

# STRATEGIC PLAN

2024-2027

**Amplify Alliance  
Australia Limited**

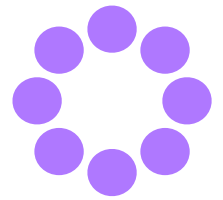
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## Context and Call to Action

Amplify Alliance (previously Jobs Australia) is a national member association providing leadership and support to the largest network of Not for Profit (NfP) organisations who work to empower and uplift individuals across key determinants of wellbeing including employment, housing, learning, health, social justice and social connection.

The sector served by Amplify Alliance is one that is critical to providing healthy, secure, equitable and connected opportunities for people and communities.

As Not for Profit organisations in particular, Amplify Alliance members ensure that government investment in key community issues delivers outcomes with measurable impact.

While Amplify Alliance is a strong organisation with a well-deserved reputation and legacy of powerful work as the peak body for employment services organisations, the landscape has changed. As we near the quarter point of the 21st century, it is clear that a whole-systems and whole-of-person approach is critical to supporting humans to flourish in a rapidly and dynamically changing world. In addition to addressing the issues that have previously contributed to individuals requiring employment support, Member organisations must now grapple with a changing planetary environment, a widening social-economic divide, polarising politics, technology transition, an ever-increasing burden of compliance and the emergence of a new working future.

In that context, organisations within the sector are working at the nexus of employment, health, learning, housing, social justice and social connection –all with the aim of ensuring that people have every opportunity to secure meaningful work, shape a healthy life, and gain a level of independence and upward mobility. Supporting members in this reality demands a reimagination and a reinvention of Amplify Alliance– that honours the legacy of the past while setting the organisation on course for a vibrant future. This transformation will take the best of all that Amplify Alliance has done and use that as foundation for becoming the vanguard of leadership for the sector.

This strategic plan sets out three strategic goals which Amplify Alliance will pursue on behalf of our members – ensuring that they too are set-up for a sustainable and resilient future. We will also work to build sector strength and affinity – knowing that we are all stronger together.

Finally, in a time when trust and transparency are increasingly under threat, we will secure our place as the unified voice of the sector and as the trusted go-to for governments at all levels.

If you are an existing member of the broad Amplify Alliance community then we look forward to working with you and representing you as we undergo our own transformation. If you are considering joining our ever-growing network of members we welcome you on that journey.



**Our why** is to represent our members; Not for Profit organisations delivering social and human services.

**Our scope** is to ensure members are best equipped to support the social and economic participation of the individuals they serve.

**Our purpose** is to empower members to change lives.

## Our Values

### Integrity

We are courageous, open, honest and fair.

### Respect

We recognise all individuals and value their contributions.

### Engagement

We actively listen to, collaborate and connect with our members and stakeholders.

### Accountability

We deliver better outcomes to our members by being positive and displaying a "can do" attitude.

### Diversity

We welcome and understand the diversity of our members, staff and stakeholders by creating an environment that is inclusive to all.



## Our Strategic Goals

**Provide Not for Profit sector leadership and act as the trusted authority and go-to for government and the sector on social and human services policy, decision-making, action and impact across critical determinants of social wellbeing including Jobs, Home, Learning, Health, Social Justice and Social Connection.**

Member Support and Success: Build the capability and capacity of our members by	
PRIORITIES	IMPACT
Providing practical organisational support so that members can focus on outcomes and impact	Members gain rapid resolution to operational challenges and elevated client outcomes
Enabling access to value-adding products and services that meet identified member needs	Member needs are addressed and their ability to reach and impact people is enhanced
Empowering member future-readiness through foresight, vigilance and action	Members gain actionable insights that support their own organisational resilience
Leadership and Engagement: Foster sector alignment and strength by	
PRIORITIES	IMPACT
Activating a network focussed on research, evaluation and validation of outcomes and impact	Ability to clearly measure and communicate the impact of the sector
Growing as a resource hub for connectivity and information sharing	Increase in availability and access of resources by Members, development of new resources
Reviewing and promoting the value of new and purpose-driven models	Sector strength through diversity of approaches and decoupling from traditional funding
Contributing to the development and sharing of strategic intelligence for the sector	Sector transforms ahead of changes brought about through changes to policy and regulation
Advocacy and Representation: Promote the value and impact of our sector by	
PRIORITIES	IMPACT
Being the unified voice of the sector and the trusted advisor to governments	Single and unified sector voice to government and the 'go to' by government for input
Raising awareness of and influence government priorities	Sector is prepared to meet government priorities which align to sector needs
Focusing on quantifying outcomes and measuring the impact of the sector	Value of the sector is clearly demonstrated – based on impact
Influencing future funding and government Investment in the sector	NfP sector is seen as key to achieving government priorities and funded accordingly
Shaping strategic insights for government and sector decision-making	Government making more future-focussed, strategic decisions that uplift the sector

# THANK YOU



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