



## STRATEGIC SUMMARY 2021



YULELLA aims to empower current and future generations to inspire value driven cultural and social wellbeing outcomes for the embetterment of our people and community.



## WHAT WE DO (YUELLA GROUP)

# Yulella supports social development for Aboriginal people living in and around Meekatharra and surrounding communities.

### OUR VISION

A strong and vibrant community.

### OUR MISSION

"YULELLA aims to empower current and future generations to inspire value driven cultural and social wellbeing outcomes for the embetterment of our people and community."

### OUR VALUES



### OUR PURPOSE



## KEY PERFORMANCE AREA

# Grow Our Young People

Yulella aims to provide education, leadership and other skill development programs to increase the capacity of our Aboriginal youth.

### Goal

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Offer programs and services focussed on engaging our young people.

### Objectives

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1. Increase leadership programs to empower our young people.
2. Provide a respectful platform for young people to be heard.
3. Improve social development outcomes for young people.

### KPI's

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1. Provide programs for targeted age groups.
2. Increase collaborative engagement with other stakeholders.
3. Track social development outcomes.
4. Increase education and vocational opportunities.

## KEY PERFORMANCE AREA

# Build Personnel Capacity

YULELLA will continue to focus on local job creation, providing employment, building employee capability, offering leadership opportunities that will support growth and plan for succession within our business and beyond.

### Goal

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Establish a community-based training and employment hub to build local skills and capacity.

### Objectives

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1. Become the recognised hub for training and employment in the Mid-West;
2. Assist our community to become “job ready”.
3. Provide the asset and infrastructure required to deliver training and employment pathways.

### KPI's

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1. Regularly identify community-based training and employment opportunities.
2. Create a leadership program focused on multi-skilling and succession planning;
3. Establish purpose-built infrastructure that supports new and emerging opportunities.





## KEY PERFORMANCE AREA

# Improving Business Outcomes

YULLELA will continue to run its organisation efficiently and effectively, improving its business practices and governance processes to the benefit of our members and community.

### Goal

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Build economic opportunities to create sustainable financial independence and wellbeing.

### Objectives

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1. Manage our financial and property asset base to ensure operational effectiveness.
2. Create a diverse income stream to not be impacted by government funding changes.
3. Invest in the local community to create wealth and employment.

### KPI's

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1. Continually work at becoming financially independent to better support our community.
2. Generate revenue through a range of commercial and community activities.
3. Be good at managing our money and our assets.

## KEY PERFORMANCE AREA

# Communication and Engagement

YULELLA will continually engage, consult and inform our members and external stakeholders, to ensure community voices are heard and valued.

### Goal

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Lead and support community-led initiatives, aimed at improving programs and services offered to the community, through a collaborative and transparent process.

### Objectives

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1. Offer a safe “open door” approach, with the community, to ensure their voices are heard.
2. Establish a community resource centre offering community-led programs and services.
3. Provide leadership and work collaboratively to better support the needs of our community.

### KPI's

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1. Regularly engage the community and stakeholder to develop community-led initiatives
2. Develop flexible and timely communication platforms.
3. Promote positive news and “celebrate success”.





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