

Strategic goals and objectives

1 A successful and innovative social enterprise

- Grow the consulting business to match salary packaging
- Become an employer of choice
- Establish a strong national presence across all areas of the business
- Ensure strong governance by proactively addressing succession, risk management and retention of intellectual property

2 Provide leading edge, personalised and professional services to NFPs

- Embrace technology to deliver contemporary, innovative professional services
- Seek partnerships / affiliations / associates to expand our national reach and service offering
- Employ top talent to deliver leading edge professional services

3 Become a respected thought leader within the sector

- Commission original research to add value to the sector
- Build our reputation nationally as a sector leader through marketing and PR
- Collaborate with leading institutions to explore and develop effective methodologies for measuring social impact

4 Make a positive impact through our Community Development Program

- Increase our contribution to the Community Development Program
- Engage our corporate partners with the Community Development Program

CBB Strategic Plan 2015 - 2018

STATEMENT OF INTENT

CBB plays an integral role in the Not for Profit sector achieving its social objectives.

We do this by being a leading social enterprise providing personalised, professional services to Australian Not for Profits.

Values

CBB staff will always be ethical in our dealings with clients and stakeholders.

We shall offer and deliver services in a manner which reflects strong commitment to the following values:

RESPECT **I**NTEGRITY **S**ERVICE **E**MPOWERMENT



CBB

the not4profit people



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www.cbb.com.au