

# Scouts Australia and Scouts Victoria Ten-year vision and 2023-2026 Strategic Plan

August 2025 status



## **Acknowledgement of Country**

As Scouts of Australia, we acknowledge Australia's First Nations Peoples, the Aboriginal and Torres Strait Islander peoples, as the Traditional Custodians of this land. We pay our respects to Elders past, present, and emerging.

We're grateful to do our Scouting in this country; we commit to use its resources wisely, and develop our understanding of Aboriginal and Torres Strait Islander cultures.

We also acknowledge any Aboriginal and Torres Strait Islander Scouts who are part of our movement today.



# We are Scouts Australia

## Adventurous. Fun. Challenging. Inclusive.

Scouting gives young people aged 5 to 25 the opportunity to take charge of their own goals and potential through adventure, leadership, friendship and fun. Scouting helps young people build resilience, find self-fulfillment and define their values as they navigate and shape a changing world.

## Safe. Accessible. For everyone.

The safety and wellbeing of young people in our care is our number one concern and priority. We maintain and continuously improve practices to provide a safe environment and protection from harm. We are committed to an environment of zero tolerance toward bullying, neglect and emotional, physical, psychological or sexual abuse of any kind.

In Australia, Scouting has been open to all young people regardless of gender for many decades, and we provide programs that embrace the diversity of our communities and aim to be inclusive of all abilities.

## A global movement. Grounded in communities.

Scouting operates in community-driven Scout Groups across Australia. It's also increasingly present in schools and other settings, bringing Scouting experiences to more young people.

Scouting is supported by local Branch organisations and Scouts Australia as the national organisation that is an accredited member of the World Organisation of the Scout Movement, linking Australian young people to 57 million Scouts around the world.

## Delivering for Scouts Victoria

Scouts Victoria contributes to more resilient young people and communities in Victoria.

Preparing young people with skills for life is our game worth playing.

The **Purpose** of the Scout Movement is to contribute to the education of young people in achieving their full physical, intellectual, emotional, social and spiritual potentials as individuals, as responsible citizens and as members of their local, national and international communities.

The **Mission** of Scouting is to contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society.



# A big plan for Scouting in Australia

Scouting has a big plan.

It's a plan to grow a vibrant and diverse movement that changes young lives and their communities for the better.

Our plan lays out a ten-year vision for Scouting and the impact we will have. It then sets out the practical steps we will take over three years to make significant progress towards the vision.

Over this period we will see our contemporary Scouting program for young people better supported than ever - young people and their supporters will love leading their program.

We'll see a reshaped volunteer model to get more people supporting Scouting. At the same time we'll tell the community our young people's stories to significantly grow and modernise our public profile, with an integrated whole-of-movement effort to bring more young people into Scouting.

We will see the organisational support of Scouting grow in its maturity, unity and future-readiness, with the financial resources required to ensure Scouting thrives.

Scouts Australia operates within a world framework for Scouting, and this plan assists in aligning with the opportunities and obligations that come from being part of a global Scouting community. This includes the highest standards of child safety, good governance and educational methods represented through world Scouting policies and strategy.

Scouting in Australia is supported by a federated organisational model – this plan lays out a unified direction for our national association as well as state and territory Branch organisations, driving Scouting together. This document specifically provides an aligned strategic plan for Scouts Victoria, delivering on our shared Scouting vision for Victoria

We will use this plan to drive our efforts and our investments while also mobilising our wider community of support to ensure a vibrant and impactful Scouting movement in Victoria and Australia.

*We will:*

1. Make delivering our youth program easier and more impactful

2. Build the recruitment and retention machine to grow our movement

3. Reshape a contemporary volunteer model that drives Scouting

4. Unlock and steer resources to future-proof our mission

5. Transform the organisational support of our movement

*In Victoria:*

1. A fun and engaging youth experience, every time

2. More young people enjoying scouting

3. We make volunteering fun and rewarding

4. Back-end support done well

5. Simple, streamlined systems, tools & processes that value our people's time


# The ten-year vision for Scouting in Australia

## Our 2033 vision:

*Our 2033 vision is for a vibrant and growing Scouting movement contributing to more resilient young Australians and communities.*


Unpacking this vision (with the Mission and Purpose of Scouting) provides the 2033 outcome areas that describe our intended impact. These are our 10-year aspirations that guide the tangible 3-year 'Key Moves' that make up our strategic plan.

## Our impact:



A vibrant and  
growing  
movement

More Australian young  
people feel the benefits of  
Scouting



An impactful and  
relevant  
educational youth  
program

The Scouting program  
develops young people for  
life



More resilient  
young Australians  
and communities

Because of Scouting, young people  
shape and strengthen their local,  
national and international  
communities

Just as critical to our future direction is the commitment we make now and in the future:

## Our ongoing commitment:

*Our commitment, not just in 2033 but now, is for a Scouting movement that is safe and accessible to all young people, offering a youth program that is Adventurous, Fun, Challenging and Inclusive.*

# Scouts Victoria 2024-2026 Strategic Plan

BEC Progress Update August 2025



# **Our 2033 vision:**

**Our 2033 vision is for a vibrant and growing Scouting movement contributing to more resilient young Australians and communities.**

# **Our ongoing commitment:**

**Our commitment, not just in 2033 but now, is for a Scouting movement that is safe and accessible to all young people, offering a youth program that is Adventurous, Fun, Challenging and Inclusive.**

# Key Moves to 2026

Five Key Moves will focus our energies, investments and partnerships as we strive towards our 2033 vision. Scouts Victoria has aligned five identified areas of fundamental importance to the Scouts Australia Key Moves.

