

Our 2026–2029 STRATEGY ON A PAGE



Our Vision

Support young people who are facing financial barriers to achieve their potential

Our Mission

To partner with talented and motivated young people from Melbourne's west and Geelong to enable them to thrive.

Our Strategy Theme

Grow sustainably to increase the scale of our impact.

Strategic Focus

Grow and Diversify Fundraising and Engagement

Build lasting relationships with corporates, funders, personal donors, and alumni to sustain and grow funding sources.

Deepen Impact Across the Entire Student Journey

Provide adequate financial and wraparound support from high school to employment, with focus on key transitions.

Scale Our Reach

Expand to serve more young people across Melbourne's west and Geelong.

Enhance Visibility and Influence

Grow awareness among schools, partners, and communities to drive engagement and opportunity.

Strengthen Organisational Foundations

Build the systems, people, and governance needed to scale sustainably and deliver with excellence.

Strategic Objectives

- Strengthen multi-year funding and opportunity-based support through intentional partnerships, grants, individual giving, and purpose-driven events.
- Develop personalised engagement plans to deepen donor loyalty and advocacy.
- Improve outcomes at key transitions (e.g. Year 12 to tertiary, Uni to work)
- Deliver wraparound supports to build social capital: peer support, internships, alumni networks
- Activate alumni as peer support, donors and role models
- Increase the number of scholarships and depth of support in existing areas
- Expand into priority regions (e.g. Geelong) through local partnerships and engagement, location-nuanced branding and an effective, scalable business model
- Strengthen relationships with schools, partners, and the local community
- Increase advocacy and storytelling to raise brand awareness
- Leverage Western Chances' strong reputation to deepen partnerships and extend our reach.
- Modernise internal systems and reduce manual administration
- Align resources and capabilities to support growth and provide flexibility to meet strategic goals.
- Strengthen data, governance, and funding systems to support scale

Outcomes and Measures of Success

Recipient Success

- Academic completion rates
- Student connectedness
- Enhanced employability

Reach and Access

- Number and value of scholarships
- Number of internships
- Opportunity realisation rate

Engagement and influence

- Alumni engagement
- Brand impact and awareness
- Strategic partnerships

Organisational Sustainability

- Revenue growth
- Social ROI
- Operational efficiency
- Staff wellbeing