



Empowering Deaf and hard of hearing since 1884

**Strategic plan**  
2021 -2024



## Our vision

### The future state we strive to create.

To give all people who are Deaf and hard of hearing every opportunity to connect with and contribute to society. To have the freedom to develop in all aspects of life, in their language of choice, and for our support to extend to their families. Expression Australia strives to achieve this vision through transformational services, by optimising new technologies, addressing inequity and driving social change.



## Our purpose

### Why we exist and how we turn our vision into reality.

To create opportunities for people who are Deaf and hard of hearing by delivering targeted services and affecting social change. Expression Australia enables Deaf communities to flourish and is inclusive of all members of those communities, irrespective of age or background.



## Our priorities

To deliver on our goals and achieve our purpose, Expression Australia has identified four key areas of focus through to 2024.

1. Advance our services
2. Grow and develop our Deaf community
3. Broaden our impact
4. Deeper connection



## Our enablers

The organisational strengths we will build up onto deliver on our promises to the community of people who are Deaf and hard of hearing in Australia.

1. Optimal performance
2. Exceptional culture
3. Strategic partners & allies
4. Elevated profile