

# Strategy Overview

## Where do we want to be?

### Our Vision

Aboriginal business perform better, are flexible, business literate and resilient

### Our Mission

Over 90% of Aboriginal businesses supported by Morrgul are trading after 3 years

### Our Values

Commercially focused,  
Collaborative and Responsive



## How are we going to get there?

### Strategies and Goals

Focus	Strategies
<b>Secure Financial Base</b>	<p><b>Service Delivery Strategies</b></p> <p>Focus on funding, grant and partnership opportunities to secure a sound financial base</p> <p>Secure flexible funding to deliver unrestricted business development services to Aboriginal businesses</p>
<b>People &amp; Programmes</b>	<p><b>Capacity Development Strategies</b></p> <p>Maintain a well-resourced organisational structure that is supported by the right people with the right skills to deliver the Vision.</p> <p>Evaluate programs, services and suppliers regularly</p> <p>Support staff and board members with skills' development and training aligned to delivery of Vision</p>
<b>Partnerships</b>	<p><b>Leveraging Strategies</b></p> <p>Leverage funding, programmes and networks to expand Morrgul's services and reach</p> <p>Promote the benefits of partnering with Morrgul</p>
<b>Championing Success</b>	<p><b>Communication Strategies</b></p> <p>Share the successes of Aboriginal business owners to inspire other Aboriginal people to start and grow their own businesses</p> <p>Support Aboriginal businesses to network and share their stories and achievements with one another</p> <p>Promote the successes of Aboriginal business to a wider audience to enhance support for Aboriginal business</p>

