



# 2024-2026 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 SERIOUS HEALTH CHALLENGES.

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

Helping police families  
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
- \* Wellbeing Grant
- \* as well as hosted social activities.

### **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
- \* Support groups
- \* Any other assistance approved by the Board

### **Serving Police Officers (members)**

We provide financial assistance to serving members via;

- Bereavement Grant
- Member Health Grant



# 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 and service**

Create a community that feels supported emotionally, socially and financially.

**2**  
**Brand**



Be known as a trusted charitable partner.



**3**  
**Governance and performance**

Strive for operational excellence.

**4**  
**Sustainability**



Build a sustainable future.



## Support and service

1

*Create a community that is supported emotionally, socially and financially.*

### **How we will achieve this**

Create connection to police and their families through the delivery of services and support during times of need and beyond.

Evaluate the success and relevance of our services and events to ensure the evolving needs of our community are met.

Identify new areas of opportunity to support South Australia police and their families.

Honour the memory of police officers who have passed away through a virtual memorial.

2

## Brand



*Be a recognised and trusted charitable partner.*

### **How we will achieve this**

Strengthen our brand by communicating our value proposition to the policing, general and corporate communities via 'story-telling' campaigns that provide insight into our services and their value.

Nurture current sponsorship partners and leverage communication channels to show strength of brand.

Launch an Ambassador program that creates a group of advocates for our brand.

Become a charity of choice for our members.



## Governance and performance

*Strive for operational excellence.*

### **How we will achieve this**

Continuously strengthen our governance to improve strategic leadership and accountability.

Recruit and invest in our people (including volunteers) to ensure an engaged and high performing culture.

Enhance capability through continuous improvement of processes, systems and procedures.





*Build a sustainable future*

## **How we will achieve this**

Increase our charity profile to enhance the appeal for donations, partnerships, bequests and fundraising opportunities (income diversity).

Maintain partnerships with government agencies.

Forge new partnerships with a view to build income streams and/or in-kind support.

Financial investment strategy executed.