



VICTORIA • COUNSELLING, SUPPORTING & EDUCATING

# Strategic plan 2014-2016



## Our vision

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To reduce the incidence and impact of road trauma.

## Our purpose

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Road Trauma Support Services Victoria (RTSSV) is a not-for-profit organisation contributing to the safety and wellbeing of Victorian road users. We provide counselling and support to people affected by road trauma, and address attitudes and behaviours of road users through education.

## Our values

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**Caring** We are committed to serving our clients with empathy and compassion

**Integrity** We display integrity, respect and dignity in all our dealings with clients, stakeholders and members of our workforce

**Quality** Our focus is on the people we serve, and we strive for excellence in service delivery, evaluation and continuous improvement

**Accountability** We are accountable for our actions in working to deliver our services and our mission

## Overarching strategic direction

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RTSSV will be a key stakeholder and service provider within the road safety industry. Our services will be based in contemporary practice and embedded in evaluation and research. As an employer of choice, we will attract and retain the best people with whom we will deliver our vision.

Our strategic priorities for 2014, 2015 and 2016 are:

- People and culture
- Viability and sustainability
- Quality services
- Reputation and partnerships



# STRATEGIC PLAN

## People and culture

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Strategic goal: to create a culture in which our staff, volunteers and stakeholders are meaningfully engaged and valued within a culture that lives our values.

- Engaged people
- Staffing models
- Safety
- Positive, productive and inclusive work culture that reflects our values

## Viability and sustainability

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Strategic goal: to create an organisation that continues to be viable and sustainable into the future.

- Fiscal diversity
- Market appeal
- Supportive information technology infrastructure

## Quality services

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Strategic goal: RTSSV will deliver services that are informed by, and accountable to best practice and continuous improvement principles for the benefit of our clients, community and stakeholders.

- Quality validation
- Service models of excellence

## Reputation and partnerships

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Strategic goal: to build a reputation of excellence through diverse and meaningful partnerships.

- Stakeholder relationships are positive and productive
- Reputation of excellence
- Political influence





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