



amber
community

ROAD INCIDENT
SUPPORT & EDUCATION



Strategic plan 2024 - 2027

Embed · Expand · Evolve



Executive summary

Amber Community's new strategic plan provides a comprehensive framework to guide the organisation into its next phase with clarity, direction, and stability.

By incorporating diverse perspectives from internal and external stakeholders, such as clients, partners, staff and volunteers and road safety partners such as Victoria Police and the Transport Accident Commission, we have formulated targeted initiatives to bolster our impact and effectiveness in achieving our mission.

This plan is structured around three high-level lenses: **EMBED, EXPAND, and EVOLVE**, which represent our commitment to consolidating current strengths, exploring new opportunities, and evolving our approach to better serve our community.





VISION

To reduce the incidence and impact of road trauma.

PURPOSE

Amber Community is a not-for-profit organisation contributing to the safety and wellbeing of Victorian road users. We offer free counselling and support services to people affected by road trauma and address the attitudes and behaviours of road users through education.

ABOUT

We recognise the significant impact on people behind the statistics of road incidents. We strive to support individuals, families, and communities affected by tragedies on our roads, and prevent further road trauma through evidence-based education programs.

VALUES

Caring: We are committed to serve our clients with empathy and compassion.

Integrity: We uphold integrity, respect, and dignity in all our interactions.

Quality: We prioritise excellence in service delivery, evaluation, and continuous improvement.

Accountability: We are accountable for our actions in fulfilling our mission.

HISTORY

Founded in 1994 by a small group of people who were directly impacted by road trauma, Amber Community has grown to provide statewide counselling, support, and education services to thousands of Victorians annually.



Core strategic imperatives

The core strategic imperatives are overarching themes or directions that guide our organisation's strategic planning and decision-making processes, and they provide a clear sense of purpose and direction for the organisation, shaping our overall approach to achieving our mission and vision.

Connecting people to statistics

Focus on personal stories and lived experiences of our volunteers through education services to connect statistics to people.

Integrating the focus on prevention across the organisation

EMBED Across both education and counselling services. Through lived experience/education programs and counselling – early intervention to prevent long-term mental health issues and reconnecting people to their lives. Preventative education programs to reduce the incidence of road trauma.

Evidence-based approach

Implementing evidence-based practices across all education and counselling services and activities, focusing on impact measurement, prevention and data-driven decision-making.

Strategic partnerships

Strengthening existing relationships and cultivating new partnerships to expand our reach and impact, including efforts in business development and revenue diversification.



Operational imperatives

Operational imperatives are the specific actions or projects undertaken by our organisation to achieve our strategic objectives and goals.

Volunteer peer support programs	Implementing peer support programs to provide additional assistance to those affected by road trauma.
Clear pathways development	Establishing clear pathways for volunteer involvement and exploring consultancy offerings to expand services nationally.
Counselling model	Evolving our counselling model to include professional development for counsellors across the community and a pool of casual counsellors to improve efficiency and service delivery.
IT systems improvement	Upgrading IT infrastructure, including CRM implementation, to enhance data management and cybersecurity.
Maturing our service model	Enhancing the consistency and effectiveness of our services through a process of refinement and developing clear referral pathways to enhance client outcomes.
Impact principles development	Creating clear impact principles and statements to attract donors and partners.
Online presence enhancement	Improving our online presence to deliver evidence-based messaging across various platforms.
Campaign development	Growing our Shine a Light on Road Safety campaign through corporate partnerships to increase revenue generation and community involvement.
Professional development	Investing in staff and volunteer training to build necessary skills for expansion and evolution.



Resources and investment

We need appropriate resources to deliver our services. By aligning our efforts with these strategic priorities and operational initiatives, we are poised to advance our mission of reducing road trauma and supporting those affected by it in the most impactful and sustainable manner possible.

Volunteer training and support program	Establishing a robust volunteer program with dedicated support and training resources.
Ongoing professional development	Continuing to invest in professional development opportunities for staff and volunteers to enhance organisational capacity and expertise.
Information technology enhancement	Prioritising CRM implementation and cybersecurity measures to streamline operations and ensure data security. Maintaining and updating equipment as required.
Risk management and succession planning	Identifying and mitigating key risks, particularly in staffing and leadership roles, through succession planning initiatives.
Fundraising activities	Developing diverse and additional fundraising strategies to support organisational sustainability.
Marketing and communications collateral	Creating compelling marketing materials to effectively communicate our mission and impact.