



ShelterBox Australia

2019 - 2024 Strategic Plan





Who we are

ShelterBox Australia is an affiliate of the ShelterBox Trust. We share its vision of a world where no family is without shelter after disaster.

ShelterBox is a global organisation comprising people who believe in shelter as a human right. From its early beginnings as an innovative Rotary project, ShelterBox has grown to become a prominent international charity, incorporating 19 affiliated countries.

As an affiliate, ShelterBox Australia is an integral part of the ShelterBox family. Our support comes in many forms, including fundraising, volunteering and help in getting aid to the right people.

ShelterBox is Rotary International's project partner in disaster relief.

This document presents our strategy for the next five years. Whilst closely aligned to the overall global ShelterBox Trust strategy, ours has been adjusted to reflect our uniquely Australian contribution.





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www.shelterbox.org





Our vision

**A world
where no
family is
without shelter
after disaster**



The background image shows a disaster relief site. On the right, a white tent is partially visible, with a green logo that includes the word 'Vango'. The ground is dark and sandy, likely volcanic ash. In the background, there are green trees and a large, hazy volcano under a clear sky. A semi-transparent green circle is overlaid on the center of the image, containing the mission statement text.

Our mission

**To provide
emergency shelter
for families who
have lost their
home to disaster,
enabling them to
rebuild their
lives.**





Values

Our values underscore who we are, the way we work, and how we would like to be recognised, as an organisation and as individuals.

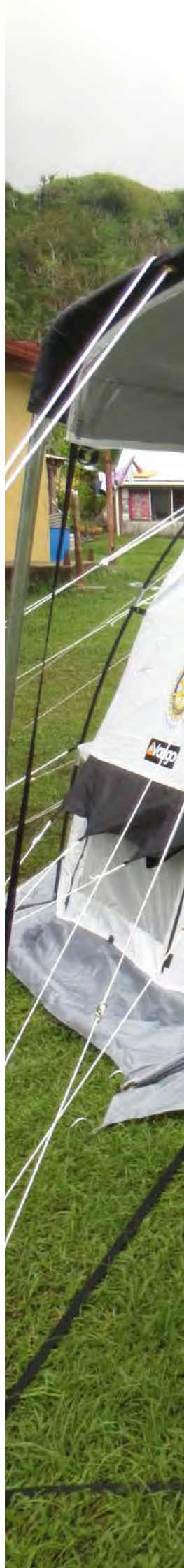
We can't do it alone.

We make a tangible impact.

We do the right thing.

We plan for tomorrow.

Because ... disasters don't stop and neither do we.







We can't do it alone

We are one big international team united in the belief that no family should go without shelter after disaster. We build lasting relationships and are good to each other.

We make a tangible impact

Our purpose is simple and we want to keep it that way. We work in a complex world but we keep focussed on making a real difference to peoples' lives.







We do the right thing

We strive to do the right thing. People are at the heart of everything we do. We have a responsibility to make the best decisions for the communities we support and listen to and learn from each other.

We plan for tomorrow

We are forward-thinking. We continually seek new ways to tackle the challenges we face, proactively researching new ideas and adapting to changing circumstances.







Because ... disasters don't stop, neither do we

Disasters don't stop. So we step up, set priorities and trust our people to get things done. We expect the unexpected and adapt quickly.

We plan for tomorrow, do the right thing and work together to make a tangible impact.







What sets us apart

- **We put families first.**

Talking with communities and families to understand what they most need to support their own recovery after disaster.

