



# AFP Legacy 2022 – 2024 Strategy

## Remembrance in Service

The AFP Legacy 2022 – 2024 Strategy (the Strategy) sets out our commitment to the promotion, restoration and sustainment of the personal, social and financial wellbeing of our Legatees. The Strategy explains our Vision and Mission as a charitable organisation, and the priorities and goals we are striving for, to deliver on our commitment. The accompanying Implementation Plan breaks down each goal into actions, responsibilities and timelines, and articulates what success is and how it will be measured.



## Priority 1 – Grow our Base

*A bigger, more engaged network of volunteers, sponsorships, partnerships and donors for a deeper catalogue of capability.*

- Goal 1. Branding and Marketing** – Appealing branding with well managed advertising, merchandising and promotions to market it.
- Goal 2. Stakeholder Engagement** – A schedule of events across the spectrum of our stakeholders with clear and consistent messaging driving up engagement.
- Goal 3. Capability Catalogue** – A catalogue of the capabilities we can use to create benefits and services.

## Priority 2 – Increase our Impact

*A fuller, more tailorable range of benefits and services, provided proactively, for more impactful support.*

- Goal 4. Benefits and Services Portfolio** – A portfolio of the benefits and services we currently provide, linked to our Capability Catalogue.
- Goal 5. Database and Metrics** – An efficient database to capture information and clear process to transform it into metrics on our current benefits and services.
- Goal 6. Horizon Scanning** – Clear process to leverage our metrics and forecast trends and shifts in future need for benefits and services.
- Goal 7. Improvement and Innovation** – Clear process to leverage our metrics and horizon scanning and sustain the best value out of our benefits and services.

## Priority 3 – Mature our Governance

*The right information at the right time to empower better, higher transparency decisions and a more effective and sustainable organisation.*

- Goal 8. Information Quality** – Clear process to leverage our metrics and provide relevant, complete and timely governance information.
- Goal 9. Governance Practices** – Clear process to assure consistent and timely decision making, to realise our Mission.
- Goal 10. Transparency and Compliance** – Clear process to assure governance transparency and ongoing compliance with our obligations.

## Our Vision

*Where we want to be by 2024*



*“To be the recognised champion of AFP employees and police families in need, following illness or death.”*

## Our Mission

*Our core purpose*



*“To provide compassionate and tailored support and assistance to our AFP Family.”*

## Our Priorities

*How we will make our Mission and Vision real:*



1. Grow our Base
2. Increase our Impact
3. Mature our Governance