



## Our Vision

Tasmanian Families are connected, supported and empowered to build their health and wellbeing.

## Our Mission

Empowering Tasmanian families to build healthy lives through advocacy, education, community connections and support programs.

## Our Values

### Integrity

Advocacy, authenticity, strive for continuous improvement, evidence based, best practice



### Playful

Engaging, creative, innovative, fun, curious, family friendly and informal provision of support, relatable



### Inclusive

Accepting, non-judgmental, fully accessible, respect, collaborative, adaptable, plain language communication



### Supportive

Openness, kindness, compassion, empathy, flexibility, responsive, responsive to needs and anticipated needs



### Connections

Focus on positive partnerships, fostering connections (parent to parent, parent to child, family to community), family pathways, beneficial collaborations, focus on capacity building



## Areas of Strategic Focus



### Support

- Community Activation Events
- Transfer from online engagement to accessing programs and events
- Parent groups (6-18 months) – building fundamental parenting skills and confidence
- Family Food Patch – building fundamental food skills to community food security.



### Advocacy

- Peak body status
- Family advocates
- Building awareness
- Developing an advocacy strategy
- Being a voice from families to government
- Educating and advocating on the importance of the early years



### Wellbeing

- Capacity building
- Mindfulness/yoga/food skills (up to 12yo)
- Family Food patch
- Healthy start expo
- Family Christmas Festival – state-wide
- Mental health and wellness for families
- Food truck – healthy catering for events



### Sustainable Organisation

- Funding diversification
- Core funding: 0-5yrs (0-12?)
- Food patch: 0-12yrs
- Membership activation and retention
- Communication and marketing strategy
- New partnerships/strategies to deliver new initiatives
- Succession planning for board and CEO
- Staff capability and capacity