



STRATEGIC PLAN

2019 – 2024

WHO WE ARE

MoneyMob Talkabout is a not-for-profit organisation providing a range of financial literacy programs and community services in the Anangu Pitjantjatjara Yankunytjatjara (APY) Lands in northern South Australia, and in Alice Springs in the Northern Territory.

The MoneyMob financial literacy education program was founded in 2009 as a small travelling program that raised awareness in advance of visiting money management services across the Northern Territory. In 2015 we established ourselves as an independent not-for-profit company to provide ongoing supports to the APY Lands as a result of a successful funding application. The services established in response were guided by advice from APY communities.

We are governed by a Board of Directors with diverse backgrounds and skill sets, including directors from the APY communities we serve. We recognise the importance of continuing to build an effective co-design model and place focus on continual improvement to ensure Aboriginal and Torres Strait Islander voices, particularly Anangu, are embedded in our governance and service delivery models.



OUR VISION

Aboriginal people and communities are empowered to achieve economic wellbeing and self-determination.

OUR FOCUS

Aboriginal people are equal partners in and co-creators of our practice. We advocate, influence, deliver services, build and share knowledge to achieve equality.

What is economic wellbeing?

- People have an understanding of their finances and of financial services like banks, insurance and loans to help them in having control over choices that affect their lives and their money
- People, families and households have money and other resources they need to support their living conditions, like food, clothing, education, housing and activities that they want or need to do
- People are working towards building savings or having options in times of financial difficulty or when others need help
- People and communities are working towards financial freedom and good patterns of earning and using money to help them live the lives they want to

In designing and delivering services MoneyMob prioritises working and walking together with Aboriginal people and communities to create effective solutions that strengthen outcomes in both Anangu and Piranpa (non-Aboriginal) worlds.

OUR VALUES

These values guide all aspects of our work including our service delivery, advocacy, governance and management.

Courage:

We are committed to advocating strongly for change and creating a more just and inclusive environment.

Empowerment:

We work to support Aboriginal and Torres Strait Islander people to be in control and work towards achieving independence, rights, opportunities and recognition of the inherent value of their culture and communities.

Integrity:

Honesty, openness, accountability, fairness and inclusiveness must be at the core of everything we do and are.

Insight:

Our actions and services are grounded in our organisational knowledge, evidence and ethics; the wisdom of the people, organisations and communities working alongside us; current thinking and research about what works nationally and internationally.

Innovation:

We are a creative and agile organisation, motivated to continually improve, adapt and develop innovative solutions that add value and are valued by the communities we work with.

WHERE WE WORK

The APY Lands is a large, sparsely populated area located in the north west of South Australia, covering approximately 100,000 square kilometres. The APY Lands are extremely remote, with the nearest major town being a minimum of 450 kilometres away in Alice Springs. The resident population is around 2,330 people spread across a number of small communities and homelands. The APY Lands are home to the Anangu, the traditional custodians of the area, who represent over 85% of the regional population. The population is very young in comparison with the Australian average and is recognised as having high levels of socio-economic disadvantage.

Our operating ecosystem and environment mean there are many factors that contribute to achieving our vision, as it is known that economic wellbeing is impacted by many co-occurring elements such as health, education and social connections. A collaborative and joined up approach is needed by communities, governments, service providers and others in the ecosystem to make progress towards achieving our vision.



GOALS AND STRATEGIC PRIORITIES

Guided by our values, we work towards achieving our vision through three goals.

**DRIVING
CHANGE
THROUGH
SERVICE
DELIVERY**

**EXTENDING
OUR IMPACT
THROUGH
ADVOCACY AND
KNOWLEDGE
SHARING**

**BUILDING AND
MAINTAINING
STRONG
PARTNERSHIPS**

DRIVING CHANGE THROUGH SERVICE DELIVERY



We deliver culturally respectful, quality services and develop new initiatives aimed at building individual and community capability, financial security and economic opportunities

WE WILL FOCUS ON:

- + Maintaining a strong and valuable presence in remote communities
- + Ensuring Aboriginal people are at the heart of our services
- + Continuing to deliver the core services for which MoneyMob is known, in particular financial wellbeing services
- + Exploring new programs and approaches based on evidence and/or identified needs, for example problem gambling, elder abuse and the impact of energy affordability and sustainability on low income populations

WE WILL DELIVER ON THIS GOAL BY:

1. Maintaining a strong and valuable presence in remote communities

- Supporting the ongoing recruitment and training of Anangu staff who live and work in the APY lands
- Drawing on our experience of working and walking with communities
- Delivering services in locations accessible to our clients
- Nurturing strong relationships in communities

2. Ensuring Aboriginal people are at the heart of our services

- Contributing to economic independence for Aboriginal people in the areas we service
- Supporting staff to be client-focused, with a deep understanding of culture, context, relationships and issues
- Using a client feedback process to enhance and improve our services based on client opinions and experiences

