

## Our Vision

Financially resilient Western Australians, with reduced financial hardship for all.

# Strategic Plan

## 2024-2027

## Our Purpose

Advocating for financial well-being.

Promoting excellence and compliance in the financial counselling sector.

Providing the voice of financial counselling in Western Australia.

## Strategic Priorities

1. Being an informed and respected voice advocating for the financial well-being of all Western Australians. Advocating for effective policies and practices relating to financial hardship and the financial counselling profession.

3. Ensuring FCAWA is a well governed, well respected and professional organisation delivering quality services to its members with integrity, supporting sustainable funding for the sector and representing Western Australia effectively at a state and national level.



1. An influential advocate



2. An effective peak body



3. A best practice profession

2. Providing, through direct action, coordination and collaboration, compliance, quality training and professional development to members and other organisations - including through conferences, forums, and events - to ensure members feel valued and supported to achieve and maintain professional and sector standards.

### Integrity

We are honest and consistent in our work, developing trusting relationships based on strong ethical principles and respecting the dignity and value of each of our members.



### Support

We support our members, the sector and each other through direct action and through encouraging collaboration and connection.



## FCAWA Values

### Leadership

We strive to lead the sector with courage and humility, advocating for the financial well-being of all Western Australians.



### Innovation

We work to meet the needs of our members in an ever-changing world, turning creative ideas into effective solutions, and being passionate about learning new things.