- **We are specialists in emergency shelter.**

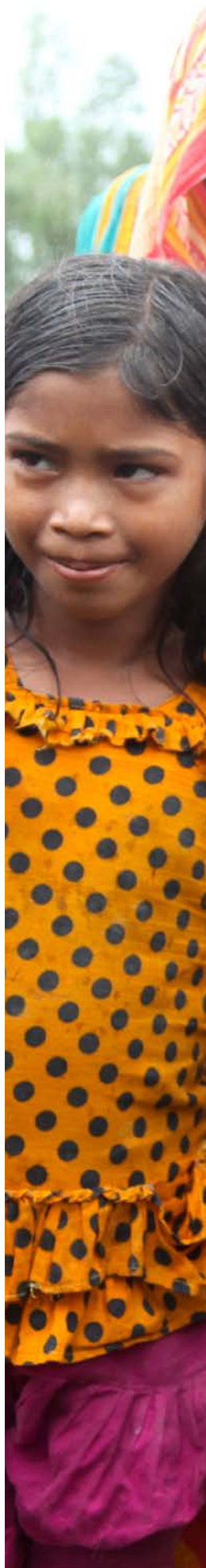
We work with communities to provide the essential tools needed to help rebuild homes as quickly as possible after disaster.

- **We go further.**

We go to hard to reach communities, often those that are overlooked by others.

- **We are a global network.**

We have a network of affiliates and supporters around the world. We are official project partners with Rotary International, and Rotarians around the world help us to connect with local communities more quickly when disaster strikes.







Our ambition

In an increasingly complex world, more and more families are in desperate need of emergency shelter.

We must do more. We have a long-term ambition to provide emergency shelter to at least 1 million people globally (that's around 200,000 families) every year.







Our strategies

To guide us towards achieving our ambition we have four key strategies for the period 2019-2024

1. Increase our reach and impact to ShelterBox beneficiaries
2. Sustain and expand our national community of supporters
3. Develop and maintain a high performing organisation
4. Grow our fundraising







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Increase our reach and impact to ShelterBox beneficiaries.

Participating in the global ShelterBox network, we will actively contribute towards its growth and development.

Goals

1. Participate fully as an affiliate organisation of the ShelterBox Trust.
2. Liaise and share best practice learnings with other global affiliates.
3. Promote and encourage Australian ShelterBox Response Team member (SRT) activity.
4. Contribute local regional knowledge to aid with Australian region ShelterBox deployments.





Measures

We will measure our progress through:

- Australian SRT participation
- stakeholder satisfaction
- benefits gained from knowledge sharing
- contributions made to ShelterBox global activities



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Sustain and expand our national community of supporters.

Expanding our national community of supporters will sustain our capability to support ShelterBox beneficiaries.

Goals

1. Develop a multi-channel national and regional publicity strategy.
2. Build the ShelterBox brand.





Measures

We will measure our progress through:

- increased engagement through our selected media and on-line channels
- extent of community awareness
- enhanced size and activity of our volunteer network
- outcomes from promotional campaigns

Develop and maintain a high performing organisation.

An efficient, effective values driven organisation.

Goals

1. Maintain compliance with Australian statutory, insurance policy, and Partnership Agreement requirements.
2. Enable informed decisions through efficient and effective business data management systems, policies and procedures.
3. Develop our people (staff, volunteers and Board members) to best practice not-for-profit standards.
4. Review the SBA Constitution, policies and procedures on a regular timetable, ensuring they reflect best practice for a not-for-profit Company limited by guarantee.



Measures

We will measure our progress through:

- maintaining compliance with industry standards
- the effectiveness of our people and processes
- engagement levels of our people
- the adequacy of our supporting infrastructure and funding



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Grow our fundraising.

Expand and diversify the revenue base to enable us to support the ShelterBox ambition.

Goals

1. Increase income raised.
2. Manage administration costs at an acceptable level to stakeholders.
3. Diversify our sources of funding.





Measures

We will measure our progress through:

- assessment of income raised against annual targets
- assessment of administration costs to income ratio
- funding source analysis against annual targets



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For more information about
ShelterBox Australia
or to donate refer to:

www.shelterboxaustralia.org.au

or write to us at: ShelterBox Australia
PO Box 254, Parramatta, NSW, 2124

Rotary



ShelterBox and Rotary are project partners in disaster relief. ShelterBox is a charity independent of Rotary International and The Rotary Foundation