



# Vision 2030

Brave Foundation  
Strategy 2025 - 2030

Brave Foundation acknowledges the Aboriginal and Torres Strait Islander peoples of this nation as the traditional custodians of the lands on which our organisation works. We pay respects to Elders past, present and emerging.

Brave's work also brings us into contact with people from diverse communities. Brave is committed to respecting the sexuality, gender, culture and heritage of each person we encounter, inside and outside our organisation.

Front: Violet (Brave Participant) & daughter



\*Image & some details have been changed for privacy

# Maddie's Story

Maddie was introduced to Brave's SEPT program through Darwin's Young Mums Strong Mums program. At the time, her daughter Ellie was seven-months-old and Maddie was grieving the unexpected death of Ellie's father a few months earlier. In the midst of grief and isolation, taking part in a program wasn't something she was interested in.

"When he passed away, I didn't pick up on it as a sign of grief, but I didn't want to see people. I isolated myself from everything aside from being a mum. The Young Mums Strong Mums program... I didn't even like the idea of it."

As a First Nations woman, Maddie moved to Darwin from another state as a 17-year-old, and did not have a support network around her. She met her Brave mentor and was able to open up about her grief and isolation.

"I met [mentor] and she was here to help. It surprised me how much she has helped during the journey."

When it came to setting goals, Maddy was reluctant because her goals felt unachievable.

"It started more just talking because I didn't have goals... I was resistant to setting goals... I didn't see it as feasible. Staying engaged in the program was a goal and I wanted to do it. Socialising was a big one for me and seeing someone repetitively and talking helped a lot."

Maddie believes her mentor was a critical support in her journey as an individual and parent. This included naming Ellie's father on the birth certificate, getting her drivers licence and buying her first car, studying and then getting a job. Her mentor also supported her through the court system in relation to Ellie's father's death.

"She was knowledgeable in the sense of how to go about things. When I had my baby, I thought my career was gone and without the father in the picture, I thought it wasn't doable especially without having mum and dad around."



**"She had a big impact on how I turned everything in the right direction. When I think about it, there wasn't pressure when I was working with her. She wasn't forcing me, she met me where I was at to get me to the goals, I had for myself."**

Maddie completed her Certificate II and III Community Services and is now working in the community services sector to give back in a way that others gave her.

"I never had a plan of what I wanted to do as I got older... I see myself going down the career path now because it is something I am really into. Community Services touches anything and everything... you need community services."



Bhodie (Brave Participant) & son

Brave's story is one of initiative, innovation, and tenacity!

As we set the course for our new strategy we reflected on our history, our contemporary context, and the future that we want to see for young parents.

Through a process of discernment, we have confirmed that our purpose remains unchanged but we have refined our vision and mission.

Who we are, why we exist, and how we choose to be will guide us towards the Brave of 2030.



Becoming  
**Brave**

CHALLENGE

# Our Story So Far

2006  
**FOUNDERS YEARS**  
‘Brave Little Bear: The inspirational story of a teenage mother,’ was published, which documents Bernadette Black’s teen parenthood story.

2007  
Bernadette starts forming a directory of services after being contacted by young parents and support people all over the country looking for connection to education, health, and social supports.

2008  
The directory of services goes online.

2009  
**EARLY YEARS**  
Brave is incorporated as a not-for-profit.

Brave is launched in Hobart by Larissa Bartlett, Brave’s Inaugural Ambassador.

Bernadette was volunteering her time to Brave around part time work.

2014  
A generous bequest from Anne Tomlinson Walsh.

2015  
**BRAVE GOES NATIONAL**

The Hon David Bartlett appointed the second Chair of Brave Foundation and Bernadette was appointed CEO.

Brave moved into its first office in Kingston, Tasmania.

2018  
Supporting Expecting and Parenting (SEPT) Program was created as a trial under funding from the Department of Social Service’s ‘Try, Test, Learn’ initiative.

2019  
SEPT implemented across eight sites nationally.

2020  
Brave Foundation celebrates its 10-year anniversary with an event at Government House in Tasmania.

2021  
**BUILDING OUR EVIDENCE**  
University of Tasmania’s Peter Underwood Centre released independent evaluation of Brave’s SEPT Trial.

