnerships is about our work with others through sharing, referrals, networks and collaboration.



Systems change is about how we change the enabling environment through legislation, policy and social norms.

Our role in systems change is a critical mechanism for achieving our ultimate vision of a society where the rights of workers are protected. This role and the systemic impact we desire, can best be achieved by our work within direct service provision. As such, over the coming years, we will continue to dedicate most of our resources to direct service provision, leveraging this quantitative and qualitative data to effect systems change. Within this, we will also focus on supporting and protecting those most vulnerable in our society.

THE ROLES WE PLAY



OUR PRIORITIES

Informed and empowered community with rights protected

Our communities, and especially those most disadvantaged have the skills, resources and confidence to understand and protect their employment rights. This is about having a multi-faceted approach to preventing and responding to employment law breaches at an individual, community and sector level. For workers, this is about ensuring we have diverse support mechanisms to equip them to seek employment justice. At a community level, this is about shifting cultural norms around employment rights to ensure that everyone understands their rights and obligations. At a systemic level, we will leverage our expertise, data and networks to lobby and advocate for positive change in employment laws.

We will deliver on this priority by:

- Continuing to **deliver our Telephone Information Service**, with a focus on serving more workers.
- Enhancing our information, resources and support to **enable more self-representation**.
- Marketing, promoting and **providing community legal education** across a diverse range of topics for workers.
- **Increasing the casework** we undertake to support more workers facing disadvantage.
- **Leveraging our internal data** to identify workplace trends and advocate for change to employment laws.
- **Leveraging our strategic casework** to create legal precedent, and to effect change to employment laws.
- Developing **media campaigns** to increase community awareness of employment rights.

Holistic services with choice of access

Workers rarely experience employment law challenges in a vacuum; these challenges may contribute towards or exacerbate additional challenges such as poor health and wellbeing, financial and housing stress. We are acutely aware of the impact of employment on society, and the importance of referrals to ensure a holistic approach. It is also important that workers who do require and seek our support have choice in how they access our services, and that they feel safe, heard and respected.

We will deliver on this priority by:

- Exploring **new digital channels** to provide diverse access platforms and to reach wider audiences.
- **Redesigning our website and online resources** such as our factsheets to ensure that they are accessible (i.e. graphic design, translations, easy English) for all workers.
- Conducting **outreach activities** to provide face to face services in settings that are safe and increase engagement.
- Developing and strengthening our **partnerships** (e.g. with family violence, mental health, youth services) to enable referrals. This will be supported by **training and support** for our staff, volunteers and interns in identifying associated issues and connecting clients to appropriate services.

OUR PRIORITIES

Organisational growth backed by efficiency

We are a financially sustainable and growing organisation with a national footprint of services in new states and territories. We are also resourced to expand the range of services we offer in Victoria, Tasmania and Queensland. This is about protecting our existing funding to enable us to continue to deliver on our current services whilst seeking new funding to expand into new geographic regions. We will also focus on increasing the efficiency of our processes and systems to prioritise our efforts on increasing the number of people we serve.

We will deliver on this priority by:

- Increasing our advocacy efforts to generate federal government funding to **scale our presence nationally**, with state and territory government funding to enable us to **provide new or increased service delivery** in each state and territory.
- Continuing to **track and evaluate the outcomes and impact we create** for our clients to support our funding advocacy efforts.
- Exploring opportunities to **diversify our funding** including through social enterprise and philanthropy.
- Exploring opportunities to **streamline our processes and systems** to increase our service efficiency.

Skilled and resourced team, with a culture of excellence

Our multi-disciplinary team of staff, volunteers and interns are equipped with the skills and resources required to support the current and evolving employment law needs of our communities. This is about ensuring our staff, volunteers and interns receive the training, support and guidance we need to be skilled, sustainable and agile. Our workplace culture fosters and enables individuals to continuously improve and deliver to a high quality.

We will deliver on this priority by:

- Providing **training and upskilling** opportunities around emerging and evolving employment law issues.
- Ensuring and facilitating a **positive workplace culture** with flexible working arrangements.
- **Evaluating our services and reflecting** on opportunities to enhance our service quality.

Profile and recognition as an expert specialist

We are recognised for the role we play in protecting the employment rights of our community. Our partners and government recognise our skills and capabilities to positively serve our community and we are sought after experts. The media consults us on matters of employment law. This is about ensuring we are engaging with our key stakeholder groups on emerging and relevant issues through multiple engagement channels.

We will deliver on this priority by:

- Undertaking strategic **casework on contemporary and topical employment law issues** and increasing our media presence and commentary on these issues.
- Developing a **marketing strategy** to help us better engage with our key stakeholder groups.
- **Strengthening our brand positioning and recognition** by sharing and publicising our successes and increasing engagement across our social media, web and media.
- Continuing to engage meaningfully with other community legal centres, government and universities around our **specialist positioning**.