

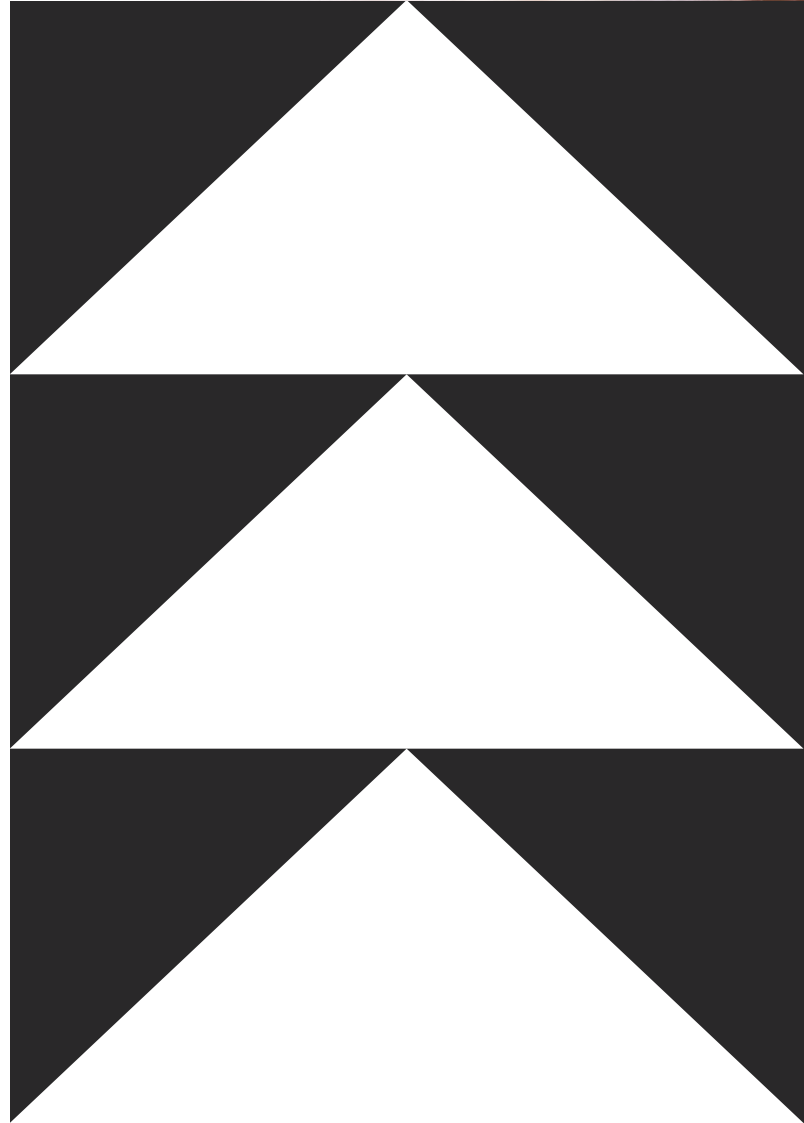
Guide Dogs.



Seeing beyond.

Beyond is where we are going. Together is how we'll get there.

We guide people with low vision or sight loss to navigate their world with confidence. Now, after 60 years of success, our ability to see beyond current needs and anticipate growing demand for our services has delivered our Towards 2022 Strategic Plan. Today more than ever, we're working together to support our clients and their families with innovative new services, where and when they need us.



Customer

Our reason for being.

We will:

- Offer client choice through a range of high quality, personalised services matched to level of vision and impact
- Ensure that every client who needs a guide dog, has one
- Enhance our contemporary service model that builds on our heritage
- Lead best practice in the delivery of guide dog services, safeguarding the lifelong wellbeing of our dogs
- Grow opportunities for client connection
- Determine our role in treatment advances in prevention and early detection



Value

Ensure our sustainability to support generations to come.

We will:

- Leverage our brand position and engagement in our communities
- Be a provider of choice in our chosen markets
- Be a charity of choice for donors
- Be an advocate for our clients and the community
- Diversify and grow funding streams by leveraging available client funding sources, appealing to a new generation of donors and exploring commercial ventures and social enterprise



Enablers

Invest in the people, processes and systems that help us maximise impact.

We will:

- Ensure our operating model optimises measurable client, donor and employee outcomes
- Create a culture that drives the best outcomes for clients, donors and employees
- Retain and build a dynamic high performing team, championing a work environment that embraces and enables diversity
- Promote a capable and engaged workforce and volunteer base where our actions reflect our values
- Collaborate within and across the GDA network, including with GDV through Centres of Excellence
- Enhance the client, donor and employee experience through our technology and processes
- Embed insight led and data driven decision making