## Scouts Australia Key Moves to 2026

1. Make delivering our youth program easier and more impactful

2. Build the recruitment and retention machine to grow our movement

3. Reshape a contemporary volunteer model that drives Scouting

4. Unlock and steer resources to future-proof our mission

5. Transform the organisational support of our movement

## Scouts Victoria areas of fundamental importance

1. A fun and engaging youth experience, every time

2. More young people enjoying scouting

3. We make volunteering fun and rewarding

4. Back-end support done well

5. Simple, streamlined systems, tools & processes that value our people's time

Our efforts against these priorities in Victoria contribute to the aligned plan for Scouting in Australia.

# 1. A fun and engaging youth experience, every time

Our young people, their families and the community see the Scouts Victoria program delivering skills for life.

Role drivers: ACC Program, ACC Adventure

## Success in 2026 looks like:

1. 50% of Units receive the Quality Scouting Challenge
2. Our youth experience is aligned to our personas
3. 80% of our youth say that the program is fun and engaging
4. Our events are well targeted, resourced and supported
5. 85% youth member has completed at least 3 stages in 12 months in any number of OAS

## August 2025 looks like:

1. The Quality Scouting Challenge has been promoted as a tool to build program quality and there are strong indications that uptake will be good in junior sections when the Challenge is completed at the end of the year.
2. We have developed a set of draft youth personas to guide our Branch's program support and our input to program improvement at the national level. A youth experience survey is still pending. There is appetite for this work to more actively contribute to national program discussions (e.g. on agenda for next NYPT). The national review of Achievement Pathways has made progress and is supporting this workstream.
3. Our events council is operational and having a positive effect on the delivery of events
4. 85% of Outdoor Adventure Events and Training Courses (for TP/SP) thus far in 2025 have run. We have 100% run rate since 1<sup>st</sup> February 2025 following advertising improvements.
5. We have identified our top priority program resource gaps and developed a plan to address them. Specifically we will continue to populate the Program Navigator to provide weeknight and weekend program inspiration, and we will develop age-appropriate material inspiring Joeys and Cubs with their Special Interest Areas.

# 2. More young people enjoying Scouting (stretch goal)

We are offering the benefits of Scouting to more young Victorians.

Role drivers: ACC Program Support, CC, Exec Manager, DCC

## Success in 2026 looks like:

1. We have grown the number of units in Victoria by 50
2. Our school holiday program has contributed 100 new members
3. We have 20,000 youth members
4. We have increased the median length of youth membership by 12 months

## August 2025 looks like:

1. We have identified opportunities for new units and current struggling Groups, ways to support, and started implementation
2. We have planned locations for holiday programs and agree business rules for fee collection. We have run successful holiday programs
3. We have 16,881 youth members
4. We have identified under-represented group priorities, our top actions and begun implementation
5. We have identified significant loss points from census data and have a plan to reduce those losses

## 3. We make volunteering fun and rewarding

Our volunteering program is a match for our people, our program and today's world

Role drivers: ACC People and Culture

### Success in 2026 looks like:

1. We have reshaped parts of the volunteer model to suit more adults
2. 80% of our adults say that volunteering is fun and rewarding
3. Our volunteer model is aligned to our personas

### August 2025 looks like:

1. With all the work that AIS has done we have settled on one flexible model that will be ready for piloting in September 2025. We are working with the National working group to ensure we are in line. Proposal presented to SLT in July, to AIS in July and to RC's in August. Has also been presented to QLD, SA and National rep in August for thoughts and feedback
2. We have started to define what fun and rewarding looks like for our adults. Next steps will be to identify gaps to be addressed and begin an action program
3. We have worked with National and developed a series of personas, these personas are being examined at the State Training Conference on 9th/10th August to determine what training looks like. Once we sort out training then the roles will take more shape.

## 4. Back-end support done well

All Scout groups are supported by a financially-viable Scouting organisation with external funding growing as a share of our revenue

Role drivers: ACC People and Culture, Exec Manager, ACC Campsites & M, ACC Risk & Finance

### Success in 2026 looks like:

1. We have grown non-membership funding by 100%
2. 80% of adults say they get great service from Head Office
3. 80% of our adults feel they have a support network
4. We have met or exceeded all our compliance obligations AND we are caring for all our people
5. Our campsites are a match for our program ambitions

### August 2025 looks like:

1. We have identified our top priorities for pursuing non-membership funding – campsites and CDS
2. 50% of adults say they get great service from Head Office – designing a NPS survey
3. This has been done as part of the National McCreadie survey. We surveyed over 1,000 Victorian Leaders and the support they feel was a big part of the responses. This has been analysed by AIS and added to the volunteer model. We felt another survey would lead to survey overload.
4. We have conducted a risk assessment on current compliance and identify our top priorities
5. Campsites Strategy Committee has upgraded the source of information (Scouts Vic Website) to ensure the most up to date information is available for all scouting members and the community to know what facilities are available at the campsite. They have also been working on new programs to implement over the next 3 years.

## **5. Simple, streamlined systems, tools and processes that value our people's time.**

We have modern systems & processes that empower our members to get the most out of their Scouting

Role drivers: ACC Program, Exec Manager, CC

### **Success in 2026 looks like:**

1. We have improved conversion rate by 20%
2. 80% of adults say Terrain, Topo and Terraform are useful
3. 80% of adults say clarified red tape is reduced
4. The Extranet/Major Events upgrade project is 50% complete

### **August 2025 looks like:**

1. We have fully implemented the conversion pipeline project
2. We have developed and implemented ways to actively support Victorian adults to use conversion pipeline, ARA, Terrain, Topo and Terraform appropriately
3. We've catalogued all processes
4. We have showcased the Extranet to other Branches and are an active national driver of a CRM with major events incorporated

