Vision
A stronger not-for-profit sector working at its full potential and maximising its value in bringing about positive social change.

Mission
Connect the not-for-profit sector to the right tools and capabilities they need to fulfill their mission.

Values

*We strive for:*

- Effective communities and networks to support the not-for-profit sector
- An efficient, well supported not-for-profit sector
- High quality, innovative products and services
- Integrity and respect for our customers and stakeholders
- Well-trained and supported staff
- High standards of governance and transparency
STRATEGY ONE
Working with the not-for-profit sector

We will implement initiatives to better understand the needs and the environment of the not-for-profit sector and ensure our knowledge of the sector remains relevant. We will ensure we provide initiatives and services which are consistent with the needs and capacity of the not-for-profit sector.

We will achieve this by:

- Increasing our reach in to the Australian and New Zealand not-for-profit sectors, with a focus on rural and remote organisations with limited digital capability.
- Engaging with key stakeholders from the not-for-profit sector in New Zealand and Australia in an advisory capacity to gain insight and extend our networks in the sector.
- Implement research and evaluation strategies within the sector to gain information to assist, guide and inform our work.
- Continuing to engage with the not-for-profit sector on the effective use of technology in enabling outcomes.
STRATEGY TWO

Information Provision

We will provide comprehensive online information about community services, technology and the not-for-profit sector to inform the public and to support not-for-profit organisations.

_We will achieve this by:_

- Seeking further funding to support the ongoing implementation and maintenance of SACommunity, the National Directory of Not-for-Profits and Charities, and the Suppliers Directory to add value to their resources.
- Increasing the contribution of volunteers and contract staff to support development of the directories and the mission of Connecting Up.
- Continuing to explore and implement effective ways of sharing and managing information with the not-for-profit sector.
- Keeping the not-for-profit sector informed and up to date with the latest relevant innovations, trends and changes through our regular newsletters, electronic mail and other mediums.
STRATEGY THREE

Business development

We will continue to scan issues within the not-for-profit sector

We will achieve this by:

• Investigating platforms to assist not-for-profit organisations to deliver their key activities and to assist to raise their profile
• Implementing a membership program which provides incentives, information and a mentoring
• Providing cloud options and education opportunities to enable the not-for-profit sector to capitalise on cloud technology
• Further investigating training opportunities for delivery in South East Asia
• Raising our profile with government and with business partners to ensure Connecting Up becomes the technology-related partner of choice in the not-for-profit sector
• Scanning the horizon regularly to ensure that Connecting Up continues to be a leader in providing resources and information on emerging trends, innovations and changes, particularly in the technology area
• Invest in opportunities to ensure the sector can achieve its technological capability
STRATEGY FOUR
Provision of products and services to the not-for-profit sector

We will continue to provide a variety of options and high quality products and services through Donation and Discount programs to assist not-for-profit organisations deliver on their mission.

We will achieve this by:

- Continuing to increase the variety of our offerings and local partners on both the Donations and Discounts programs to assist not-for-profits with service delivery
- Continuing to build relationships and trust with our key stakeholders
- Delivering events, webinars, forums, and conferences on a regular basis that are relevant and beneficial to the not-for-profit sector
STRAIGHT FIVE
Strengthening the organisation

We will ensure our staff follow best practice and that Connecting Up remains financially robust to deliver sustainable value in the future.

*We will achieve this by:*

- Continuing to develop a highly skilled staff and volunteer team capable of achieving the organisation’s strategic outcomes and meeting the needs of the not-for-profit sector
- Diversifying our income streams
- Increasing the value of board members’ contributions to further contribute to strategic outcomes
- Continuing to focus on financial sustainability of Connecting Up
- Maintaining a focus on continuous improvement of practice and procedure, including human resource management, financial management and technology and systems structures by reviewing, updating and creating appropriate strategy