



STRATEGY 2030

Social justice and equity is at the heart of everything we do.

VISION

A just and equitable Greater Melbourne where communities thrive.

PURPOSE

We work together with communities so they can address their needs and remove the barriers to a just and equitable society.

VALUES

We act with humility

We are open and transparent; we show up as our true selves, speak honestly with respect and care for people and planet, we are humble and act with integrity. We demonstrate allyship, foster solidarity and value differences. We value real conversations and foster inclusivity, generosity and accessibility, so everyone feels seen, heard, and respected.

We are ambitious

We are ambitious for positive change; we innovate and strive for excellence and make things happen, because we understand the urgency of significant transformative change.

We are courageous

We lean into the unknown, take risks and embrace challenges, even when we don't have all the answers. We see uncertainty as an opportunity to grow, learn, and adapt.

We are curious

We acknowledge and value the expertise and wisdom of others and are open to feedback and learning. We approach every situation with an open mind and embrace a mindset of continuous improvement and learning.

RESPONDING TO A CHANGING LANDSCAPE

Lord Mayor's Charitable Foundation recognises that communities across Greater Melbourne are experiencing a time of rapid and complex change, as well as facing persistent challenges across multiple areas.

Factors such as climate change, technological disruptions and economic pressures create uncertainty. In response, we are working to launch an ambitious strategic plan to support Greater Melbourne's resilience and future economic wellbeing.

As part of our new Strategy 2030, we will introduce strategic initiatives to increase our impact

in addressing current and future challenges. We will sharpen our focus to work on the intersection of persistent disadvantage.

This new strategic direction is centred on deepening and growing our impact whilst also supporting stakeholder engagement and philanthropic services.

By making these strategic shifts, we will maximise our impact to nurture and build a more just and equitable Greater Melbourne where communities are supported to thrive.



OUR STRATEGY

Strategy 2030 represents a bold and forward-looking vision for Lord Mayor's Charitable Foundation. It is designed to amplify our impact, foster collaboration, and ensure we are well-equipped to address the challenges and opportunities now and in the future. The major shifts we are committing to reflect our dedication to continuous improvement and our unwavering commitment to making a difference in our community and to the lives of people we seek to support.

To drive meaningful change, Strategy 2030 will focus on key strategic priorities:

Impact

1. Support communities to shape and lead local initiatives that reflect their unique strengths, needs, and aspirations.
2. Foster collaboration to drive long-term change by tackling structural barriers and intersecting conditions that perpetuate inequity.

Engagement

3. Strengthen and expand our approach to more effective philanthropy for social justice and equity.
4. Develop a thriving donor community that grows funding and is deeply engaged with the purpose of the organisation.

Operations

5. Integrate the For Purpose Hub as a centre for collaboration for social justice and equity.
6. Enable our people to support our purpose, and create a contemporary and sustainable operating model.

Through our engagement with the community, we anticipate we will:

- Develop a stronger alignment of capital and partnerships to purpose, such as impact investing.
- Introduce a multi-year large scale commitment to a major place based project, as well as investment into community resilience.

- Support the community philanthropy ecosystem in Greater Melbourne and Victoria to grow and thrive.
- Introduce excellence in philanthropic fund management services complemented by our skills in investment and our knowledge of effective philanthropy.

- Start inspiring conversations to deepen our knowledge and understanding of Greater Melbourne's challenges at the For Purpose Hub.
- Strengthen our connections to communities across Greater Melbourne.

OUR APPROACH TO PHILANTHROPY

Lord Mayor's Charitable Foundation is committed to supporting and advancing more effective philanthropy. We will seek to amplify impact by aligning our skills, resources, assets and relationships to help create a better society for all.



To achieve our vision, we will:

- Support projects that promote social justice, equity, and sustainability.
- Grow our funds and strengthen relationships with donors, aligned to our vision and purpose.
- Balance immediate community needs with long-term systemic change.
- Support proven models, whilst also testing and exploring new ideas.
- Support First Nations self-determination and co-create solutions with those with lived experience.
- Advocate for the causes we support and the impact we seek.
- Bring people and funding together to drive collective action.
- Deploy our capital efficiently and effectively, from grants to investments.

IMPACT AREAS

Strategy 2030 will bring an integrated, whole-of-organisation focus on three Impact Areas. Our new strategic direction will work at the intersection of these three Impact Areas to improve and support social justice and equity in Greater Melbourne.

Social justice and equity is at the heart of everything we do. Through Strategy 2030, we are deeply committed to applying a social justice and equity lens to our work. This includes recognising that First Nations peoples, women, and gender-diverse people face unique barriers, and that inequality impacts people in different ways.



Climate Justice

Communities shape and build climate resilience through locally-led adaptation.



Economic Justice

Local economies build community ownership and power supported by institutions safeguarding an equitable and sustainable future.



Housing Justice

Ending homelessness, and increasing affordable, adequate housing.

AMPLIFYING IMPACT

We strive for a just and equitable Greater Melbourne where communities thrive. By working at the intersection of three Impact Areas, we will seek to align our skills, resources, and relationships to support communities in shaping and leading local initiatives that reflect their unique strengths and aspirations. We will foster meaningful partnerships to create lasting change by addressing structural barriers and the interconnected conditions that perpetuate inequity.



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	OUTCOMES 	OUTCOMES 	OUTCOMES 
LANDSCAPE	Support collaborations working and advocating for climate justice in policy and strategies.	Inspire and promote a shift in understanding and mindsets in support of a wellbeing economy.	Increase affordable housing through alternative housing models, financing pathways including leveraging under-utilised land and a philanthropic housing fund.
POLICY	Centre and amplify priority community leadership and voices in climate resilience policies, strategies, and action.	Establish and support collaborations advocating for ambitious policy (legal, tax, finance and welfare) reform for more equitable outcomes.	Advocate for and support policy and law reform to end homelessness and increase affordable housing.
COMMUNITY	Support and promote community-driven adaptation strategies that are based in strengthening social connections, ecological health, and food justice.	Support local economic development innovations through new business practices (including co-ops and social enterprises) and community wealth building.	Increase support to end homelessness for youth, women, First Nations people and other priority cohorts.
FIRST NATIONS	Elevate and support First Nations led climate justice initiatives.	Elevate and support First Nations led and owned enterprises/initiatives.	Elevate and support long-term housing options for First Nations people.
SECTOR CAPABILITY	Strengthen the climate-resilience capacities of community organisations.	Strengthen and grow the new economy ecosystem. Strengthen and address current barriers to scale and sustainability of the social enterprise sector.	Build and share evidence of what works to influence the housing and homelessness sector, government and philanthropy.



 Wurundjeri Country
 Level 4, 454 Queen Street
 Melbourne 3000
 (03) 9633 0033
 info@lmcf.org.au

Lord Mayor's Charitable Fund
ABN 63 635 798 473
 Lord Mayor's Charitable Foundation
ABN 48 042 414 556



lmcf.org.au