



2022-2024 STRATEGIC PLAN



SA POLICE LEGACY INC. IS A CHARITABLE ORGANISATION FORMED IN 1989 THAT PROVIDES A RANGE OF SERVICES TO POLICE FAMILIES WHO HAVE SUFFERED THE LOSS OF A LOVED ONE, OR SERVING POLICE FAMILIES WHO ARE FACING HEALTH OR WELFARE CHALLENGES.

AS IT IS INDEPENDENT FROM SOUTH AUSTRALIA POLICE, SA POLICE LEGACY INC. IS MANAGED BY A BOARD OF SERVING AND RETIRED POLICE AND OTHER REPRESENTATIVES WHO PARTNER WITH THE ORGANISATION.



Vision

To be compassionate leaders to the policing family in times of need.

Mission

To provide financial assistance, support and benefits to police officers and their families.

Values

Care
Respect
Compassion
Integrity



Our services and priorities

Young Legatees (children of police officers)

We provide financial assistance and support programs to children within the police family who have lost a parent. Support is provided via:

- * Education Grants
- * Personal Development Grants
- * Birthday and Christmas gifts
- * Job Ready Grants
- * Safe Driving assistance
- * Social activities
- * Any other assistance approved by the Board

Legatees - Widows/Widowers

We provide financial assistance and support programs to those within the police family who have lost their partner. Support is provided via:

- * Phone contact and support
- * Social calendar of events
- * Hosted travel opportunities
- * Provision of legal (Wills, POA) referral assistance
- * Provision of aged care needs
- * Any other assistance approved by the Board

Serving Police Officers

Upon application and approval of the Board, we provides financial assistance to serving members (and their immediate family) when faced with serious health issues.



OUR PRIORITIES

As our business continues to grow we need to be adaptable and responsive so that police families remain supported. Our strategic drivers are:



1

Support

Responding to police families in need, by delivering a supportive and relevant program to help rebuild the lives of those impacted by crisis.

2

Remembrance



Remembering those serving and retired SA police officers who have lost their lives but whose memory lives on and is celebrated.



3

Sustainability

Increasing our charity profile to enhance appeal for donations, partnerships, bequests, fundraising and any other contributions which build sustainability.

4

Governance



Monitoring, embedding and continually improving a business model that delivers strong governance, enhanced technical capability, financial resilience and performance-based outcomes.



Support

1

Goal 1

Responding to SAPOL families in need by delivering a supportive and relevant program to help rebuild the lives of those impacted by crisis:

1.1 - Evaluate the success and relevance of our services and events to meet the evolving needs of our community and make recommendations on identified gaps.

Measures

- # contacts (phone / email)
- # events, % attendance, feedback, ROI
- # grants paid, amount paid, # eligible families claiming, year on year variance
- Referrals (from other - EAS, Police Super etc. To other - alternative services)
- survey participation rate, satisfaction rate
- # travel, # attendees, ROI
- Communication - # welcome letters vs responses, # cards sent, mailouts

1.2 - Continue to develop and refine our constitution and subsequent policies and procedures to ensure they support police legatees and young legatees, whilst meeting the expectations of our membership.

Measures

policies reviewed, # new policies, total # policies (year on year)

2

Remembrance



Goal 2

Remembering those serving and retired SA police officers who have lost their lives but whose memory lives on and is celebrated:

2.1 - Review and enhance the Honour Roll on the SA Police Legacy website; with a view to consider how police officer deaths should be further acknowledged.

- # names on honour roll (year on year comparison)

2.2 - Partner with SA Police to raise funds for families when there is a 'high-profile' death.

- agreement by SAPOL and implement plan
- success of campaign (communication, website, funds raised, funds dispersed)

2.3 - Ensure fallen police officers are not forgotten through the implementation of anniversary acknowledgements to the surviving spouse/partner.

- # anniversary cards sent



Goal 3

Increasing our charity profile to enhance the appeal for donations, partnerships, bequests, fundraising and any other contributions which builds sustainability:

3.1 - Source, build and maintain strategic partnerships with key stakeholders and government agencies to enhance our referral capability for legatees but also enhance our financial position through sponsorship.

- # supporters in supporterhub (new flag with growth goal)
- # sponsorship leads, # active sponsors

3.2 - Enhance communication plan with members and donors to demonstrate our impact.

- # newsletters, sent, read
- # eDMs and open rates (not accurate)
- # posters and ROI

3.3 - Develop a marketing and fundraising strategy using outsourced agencies which can be implemented by the operational team.

- ROI (increase in database/claims, revenue increase via fundraising channels)
- Social media engagement reports
- Marketing campaign outcomes



Goal 4

Monitoring, embedding and continually improving a business model that delivers strong governance, enhanced technical capability, financial resilience and performance-based outcomes:

4.1 - The board, employees and volunteers deliver on expectations with high levels of integrity, governance and diligence.

- investment in board and employee training
- policies and board charter adherence

4.2 - Continue to build a workforce that feels supported, respected and invested in.

- employee training
- employee engagement / retention / absenteeism.
- MOR discussions.

4.3 Implement a technology review to ensure adequate infrastructure is maintained and serviced appropriately.

4.4 - Diversify income streams and focus on revenue enhancing activities to ensure financial longevity.

- report on current income streams to show origins - year on year analysis
- year on year revenue growth
- year on year expenditure charts
- operating reserves (retained earnings vs operating expenses)
- ROI mapping