

## SMART Strategic Achievements July 2024

### Scale Effectively

- Grown from 225 Meetings to 349
- Grown from 53 Members to 107 Member
- Grown from 0 Thrive Members to 7
- 28 Volunteer-led meetings
- Trained 693 Facilitators up from 533 last financial year
- Development of Outcomes Measurement Framework

### Financial Sustainability

- \$650K Philanthropy achieved
- \$500K recurring Federal Funding
- \$187K State Funding via NADA funding for App Development
- \$50K Collier Charitable Fund Grant - Digital Transformation Project
- \$39K Snow Foundation Donation
- From \$260K in Training Revenue to \$370K
- Membership Revenue from \$25K to \$59K
- Total Revenue from \$1.56M to \$1.9M

### Data Enable and Digitise

- YOUTH and YARN tools added to the Facilitator Portal
- SMART App development
- More resources available on website i.e. LGBTIQ+ Practice Guides and Specialised SMART Program Manuals available for purchase
- Growth of Digital team to support ongoing projects and initiatives
- Editable digital flyers created to support meeting promotion by facilitators for multiple SMART meetings (Standard/Youth/Yarn/Family & Friends/LGBTIQ+)
- 70% of meetings verified and available via Pathminder
- Internal meetings and communications migrated to Google Workspace

### Supporting Our People

- Yada Bingari Staff Retreat held
- EAP workshop on Thriving in a Hybrid Working Environment
- EAP workshop on Wellbeing
- Gallup Strengths profile and coaching for all staff

+ Training Revenue Growth from \$260K to \$370K (42% growth)

+ Membership Growth from 53 Members to 107 (101% growth)

+ SMART Meetings From 225 to 349 (55% growth)

+ Trained 693 Facilitators up from 533 last year (30% growth)

+ Membership Revenue Growth \$25K to \$59K (136% growth)

+ Total Revenue Growth from \$1.56M to \$1.9M (21% growth)



## SMART Strategic Achievements July 2024 (cont.)

### Innovation Priorities

- Grown from 5 Youth Meetings to 11
- Grown from 0 Yarn SMART Meetings to 7
- Grown from 1 Family and Friends Meeting to 9
- Grown from 1 LGBTIQ+ Meeting to 5
- Grown from 6 to 20 Justice Meetings
- Commissioned review of Inside Out Program
- Development of Parent Resource
- Mental Health and AOD partner collaborations including 2 Lifeline SMART Meetings

### Developing our Voice

- Christmass movie partnership
- G6 integrated digital solution to alcohol harm
- Targeted campaign for GP awareness and engagement connected us with 534 GPs, only 2.9% of whom were aware of SMART prior to the campaign
- University activation with UNSW for World No Tobacco Day
- Engagement with Australian Counseling Association

### Government Engagement Meetings held with:

ACT Minister for Community Services, Seniors and Veterans, Corrections and Justice Health, Mental Health, Population Health

ACT Minister for Police & Emergency Services

ACT Minister for Community Services and Facilities, Disability, Employment and Workplace Safety, Government Services and Procurement

ACT Spokesperson for Women, Education, LGBTIQ+ Affairs, Young People and Youth Justice

NSW Minister for Women, Seniors, and the Prevention of Domestic Violence and Assault

NSW Shadow Minister for Youth Justice

QLD Minister for Police and Community Safety

QLD Assistant Minister for Education and Youth Justice

QLD Executive Director of Youth Justice Statewide Services - Department of Children, Youth Justice and Multicultural Affairs

+ Justice Meetings  
From **SIX**  
to **TWENTY**

+ Yarn SMART Meetings  
From **ZERO**  
to **SEVEN**

+ Youth Meetings  
From **FIVE**  
to **ELEVEN**

## SMART Strategic Goals July 2025

### Scale Effectively

- 600 meetings achieved
- Sustain 100 Members and engage 40 new Members
- Meeting maintenance, strengthened by co-facilitation opportunities
- Outcomes Measurement Framework Implemented

### Financial Sustainability

- \$650K Philanthropic Funding
- \$500K recurring Federal Funding
- \$250K in State and Territory funding
- Major Donor strategy & recruitment
- Establishment of sector philanthropic working group

### Data Enable and Digitise

- Continual implementation of the SMART App for participants
- Increased content available in Facilitator Portal (V2)
- Continual implementation of Hubspot CRM
- Streamline platforms and systems to lessen administrative workload and improve reporting capabilities with timely and accurate data
- Increasing transparency and autonomy of trainings via the Arlo App for trainers
- Pathminder optimisation, inclusive of increased meetings (80% recorded) and periodic audits to ensure accurate data is ongoingly captured for participants and internal stakeholders
- Continued improvement of the website (participant portal) to facilitate way-finding and free resources
- Expand purchasing opportunities through the implementation of Square online shop creation (increased merchandise and training opportunities at conferences)
- Monday.com utilised for HR Contract Management

### Supporting Our People

- Provide managers with training around program targets and budgets, and increase Manager accountability for their service delivery targets, expenditure and income
- Implement recommendations from Employee Survey with a focus on role clarity
- Volunteer Strategy developed and implemented
- Staff face-to-face connection days held in NSW and QLD
- Annual team building event or retreat

### Innovation Priorities

In July 2025 we have grown:

- Youth Meetings to 22
- Yarn SMART Meetings to 12
- Family and Friends Meetings to 12
- Justice Meetings to 30
- LGBTIQ+ Meetings to 8
- CALD Meetings to 4

### Developing Our Voice

- Increased Government engagement and awareness in all States and Territories
- Strengthening of lateral connections with sector peak bodies, place-based organisations and within communities
- G6 Initiative continues to provide comprehensive, nationwide access to addiction supports
- Amplifying the voices of our partners and participants through SMART Stories
- SMART Awards
- Increased awareness and referral pathways via GP and community health campaigns - kits, eDMs etc.
- Present papers at major conferences and publish articles in sector and academic journals outlining program outcomes
- Development of Communications Strategy including a PR and Media Engagement Strategy