



Variety, The Children's Charity  
Tent 82  
Northern Territory Inc.  
Strategic Plan 2018-2021

<b>Organisation Description</b>	Variety the Children's Charity, Tent 82 Northern Territory Inc. (Variety NT) is an incorporated association existing for the benefit of children in the Northern Territory. Fundraising via events, donations and sponsorship are core elements of its operation and enable financial support to be offered through a grants process for children living with a disability, illness, special needs or who are disadvantaged.
<b>Mission</b>	Empowering Northern Territory children who are sick, disadvantaged or have special needs to live, laugh and learn.
<b>Vision</b>	Northern Territory children have the resources and opportunities they need to live their lives to the fullest, and to actively participate within their communities.
<b>Operating Principles</b>	Integrity, Respect, Transparency, Professionalism, Inclusion

**Our Kids:**  
Enriching  
lives and  
enhancing  
wellbeing.

To support children via Variety's 3 flagship programs: care, freedom and future

To ensure grants go to the children who need them the most across the Northern Territory

To invest in community projects, leveraging funds to reach a greater number of children

**INCLUSION**

**Sustainability:**  
Optimising  
current and  
future  
resources

To generate alternate and diverse funding streams.

To maximise funds available for allocation to grants

To build and enhance the positive organisational profile and reputation of Variety NT

To promote a culture of innovation across the organisation.

**RESPECT**

**Governance:**  
Optimising  
current and  
future  
resources

To demonstrate transparency and accountability to all stakeholders

To ensure future viability through strategic planning, robust policy, and financial/risk management

To maintain a professional leadership team that is reflective and responsive

Empowering  
Northern Territory  
children, who are sick,  
disadvantaged  
or have special needs  
to live, laugh  
and learn

**TRANSPARENCY**

**INTEGRITY**

**PROFESSIONALISM**

**Partnerships:**  
Developing  
and sustaining  
relationships

To maintain existing sponsorship arrangements and create new opportunities

To increase Variety NT's membership base through mutual engagement strategies

To become a charity of choice for existing and potential donors

To build purposeful connections with community stakeholders and networks

**Workforce:**  
Valuing and  
developing  
people

To build a consistent and professional volunteer workforce

To commit to continuous learning and improvement

To utilise contemporary practices to build positive culture and workforce sustainability

# GOALS

## 1 YEAR

Increased Community Engagement  
Create new revenue streams  
Establish Board Succession Plan

## 2 YEARS

Volunteer Recruitment  
& Management Strategy  
3 F/T staff  
Events outside Darwin

## 3 YEARS

Fundraising Strategy  
Increase Grant Allocation to \$400K  
Sustainable & appropriate resources

## STRATEGIC OBJECTIVE

## MEASURES/KPI

### CLIENTS

Identifying unmet needs  
Easy grant application process  
Increase profile to create wider awareness of Variety's ability to help

#### Year 1

- Workshop to identify and better understand client needs
- Identify key like-minded organisations to reach a wider client base

#### Year 2

- Engage with 2 like-minded organisations

#### Annually

- Number of grant applications received and allocated

### SERVICES

Criteria for grant allocation  
Increase reach of grants funding  
Increased impact within the community

#### Year 1

- Review allocation process
- Establish criteria for funding of training

#### Annually

- Media coverage
- Number of children benefitting directly and indirectly

### PROCESSES

Community Engagement  
Resourcing for sustainability  
Transparency  
Governance in line with ACNC Guidelines

#### Year 1

Strategic Plan adopted  
Business Plan  
Office relocated/IT upgraded  
Community Engagement Plan  
Board Succession Plan  
Policy & Procedures audit

#### Year 2

Fundraising Strategy adopted  
Event outside of Darwin  
Increased membership  
Kids attend ONE Variety event  
Volunteer Recruitment & Management Strategy

#### Year 3

Full activation of fundraising, volunteer, community engagement strategies

### PEOPLE

Staff  
Board member recruitment  
Increased membership  
Volunteer recruitment  
Ambassador program

#### Year 1

Board succession plan  
20 members  
20 additional volunteers  
1 Variety Ambassador

#### Year 2

3 FTE Staff  
100 members  
20 additional volunteers  
2 Variety Ambassadors

#### Year 3

150 members  
60 volunteers

### FINANCE

New fundraising platform  
Increase grant allocations to \$400K by Year 3  
Increase income to profit of \$500K  
12 month operational costs reserves

#### Year 1

Workplace giving -25 new donors

#### Year 2

\$100K additional sponsorship  
Fundraising Strategy adopted and implemented

#### Year 3

\$500K profit from signature events  
Reserves increased by 50% of 2018 figures



# STAKE HOLDER PERSPECTIVE

STAKEHOLDERS PERSPECTIVE	VARIETY AUSTRALIA & VARIETY INTERNATIONAL	THE VARIETY NT BOARD	STAFF	COMMUNITY & DONORS	CORPORATE PARTNERS & SPONSORS	CHILDREN & CARERS	EXTERNAL REGULATORS & REPORTING
<b>VARIETY NT PROVIDES</b>	Grants delivery and operations in line with national and international guidelines	Governance, Leadership, Brand Management	A chance to make a positive impact on the lives of children in need	The emotional connection to the cause	Tax deduction/advertising exposure	Grants	Transparent, on-time reporting as required by legislation
<b>INTERNAL PERSPECTIVE</b>	Operates within framework and adheres to policies set by the national and international peak body	Good governance, Grant allocation	Responsible for the management and running of the organisation in line with board direction	Recruit, engage with and identify volunteers, event participants to support the work of Variety NT	Identifying new and nurturing existing relationships.	Grant application and delivery systems	Reporting and compliance obligations are met as required
<b>EXTERNAL PERSPECTIVE</b>	NT is seen as doing good work within the local NT communities	Brand Management-application of mission & vision	Run events. First line of contact.	Sharing the Variety story via events and stakeholder relationships.	Corporate Social Responsibility (CSR) needs to be fulfilled.	Variety can help when there are no other avenues for support	Variety is compliant and operates a best practice model
<b>GROWTH</b>	NT is in growth stage to maximise the number of children they can impact	Fosters a culture of collaboration and innovation	Additional staff and volunteers are needed to enable growth	Opportunity to learn about HOW they can make a difference. Develop new fundraising initiatives	Development of understanding of HOW children and carers benefit	Opportunity to follow dreams as best they can – no matter what their ability	Variety is continuing its NT growth in a sustainable and effective manner
<b>FINANCIAL PERSPECTIVE</b>	Operates on a sound financial framework	Management of funds	Work to a tight budget. Remuneration is not a driving factor for staff	Provide the resources for Variety NT to achieve their vision	Provide the resources for Variety NT to achieve their vision	Distribution of funds via grants program	Variety is compliant with financial reporting