

RelateWell Strategic Plan 2020-2027



Vision:

Children, young people and families thrive in safe, connected and resilient communities, where every voice is valued and every relationship has the opportunity to flourish.

Our Purpose:

We strengthen children, young people and families through counselling, family support, mental health interventions, parenting programs, and community partnerships that build resilience, connection and wellbeing.

Our Values**Child-Centred**

We place the voices, rights and lived experiences of children and young people at the centre of everything we do.

Respect and Inclusion

We embrace diversity and create inclusive, culturally safe environments where everyone belongs.

Evidence and Impact

We use evidence, lived experience and data to continuously improve outcomes.

Collaboration

We achieve greater impact through partnerships with families, communities and service systems.

Integrity

We are accountable, transparent and committed to delivering high-quality services.

Our Strategic Priorities

Priority 1: Amplifying the Voices of Children and Young People

Strategic Objective

Ensure children and young people actively shape the services, programs and decisions that affect their lives.

Strategies

- Establish child and youth participation mechanisms across all programs.
- Embed child voice and lived experience into service design and evaluation.
- Strengthen child-inclusive practice across counselling and family support services.
- Increase opportunities for children and young people to contribute to community and policy conversations.

What Success Looks Like

- Children and young people regularly inform service design and improvement.
- Client feedback demonstrates children feel heard, safe and respected.
- Child-centred practice is embedded across all service delivery models.
- Improved wellbeing outcomes for children participating in RelateWell programs.



Priority 2: Strengthening Families through Prevention and Early Intervention

Strategic Objective

Provide timely, accessible and evidence-informed support that strengthens relationships and prevents family challenges from escalating.

This directly aligns with the organisations focus on prevention and early intervention, particularly for young children, young parents and families at risk of child protection involvement.

Strategies

- Expand parenting, relationship and family capability programs.
- Deliver evidence-informed mental health supports for children and young people.
- Strengthen support for young parents and families experiencing vulnerability.
- Increase early intervention pathways for families experiencing conflict, separation, family violence and mental health challenges.
- Focus resources on children aged 0-12 and critical transition points throughout childhood and adolescence.

What Success Looks Like

- More families access support before crises develop.
- Reduced escalation to statutory and tertiary systems.
- Increased parenting confidence and family functioning.
- Stronger emotional wellbeing outcomes for children and young people.



Priority 3: Delivering Integrated and Connected Services

Strategic Objective

Create seamless support pathways by working collaboratively with communities and service partners, reflecting on the organisations emphasis on integrated, co-located and connected service delivery.

Strategies

- Strengthen partnerships with General Practitioners, schools, maternal child health services, allied health services and community organisations.
- Develop integrated service hubs and co-located service opportunities.
- Create simplified referral pathways across child, family and mental health services.
- Expand multidisciplinary approaches to complex family needs.
- Increase collaboration with specialist family violence and child wellbeing services.

What Success Looks Like

- Families experience easier access to support.
- Increased cross-referral and service coordination.
- Reduced service duplication.
- Improved outcomes for families with complex needs.



Priority 4: Advancing Equity, Inclusion and Cultural Safety

Strategic Objective

Ensure every child and family can access culturally safe, responsive and inclusive services.

Strategies

- Strengthen partnerships with Aboriginal Community Controlled Organisations (ACCOs).
- Embed cultural safety across governance, workforce and service delivery.
- Increase accessibility for multicultural communities.
- Improve supports for LGBTQIA+ young people and families.
- Address barriers experienced by families impacted by disadvantage, disability and social exclusion.

What Success Looks Like

- Children and families report culturally safe experiences.
- Strong partnerships with ACCOs and diverse communities.
- Improved reach to traditionally underserved groups.
- Reduced inequities in service access and outcomes.



Priority 5: Demonstrating Impact and Influencing Systems

Strategic Objective

Use evidence, outcomes data and lived experience to improve services and contribute to positive system reform that reflects funding reporting, outcomes measurement, evidence-informed practice and continuous improvement.

Strategies

- Implement a comprehensive outcomes measurement framework.
- Use DEX and client outcomes data to drive service improvement.
- Capture client stories and lived experience insights.
- Contribute to policy development and sector reform initiatives.
- Share evidence about effective prevention and early intervention approaches.

What Success Looks Like

- Demonstrated positive outcomes for children and families.
- Strong performance against funders outcome measures.
- Increased organisational reputation as a trusted evidence-informed provider.
- RelateWell contributes to policy and service system improvement.

RelateWell will position itself as a leader across the following service streams:

Prevention and Early Intervention

- Parenting education
- Family and relationship services
- Youth counselling
- Mental health support
- Family capability building
- School and community-based interventions

Intensive Family Supports

- Family violence counselling
- Family dispute resolution
- Therapeutic family interventions
- Child-focused counselling
- Intensive support for families at risk of statutory involvement
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Cross-cutting priorities

- Community-led service design
- Integrated service delivery
- Cultural safety
- Outcomes measurement
- Evidence-informed practice
- Relational contracting readiness
- Child and youth participation

Organisational Enablers

To achieve our strategic priorities we will:

Grow a skilled and sustainable workforce

- Invest in clinical excellence and leadership.
- Strengthen workforce wellbeing and retention.

Strengthen digital and data capability

- Improve outcomes measurement.
- Enhance reporting and continuous improvement.

Build sustainable funding and partnerships

- Diversify revenue streams.
- Pursue strategic partnerships and consortium opportunities.

Enhance community awareness

- Increase visibility and accessibility of services.
- Strengthen community engagement and advocacy.

Foster innovation

- Pilot emerging service models.
- Respond proactively to funder expectations and changing community needs.