

National Seniors

Australia

STRATEGIC DIRECTION 2016 – 2020



PURPOSE

Advancing the interests of all over 50s



VISION

To be the independent voice of all over 50s.

National Seniors will be further recognised in the community, business and government as the pre-eminent independent voice for people over 50.



VALUES

Independent: We are not influenced by third party societal, commercial or government interests.

Ethical: We are fair, open and honest in our dealings.

Inclusive: We are the voice for all people over 50 regardless of their status, race or gender; and we are mindful of intergenerational impacts.

Excellence: We strive to realise the highest standards in all that we do.

Resilient: We are constant in our determination to take forward the issues of the people we represent.



PRIORITIES

Influence: Retaining our independence and credibility, complemented by quality information and research. We drive positive change for all over 50s.

Membership: Membership is central to National Seniors. With a better understanding of all people over 50, we will establish programs, activities and expanded member offerings, to grow our numbers.

Sustainable: Ensuring all our programs, investments, and processes are well managed; our people have the skills to perform; and our partnerships are credible. Diversifying and developing additional income streams are critical to sustainability.