



JUNO

JUNO STRATEGIC PLAN 2022-24

In the next three years, Juno will work to highlight the drivers and impacts of gendered poverty, including homelessness and family violence, partner with those most affected, and pilot new approaches that create long-term opportunities for safety and economic independence.

ACKNOWLEDGEMENT OF COUNTRY



Juno acknowledges the Traditional Custodians of the lands and waters upon which we work, live and play - the Wurundjeri Woi Wurrung people of the Kulin nation - and pay our greatest respect to Elders past and present. We acknowledge that Aboriginal sovereignty was never ceded and that this was, is and always will be traditional Aboriginal land.

ABOUT JUNO

Juno is a support and advocacy organisation working across Melbourne. We provide gender-informed services that empower women and gender diverse people across the homelessness and family violence systems. We advocate to raise awareness of the unique issues women face and change the systems and structures which contribute to gendered poverty, homelessness and family violence.

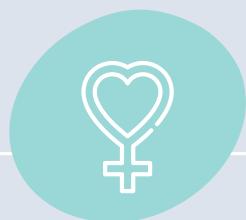
VISION

A community where all women and gender diverse people and their children are safe, empowered and thrive.

MISSION

Partnering with women and gender diverse people to support their safety, increase their independence and enable them to thrive.

VALUES



**FEMINISM &
INTERSECTIONALITY**
We respect the diverse experiences, identities, knowledge and strengths of women and gender diverse people and strive to empower them to realise their full potential.



**COLLABORATION &
CREATIVITY**
We partner with women and gender diverse people to support them to connect to safety and independence. We recognise the inherent strength of working in partnership across the sectors and with communities to deliver our vision.



**EQUITY &
JUSTICE**
We recognise the range of inequities women and gender diverse people face and actively seek to challenge and address these through our service and advocacy. We create spaces and platforms that amplify the diverse voices of those experiencing gender-based poverty. We advocate for gender equity and justice.



**COURAGE &
ACCOUNTABILITY**
We strive for our work to be high quality and grounded in evidence to make impactful change. We are accountable to the clients and communities we partner with. We speak up and are willing to take risks and make change.

GOAL 1

Our high-quality tailored services support our clients to achieve their goals

STRATEGIC INITIATIVES

ACTIONS 2022-24

1.1

Provide accessible, high quality, tailored services that reflect the needs of our clients

- Ensure our services are accessible to the people who most need them across our service area
- Enhance our service delivery to meet the diverse and emerging needs of people accessing our services
- Embed the Juno practice framework across all our programs and services

1.2

Develop new services and programs that connect clients to future opportunities

- Deliver programs that consider the root causes of homelessness and gendered poverty and improve opportunities for long-term recovery and economic independence
- Develop and co-design programs that recognise the diversity of women and gender diverse people
- Build and promote the innovation of Economic Mobility Power (EMPower)
- Evaluate, document and disseminate the findings of our pilot programs for collective impact

GOAL 2

Our work is effective, evidence-based and client-driven

STRATEGIC INITIATIVES

ACTIONS 2022-24

2.1

Reflect lived experience knowledge of needs and aspirations in our service design

- Embed our client engagement framework to empower lived expertise in our advocacy and programs
- Engage with lived experience knowledge in design, development and review of services

2.2

Build our capability to measure the impact

- Build organisational capacity and expertise to analyse the impact of our work
- Implement whole-of-organisation monitoring, evaluation and learning framework
- Use practice evidence to grow our services and increase our social impact

GOAL 3

We increase our impact and facilitate social change through partnerships and advocacy

STRATEGIC INITIATIVES

ACTIONS 2022-24

3.1

Growth and impact through partnerships

- Inspire and be inspired by the knowledge and capacity of partner services to recognise and respond to gendered issues and challenges faced by service users
- Build and maintain strategic and collaborative partnerships across the community sector with Government and funders to optimise client outcomes and social impact

3.2

Amplify our voice for social change and equity

- Develop and deliver an advocacy strategy that gives voice to the gendered experiences of poverty, family violence and homelessness
- Build and nurture our strategic alliances to increase our capacity to deliver our mission

OUR ENABLERS

Our goals cannot be achieved without actions relating to building our workforce, fostering a strong and positive culture, and ensuring we are well governed, with a sustainable resource base.



SUSTAINABILITY

Enable a diversified funding and business model that is financially sustainable, reflects our strategy and supports impact-led growth.



WORKFORCE

Attract, support and develop a skilled and diverse workforce.



CULTURE

Foster an organisational culture that reflects and reinforces our commitment to facilitating women and gender diverse people's independence.



ENGAGEMENT

Strengthen our marketing and strategic communications and engagement.



OPERATIONS

Ensure Juno is strong, resilient and sustainable.

STRATEGIC PLAN CONSULTATION AND DEVELOPMENT PROCESS

Juno engaged independent consultant Cath Smith from Changesmith Consulting to develop and facilitate the strategic plan review process.

The consultation involved small group and one-on-one interviews with Juno clients, staff, board and partner organisations. The priorities, themes, and values that emerged from this consultation process are reflected in Juno's 2022-2024 Strategic Plan.