



Five Year Strategic Business Plan FY2017 – FY2021

The purpose of this Five Year Strategic Business Plan is to provide clear direction for the future of the Property Industry Foundation. The plan defines objectives and key strategies to accomplish the mission.

MISSION

The mission of the Property Industry Foundation is to make a tangible difference to the serious and persistent problem of youth homelessness. This is achieved by partnering with respected charities to build safe environments and support charity-managed initiatives focused on education, employment and well-being. The Foundation's commitment results in positive, life-changing impact on at-risk and homeless young people while achieving maximum social return on the industry's investment.

OBJECTIVES

To achieve the Foundation's mission, the following objectives have been adopted:

- **Build Bedrooms** (50% weight). Facilitate, through funding and in-kind donations, the development of an average of 25 new or refurbished bedrooms per year (125 over the plan period) for at-risk and homeless young people, to be operated by experienced charity partners.
- **Counselling Services** (20% weight). Provide funding for counselling programs associated with existing and new accommodation projects.
- **Education and Employment** (20% weight). Facilitate through funding and in-kind donations the development of facilities and programs for Charity Partners that create education and employment opportunities for young people.
- **Early Intervention** (10% weight). Selectively fund programs which provide for early intervention/prevention for young people at-risk of homelessness.

KEY STRATEGIES

The following strategies have been adopted to achieve the objectives. The strategies are designed to contribute to increasing the available distributable revenue and increase the number of building projects the foundation undertakes..

- Strategy 1.** Formalise the collection of Social Impact Results and communicate to stakeholders. Ensure consistent use of national brand and key messages.
- Strategy 2.** Review and confirm existing strategic partnerships and establish new relationships with forward-thinking Charities
- Strategy 3.** Increase the engagement of the Foundation with a broader cross-section of industry stakeholders.
- Strategy 4.** Diversify the Sources of Income through new programs: *Regular-Giving, Bequests, Dedicated Building Fund and Cause-Related Marketing.*
- Strategy 5.** Expand and formalise the in-kind donation program.
- Strategy 6.** Establish a process to accelerate the identification, prioritisation and approval of accommodation and other building projects.

FINANCIAL TARGETS

- Increase Annual Gross Revenue from the current \$3.5million to \$6million.
- Increase Donations to \$2million annually from the current level of \$1.1million.
- Establish new income streams which yield \$1.5million annually.
- Maintain annual income from fundraising events at \$2.5million.
- Achieve annual net distributable surplus of \$3million.
- To increase the value of donated goods and in-kind services to \$1.2million annually.