2022  
Philanthropic funding from Paul Ramsay Foundation allows Brave to build foundations for Centre of Excellence with focus on advocacy, partnerships, evidence of impact and systems change through Social Economic Empowerment Department (SEED).

2023  
Jill Roche is appointed Brave’s CEO. Bernadette is appointed as inaugural Social Economic Ambassador of SEED.

2024  
**POSITIONED FOR THE FUTURE**  
Lived Experience Advisory Group established.

Pilot program focused on young dads is launched in Newcastle and Melbourne, thanks to three philanthropic grants.

Federal government funding secured through Department of Social Services for SEPT program to continue nationally for a further two years.

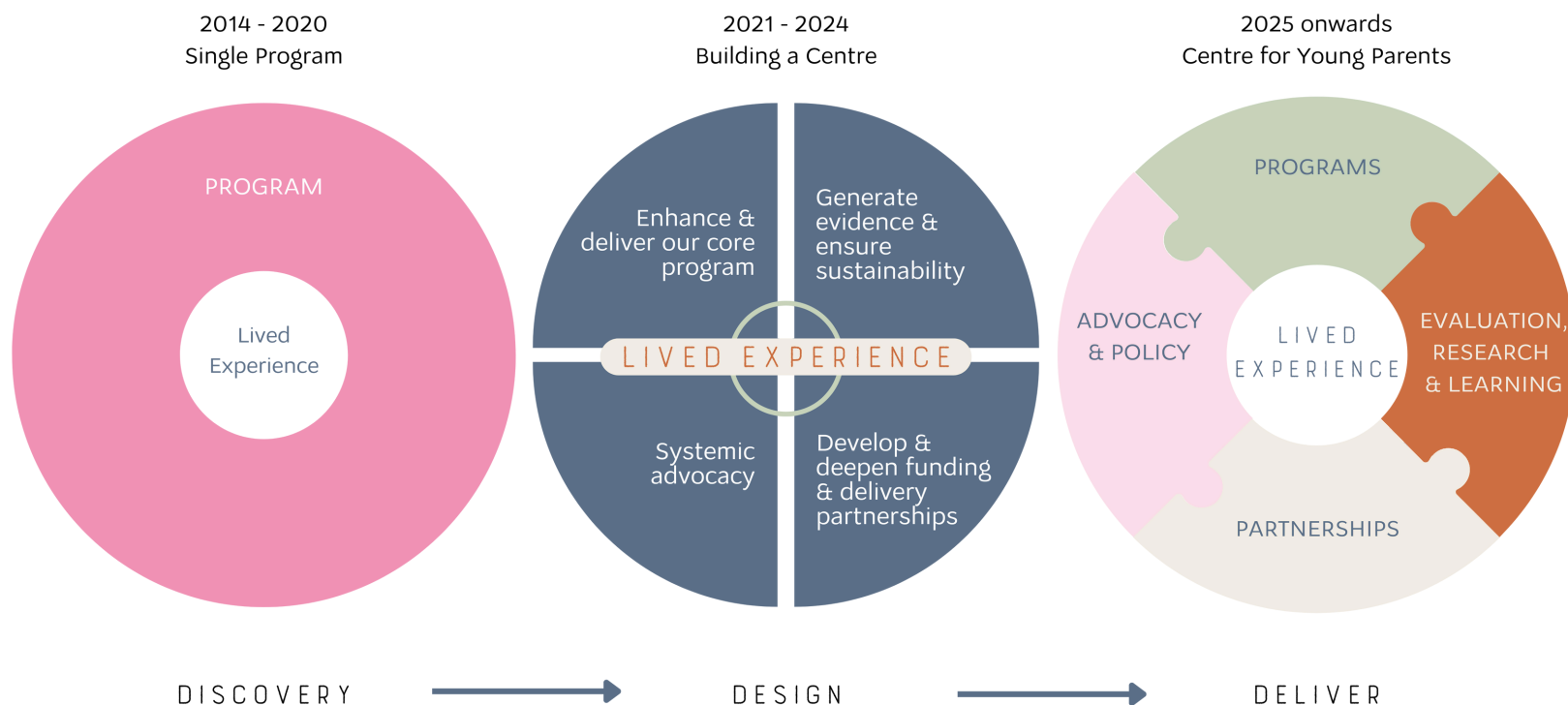
Brave Foundation and SEED Futures now two separate entities.