3. Continuing to refine and deliver the core services for which MoneyMob is known, in particular financial literacy and counselling services

- Implementing quality assurance systems to underpin service delivery and data collection

4. Exploring new programs and approaches based on evidence and/or identified needs, such as problem gambling, elder abuse and the impact of energy affordability and sustainability

- Researching and developing methodologies to help families address financial crisis and abuse
- Focusing on our role in influencing change in relation to systemic issues that affect the financial and economic wellbeing of the people we work with, including disability, family violence and housing

EXTENDING OUR IMPACT THROUGH ADVOCACY AND KNOWLEDGE SHARING



We will share what we have learnt and advocate on issues that influence social and economic wellbeing for Aboriginal and Torres Strait Islander people to enable us to extend our impact beyond our own service provision.

WE WILL FOCUS ON:

- + Building public awareness of our region and in particular the challenges faced by those who are economically marginalized or excluded
- + Developing and delivering powerful, evidence-informed positions
- + Constructively and proactively contributing to research and public policy development

WE WILL DELIVER ON THIS GOAL BY:

1. Building public awareness of our region and the challenges faced by those who are economically marginalized or excluded

- Regularly communicating with our partners and stakeholders on the issues we and our clients face
- Engaging in social commentary through mainstream and social media about issues of concern to our clients and stakeholders

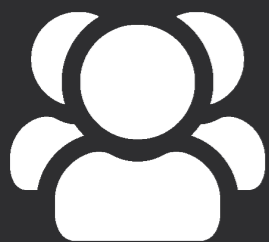
2. Developing and delivering powerful, evidence-informed positions

- Exploring opportunities to leverage existing and new, quality assured data from our service delivery to support research and policy development on co-occurring issues such as health, education and social determinants of financial exclusion
- Amplifying the voices of the people and communities we work with through the appropriate and meaningful sharing of their stories

3. Constructively and proactively contributing to public policy development

- Strengthening relationships and communication with key decision makers in order to have the credibility and opportunity to influence

BUILDING AND MAINTAINING STRONG PARTNERSHIPS



We will work to build and maintain strong partnerships with both regional and national stakeholders and organisations operating in similar environments to collectively contribute to our vision.

WE WILL FOCUS ON:

- + Strengthening and building local, regional and national partnerships
- + Strategically sharing our best practice learnings

WE WILL DELIVER ON THIS GOAL BY:

1. Strengthening and building local, regional and national partnerships

- Exploring partnership opportunities with research and policy organisations, and universities to enable us to contribute to and inform policy and influence change through our experience, relationships and evidence-base
- Working in partnership with other values-aligned organisations to deliver integrated and holistic services
- Establishing relationships based on a shared vision and mutual respect

2. Strategically sharing our best practice learnings

- Exploring and identifying options for sharing our learnings with other providers, particularly those working with similar client groups or that impact on the economic wellbeing of our region
- Developing opportunities to upskill others operating in the APY Lands and Central Australia in our financial wellbeing methodologies as part of supporting integrated and holistic service delivery

SUSTAINABILITY AND GROWTH

We will maintain a strongly governed, financially secure, and well managed organisation to enable us to deliver on our goals and work towards the realisation of our vision.

WE WILL FOCUS ON:

- + Practising sound governance principles
- + Growing and diversifying our revenue
- + Continually improving how we attract, develop and grow a workforce that shares our values and client-centred approach

WE WILL ACHIEVE THIS BY:

1. Practising sound governance principles

- Ensuring Aboriginal people and communities are strongly represented in our governance structures
- Setting a high standard for governance and continually developing our governance skills
- Regularly reviewing organisational ways of working, ensuring they reflect the organisation's vision and support our work towards growth and diversification

2. Growing and diversifying our revenue

- Exploring opportunities to deliver new contracts and secure existing contracts
- Scoping possible social business or enterprise options for MoneyMob
- Pursuing philanthropic funding for innovative initiatives
- Increasing our geographic reach

3. Continually improving how we attract, develop and grow a workforce that shares our values and client-centred approach

- Providing additional practice leadership through mentorship, relationship building, professional advancement and other practices
- Attracting, retaining and developing a highly skilled and motivated team through flexible and responsive workplace culture and practices that respond to the environment and location in which we work
- Promote Aboriginal workforce recruitment, development and support where possible

MEASURING OUR IMPACT

We will measure our progress towards our goals and the impact we are having on our vision by:

- + Annually reviewing our performance against this Strategic Plan, including what we have delivered and what we have learnt
- + Providing performance and financial reporting to funders on our services and programs
- + Reporting on what we are delivering and communicating this to our clients and stakeholders through various methods such as our Annual Report, other publications, social media, meetings and events
- + Seeking regular feedback from our clients and stakeholders to ensure we are delivering on this plan and are guided by our vision and values



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