



NESA STRATEGIC PLAN 2024-27



NATIONAL EMPLOYMENT SERVICES ASSOCIATION LTD (NESA)

The National Employment Services Association is the peak body for Australia's employment services sector

Our Vision

Opportunity for everyone through employment and inclusion

Our Mission

Driving excellence in employment services through:

Representation

Development

Support

Connection

Our Values

Authenticity

Trust

Integrity

Respect

Professionalism

Our Goals

To ensure Australia's employment services sector is:

Represented

The voice of our sector has impact and is reflected in government policy and service design

World Class

Our sector accesses leading professional development aligned to their needs and future growth

Supported

Our sector has access to timely and effective support to help them thrive

Connected

Our sector shares knowledge and collaborates to forge its strategic direction





HOW WE WILL ACHIEVE OUR GOALS

a sector

REPRESENTED

Our members tell us that they want NESAs to be a strong advocate and ensure their best interests are represented to government. They tell us NESAs' track record of advocacy to government is one of the services they most value.

"As an independent peak body, NESAs can advocate strongly for things we can't because, as a provider, we worry about the impact it may have on our future funding from government".

(NESA Member)

NESA WILL ACHIEVE THIS GOAL BY:

- **Proactive advocacy**

Proactively designing and promoting best practice policies, programs and services

hosting engagement fora with members, government and subject matter experts including member meetings, co-design workshops, special interest groups, and Boardroom lunches with Ministers and

providing sector representation at government advisory fora

- **Reactive advocacy**

Timely representations to government decision makers and supporters on issues impacting NESA members

Representations will include joint advocacy with other peak bodies, organisations and members of Parliament who share, or are prepared to advocate, the views of NESA and its membership base

- **Sharing advocacy positions** with government and other stakeholders via policy position statements, submissions, representation at inquiries and government meetings, and media interviews and statements
- Making advocacy positions available to members and other supporters via **advocacy kits** with other helpful information, so when they meet with government decision makers and influencers, we ensure our core messages are magnified and aligned
- Reviewing our current channels of engagement with members on policy and service issues and adding more convenient ways for members to have a voice in shaping NESA's advocacy agenda.



a **WORLD-CLASS** **sector**

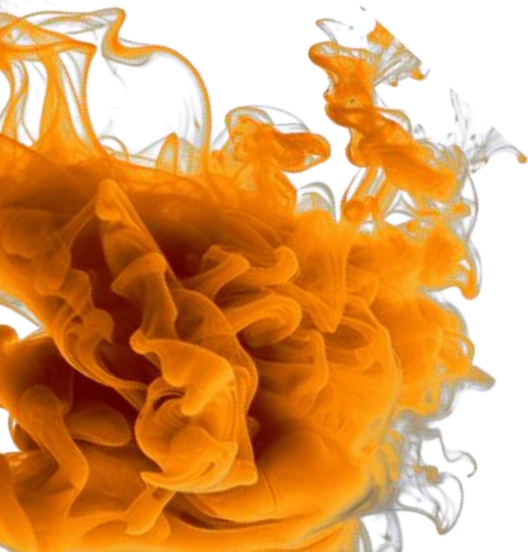
Our members tell us they want to build the capability of their workforce to provide world-class employment and related support services and attract and retain people within their organisations and companies.

“Workforce turnover is a big issue across the sector and impacts the capability of our workforce...we would like to see NESAs play a key role in rebuilding the sector’s capability”.

(NESA Member)

NESA WILL ACHIEVE THIS GOAL BY:

- Providing our sector with access to **best practice professional development** tailored to contemporary needs and future growth
- Providing members with greater access to **international and national evidence, cutting edge policy and advanced service delivery models** to inform their practice and guide our advocacy positions
- Sharing **best practice on 'what works' and sector innovation** via NESA events, communications, publications and policy forums
- Showcasing **sector excellence** via annual industry awards, case studies and promotion of good news stories to government, media and the public.





a sector **SUPPORTED**

Our members tell us they value sending us a text or email or picking up the phone about an issue they are dealing with to inform our advocacy focus. We receive good feedback about our Special Interest Groups and the support and guidance they provide on operational issues and the services provided through our industry partners.

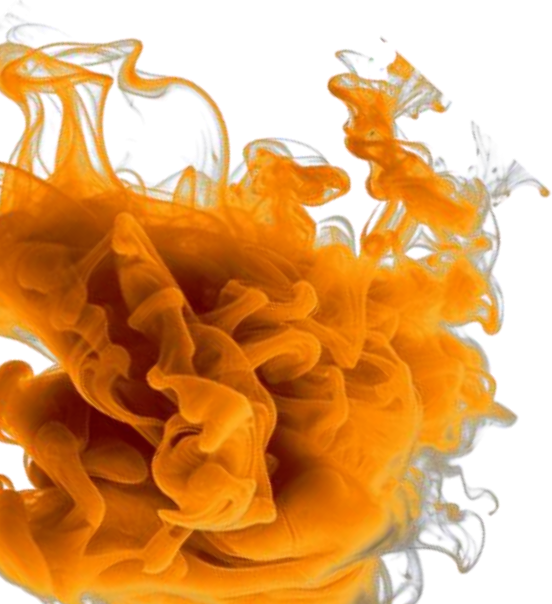
Our remote providers tell us they need more support and contact given the particular challenges in delivering employment services in remote communities and that we could play a greater role in providing more practical assistance to them.

“Communities and economic labour markets are very different in remote communities... English is a third or fourth language and there is no private sector except art galleries and retail... government is the economy”... “it’s more than just a job in remote”... “our needs are very different to urban Australia and extra support is needed”.

(NESA Remote Service Provider Members)

NESA WILL ACHIEVE THIS GOAL BY:

- **Expanding its offering of Special Interest Groups** for members, including creation of a First Nations Employment Services group
- **Hosting a remote services provider conference**
- **Informing government on areas where members require assistance** and working with them to co-design effective and helpful practical supports
- **Forging new industry partnerships and joint ventures** aligned to the support needs of members, including corporate services support
- Diversifying and growing NESA's revenue base to **provide members with additional supports** aligned to their needs.



A smiling man with a beard and short dark hair, wearing an orange polo shirt, is positioned on the left side of the image against a dark blue background.

a sector **CONNECTED**

Our members tell us they want to come together at high quality NESAs and build networks and connections with their peers, sector supporters, researchers and government.

Members tell us they want NESAs to provide regular sector communications and keep them up to date on government reports, trends, inquiries and reviews, and funding announcements that impact their work.

“Sector conferences had become a bit lacklustre in recent years. This year’s conference was great because there was something for everyone with good speakers and it enabled us to have a say at co-design workshops. Keep the conferences and other forums for members interesting and they will keep coming!”

(NESA Member)

NESA WILL ACHIEVE THIS GOAL BY:

- **Boosting attendance at NESA events** each year for members to connect, network and discuss contemporary issues
- Providing **more opportunities to build strategic cross-sectoral relationships** with stakeholders, across Australia and globally, who can help our members and sector thrive
- **Forging stronger partnerships with research, data and evaluation bodies** to help build the evidence base for employment services in Australia and ensure latest evidence is shared with members
- **Increasing our communications and media capability** to share more information with members and raise the profile of our sector and its good work.





BUILDING OUR CAPABILITY TO DELIVER FOR OUR MEMBERS

Our members are at the heart of NESAs. To better support our members, we need to support our staff ensuring their views are represented, they feel connected and supported in their professional development and creating a world class team!

To achieve our goals, we will co-design our business plan each year with our members, industry partners and staff and report publicly in our annual report on progress..