

Strategic Direction 2024-2027

Strategic Vision

Our vision is for an inspired, educated and reconciled NSW. We believe Reconciliation must be underpinned by truth telling and integrity and led by First Nations voices.

Our Mission

To unite, lead, and inspire NSW communities toward Reconciliation.

Our Purpose

To partner with communities, organisations, and government to embed Reconciliation into our everyday lives.

Core Values

1

YINDAMARRA

Deliberate, doing it the right way

2

BULAWAWANGA

Strength

3

NURA / YURA

Connected to people, place, truth, culture

4

LEADING FROM THE HEART

Focus Areas 2024 - 2027

THOUGHT LEADERSHIP

- Amplify First Nations voices through storytelling, campaigns, and public platforms.
- Deliver clear, evidence-based reconciliation content.
- Host dialogues: forums, webinars, panels.
- Lead consistent, values-driven advocacy.

KEY ACTIVITIES:

Campaigns, NAIDOC & NRW events, consultations, media statements.

EDUCATION

- Provide culturally informed resources for schools, workplaces, and communities.
- Build capacity through training and professional development.
- Activate youth, community and workplace reconciliation champions.
- Influence education and community policy toward systemic change.

KEY ACTIVITIES:

Toolkits, webinars, workshops, roundtables, youth programs, expansion of the Schools Reconciliation Challenge.

ADVOCACY

- Promote accountability in workplaces and RAPs.
- Advocate for community investment, especially regional/remote locations.
- Influence government policy aligned with reconciliation values.
- Support Aboriginal economic prosperity.

KEY ACTIVITIES:

Government consultations, coalitions, sponsorship development, public campaigns..

COMMUNITY BUILDING & PARTNERSHIPS

- Strengthen inclusive, action-oriented reconciliation communities.
- Collaborate with multicultural communities, RAP organisations, businesses, government and grassroots groups.
- Support anti-racism initiatives, especially in sport and youth settings.

KEY ACTIVITIES:

Partnership strategy, corporate sponsors, truth-telling forums, microgrants, multicultural events, grassroots support.