



Strategy 2030

VISION

A just and equitable Greater Melbourne where communities thrive.

PURPOSE

We work together with communities so they can address their needs and remove the barriers to a just and equitable society.

VALUES

We act with humility
We are ambitious
We are courageous
We are curious

Responding to a changing landscape

Greater Melbourne Foundation recognises that communities across Greater Melbourne are experiencing a time of rapid and complex change, as well as facing persistent challenges across multiple areas.

Factors such as climate change, technological disruptions and economic pressures create uncertainty. In response, we are working to launch an ambitious strategic plan to support Greater Melbourne's resilience and future economic wellbeing.

As part of our new Strategy 2030, we will introduce strategic initiatives to increase our impact

in addressing current and future challenges. We will sharpen our focus to work on the intersection of persistent disadvantage.

This new strategic direction is centred on deepening and growing our impact whilst also supporting stakeholder engagement and philanthropic services.

By making these strategic shifts, we will maximise our impact to nurture and build a more just and equitable Greater Melbourne where communities are supported to thrive.



Our strategy

Strategy 2030 represents a bold and forward-looking vision for Greater Melbourne Foundation. It is designed to amplify our impact, foster collaboration, and ensure we are well-equipped to address the challenges and opportunities now and in the future. The major shifts we are committing to reflect our dedication to continuous improvement and our unwavering commitment to making a difference in our community and to the lives of people we seek to support.

	IMPACT	ENGAGEMENT	OPERATIONS
To drive meaningful change, we will focus on key strategic priorities:	<ol style="list-style-type: none"> 1. Support communities to shape and lead local initiatives that reflect their unique strengths, needs, and aspirations. 2. Foster collaboration to drive long-term change by tackling structural barriers and intersecting conditions that perpetuate inequity. 	<ol style="list-style-type: none"> 3. Strengthen and expand our approach to more effective philanthropy for social justice and equity. 4. Develop a thriving donor community that grows funding and is deeply engaged with the purpose of the organisation. 	<ol style="list-style-type: none"> 5. Integrate the For Purpose Hub as a centre for collaboration for social justice and equity. 6. Enable our people to support our purpose, and create a contemporary and sustainable operating model.
Through our engagement with community, we anticipate we will:	<ul style="list-style-type: none"> → Develop a stronger alignment of capital and partnerships to purpose, such as impact investing. → Introduce a multi-year large scale commitment to a major place based project, as well as investment into community resilience. 	<ul style="list-style-type: none"> → Support the community philanthropy ecosystem in Greater Melbourne and Victoria to grow and thrive. → Introduce excellence in philanthropic fund management services complemented by our skills in investment and our knowledge of effective philanthropy. 	<ul style="list-style-type: none"> → Start inspiring conversations to deepen our knowledge and understanding of Greater Melbourne's challenges at the For Purpose Hub. → Strengthen our connections to communities across Greater Melbourne.

Our approach to philanthropy

Greater Melbourne Foundation is committed to supporting and advancing more effective philanthropy. We will seek to amplify impact by aligning our skills, resources, assets and relationships to help create a better society for all.



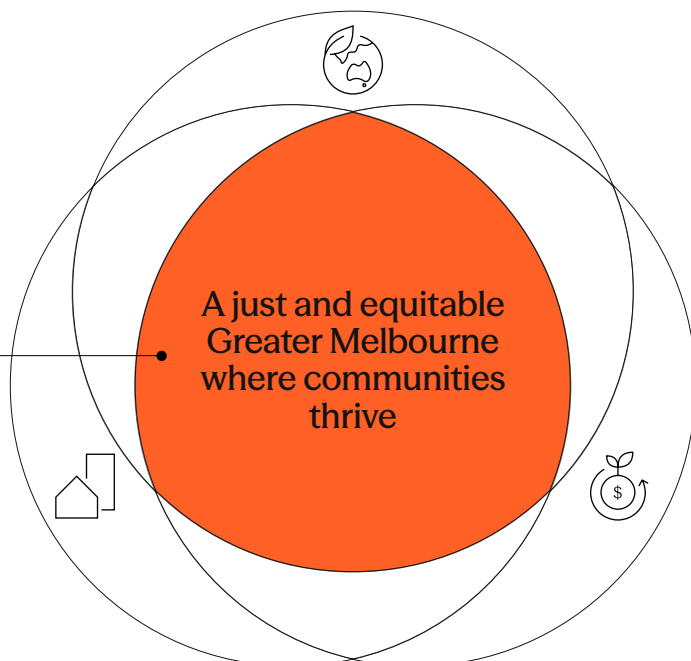
To achieve our vision, we will:

- Support projects that promote social justice, equity, and sustainability.
- Grow our funds and strengthen relationships with donors, aligned to our vision and purpose.
- Balance immediate community needs with long-term systemic change.
- Support proven models, whilst also testing and exploring new ideas.
- Support First Nations self-determination and co-create solutions with those with lived experience.
- Advocate for the causes we support and the impact we seek.
- Bring people and funding together to drive collective action.
- Deploy our capital efficiently and effectively, from grants to investments.

Amplifying impact

- Strategy 2030 will bring an integrated, whole-of-organisation focus on three Impact Areas. Our new strategic direction will work at the intersection of these three Impact Areas to improve and support social justice and equity in Greater Melbourne.

Social justice and equity is at the heart of everything we do. Through Strategy 2030, we are deeply committed to applying a social justice and equity lens to our work. This includes recognising that First Nations peoples, women, and gender-diverse people face unique barriers, and that inequality impacts people in different ways.



CLIMATE JUSTICE

Communities shape and build climate resilience through locally-led adaptation.



ECONOMIC JUSTICE

Local economies build community ownership and power supported by institutions safeguarding an equitable and sustainable future.



HOUSING JUSTICE

Ending homelessness, and increasing affordable, adequate housing.



We acknowledge the Wurundjeri and Bunurong peoples of the Kulin Nation as the Traditional Owners and Custodians of the lands on which we live and work. We pay respect to Elders past and present, and acknowledge their continuing connections to culture, community, land and sea.

📍 Wurundjeri Country,
Level 4, 454 Queen Street, Melbourne 3000

☎ (03) 9633 0033

@ info@greatermelbournefoundation.org.au

Lord Mayor's Charitable Fund ABN 63 635 798 473
Lord Mayor's Charitable Foundation ABN 48 042 414 556

greatermelbournefoundation.org.au

**GREATER
MELBOURNE
FOUNDATION**