



St Vincent de Paul Society  
NSW  
*good works*

# Strategy Communications

FY25 End of Year Update

July 2025

With the completion of FY25, we are at the 2-year mark of the 5-year Strategy. Great outcomes have been delivered by our teams in these two years, paving the way for meaningful positive value for people we assist, our Members and Volunteers, and our colleagues.

## Strategy Implementation Highlights

Two years into the Strategy delivery, we have made incredible progress in supporting the people we assist, achieving growth in our services, and finding new and improved approaches to delivering on our Mission.

Some notable highlights include doubling our residential Alcohol and Other Drug (AOD) service capacity after being selected as the new provider of AOD services at Adele House; establishing the Vinnies Vans and Membership and Volunteer Strategies, and expansion in Vinnies Shops, 'Return and Earn' Container Deposit Scheme (CDS), and the Vinnies Van stop networks across NSW.

We are also on track or ahead of our FY28 targets to Excel, Grow, and Cultivate across most of our Strategic Key Results.

- Vans client referrals are up more than 500% on our 2023 baseline.
- Net new outreach services have increased from 0 to 17 since the start of the Strategy.
- Women aged 55+ and First Nations people we assist are experiencing higher stability outcomes.
- Membership has grown by 133 net new members, placing us on track for the FY28 target of 5,000 members.
- Members and Volunteers feel significantly more recognised for their work.
- Fundraising is forecast to exceed its target trend following strong FY24 and FY25 results.

Five strategic initiatives have been completed within the past year:

1. Person We Assist Journey Mapping – Using data and stories to map the journey of people we assist to gain deeper insight into their experiences accessing assistance and improve how we support them at crucial moments.
2. Place-based Approaches – Articulating a clear Vinnies 'place-based approach' for our programs and services leveraging our extensive experience and best-practice.
3. Membership and Volunteer Strategy – Developing a 3-year strategy on member recruitment and retention to ensure the sustainability of MVEI programs and services to people we assist.
4. Vinnies Vans Strategy – Developing a strategy to lift the impact and reach of our Vinnies Van Services, to better support significantly disadvantaged and hard to reach communities.
5. E-Commerce (Phase 1: Stanmore Operationalisation) – Developing and launching the e-commerce retail platform, *Vinnies Finds*, which generated more than \$165,000 in its first 5 weeks of operation.

## Building Strategic Maturity

The Society has taken several actions in the past two years to organise and mature how we effectively plan and deliver on our Strategic ambition. These include:

- Collectively prioritising Strategic Initiatives that would propel the Society in the future.
- Completely refreshing how we track our progress by adopting data-informed Strategic Key Results Targets that are easier to monitor and offer a more robust view of strategic performance.
- Implementing best-practice project management and reporting processes to effectively monitor Strategy implementation progress and provide transparency to project stakeholders.
- Refreshing our approach to annual business planning to enable greater transparency, efficient allocation of people and resources, and stronger alignment with strategic and operational performance measures.

## Project Spotlight

### The Vinnies Place-based Approach

Place-based work is a collaborative community development approach to build thriving communities, by partnering with community members to design local solutions and guide action. With the increasing focus and a gap in established frameworks for place-based service delivery, Society leaders recognised the opportunity for Vinnies to be a leader in the sector.

Drawing on industry best-practice, and the experience of our people, the *Vinnies Place-based Approach* has been developed. This Approach identified seven key principles for place-based service delivery in a way that aligns with the Society's Mission and our deep experience on the ground for over 100 years.

The Approach articulates a 'place-based continuum', recognising that there is no one-size-fits-all way to deliver place-based services. It equips our teams and people across our network of locations and services with a resource to understand the extent to which current and future programs are place-based and steps they can take to integrate with the local community and service delivery partners.

With the *Vinnies Place-based Approach* now established, the Society can raise awareness and knowledge of place-based best-practice across our people and play a leading role in the development of best-practice across the NSW and Australian sector.

## What to Expect Next

Our teams will be working hard to build on the successes of the first two years of the Strategy. Here are a few things you can expect as we enter FY26:

1. Be sure to keep an eye out for the Strategy, Delivery and Impact Hub, coming soon. It will feature all the latest news and updates on the Strategic Plan 2024-2028 and provide you with useful tools to deliver your own projects and use data to create and understand your impact.
2. Regular updates on Strategy delivery and progress to help keep you in the loop of our direction and achievements, including how we are tracking against our FY28 Key Result targets and achievements from our Strategic Initiatives.
3. Milestones and success stories from the nine prioritised Strategic Initiatives for FY26. These are highlighted in the graphic below, with more information to come.



Please reach out to the team if you would like to know more about the Strategy, our Strategic Initiatives, or have any questions.

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