

National Seniors Australia

STRATEGIC DIRECTION

2019-2022



PURPOSE

To advance the wellbeing of all older Australians.



VISION

To be the independent voice for all older Australians.

To set the agenda to drive positive outcomes for older Australians.

To be the preferred source of information about the needs of older Australians.



VALUES

Independent

We are independent of commercial, political and other interests.

Ethical

We are fair in our dealings.

Inclusive

We provide a voice for all older Australians.



PRIORITIES

PRIORITY 1: Influence

Drive positive change for all older Australians through evidence-based advocacy and research.

PRIORITY 2: Community

Increase our network of members, alliances and supporters to underpin advocacy and research.

PRIORITY 3: Sustainable

Focus on long-term security.