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| **Strategic Plan 2023-2026**  The plan aims at continuing to grow KMA at a sustainable rate. It focuses on continuing the awards and scholarships, as well as growing and supporting an online community of teachers interested in Aboriginal literacy. Funding will be sourced through one or two additional grants. | | | **Our Vision**  Through improved literacy Aboriginal students will enjoy the same opportunities and choices as all other Australian students | |
| **Our Values**  Embrace of Aboriginal culture, values & principles  Actively looking for opportunities to advance Aboriginal aspirations  Strong relationships with Aboriginal students and their families  Passion to enable Aboriginal students to walk both worlds  Professionalism, collegiality & authenticity in all we do | |
| **Pillars** | **We will always** | **Our Goals** | | **Key Strategies** |
| **Supporting Teachers** | * Keep teachers at the centre of everything we do * Work with all sectors of education (Catholic, State, Independent) * Favour support to regional and remote education * Actively look for partners with shared values | * More literate Aboriginal kids entering school * Excellence in literacy education of Aboriginal students * More Aboriginal teachers who can influence students | | * Provide more opportunities for pre-school Aboriginal children to learn to read (books, social media, film) * Continue to run the Kate Mullin Educator Award, encouraging higher numbers of applicants * Continue to offer Scholarships to Aboriginal B.Ed. undergraduate students * Seek suitable mentors to support scholarship students * Promote leading teaching practice & teaching support * Develop a community of teachers interested in Aboriginal literacy - based on our Alumni * Seek links to existing organisations in all these strategies |
| **Promotion** | * Show respect for Aboriginal experiences * Target teachers, like-minded organisations and potential funders in communications * Accumulate a range of content for promotional purposes | * To be known by teachers and education professionals as a credible organisation * Have a reputation for delivering value for funds received | | * Online Strategy   + Revitalise our Social Media and promote it to teachers   + Develop an “evergreen” brochure * Content Strategy   + Members contribute to content   + Tell stories of award and scholarship winners   + Highlight third party content and stories * Attend and support aligned events |
| **Capacity** | * Utilise the skills, experience & knowledge in our member base where possible | * To have the organisational capacity to take on the projects we need to do | | * Have members contribute actively * Extend our membership base, particularly to our Alumni * Improve social media skills and contributions * Articulate and improve our member value proposition * Engage outside professionals as necessary |
| **Fundraising** | * Manage our funds sustainably * Maintain a fundraising reserve to discharge our obligations and to be able to take advantage of short-term opportunities as they arise | * To attract grants and corporate sponsorships * To grow annual income as follows: 2024: $20K; 2025: $20K; 2026: $20K | | * Foster our supporters by supplying them with timely information & material * Grow annual fundraising event * Pursue grants * Pursue small corporates * Explore crowdfunding, events, sponsorships |