Social Return on Investment measured.

# An Evolution

Brave's 2025-2030 strategy is one that draws from the past and builds upon Brave's foundations, while broadening for the future. Our model of mission and evidence of impact have evolved and matured over time however, lived experience always remains at the centre of who we are, what we do, and how we work.

Since 2021, we have been clear that Brave has something to offer the wider community, and at scale. Building as a Centre of Excellence for Young Parents, with contemporary lived experience of young parenthood at the core, has been our journey and we are committed to seeing that aspiration truly realised within the next five years.







# Towards 2030





Glorious (Brave Participant) & son

In 2023, 4,861 mothers aged 15 to 19 gave birth, and 2,203 teenage fathers were recorded; this number has remained consistent over the last three years.

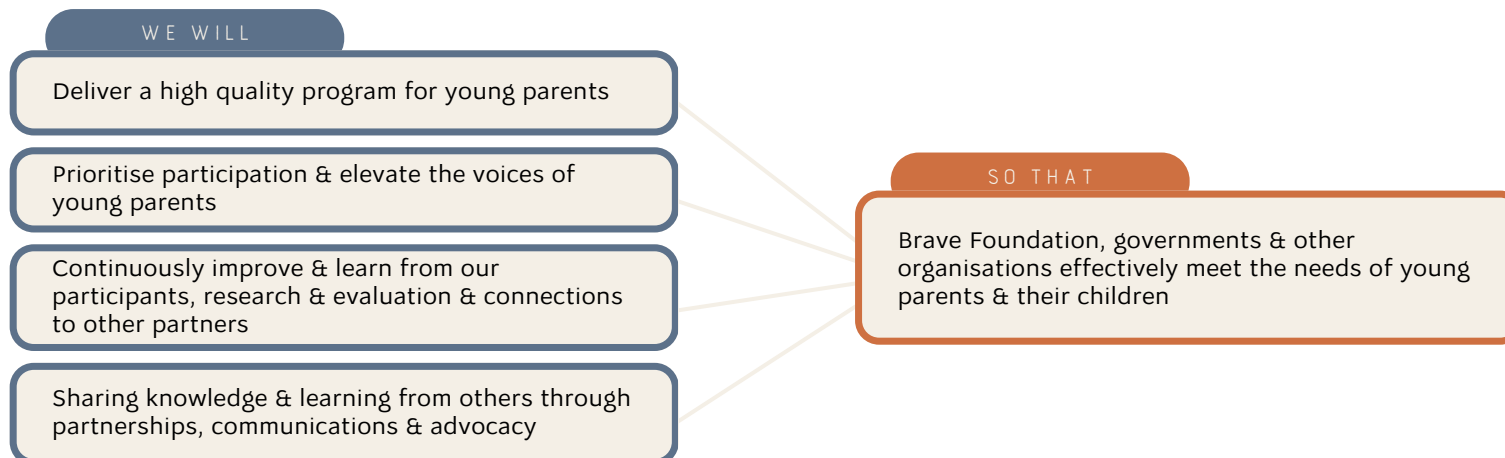
Young parents commonly lack family support and financial resources and are more likely than older parents to have experienced intergenerational trauma, family violence, substance misuse, homelessness and involvement with child protection. Importantly, young parents are simultaneously navigating the transition to both adulthood and parenthood.

We will continue to listen to the lived experience of young parents to guide us in our work to support them to break intergenerational cycles and create thriving young families.

# A Centre of Excellence

To us, being a Centre of Excellence for Young Parents means that Brave is delivering a program for young parents that is high quality and continuously improving based on what our participants tell us, what we learn through our research and evaluation work, and through our connections to other partners. Excellence means sharing what we know through communications, policy and advocacy, so that governments and other organisations can respond most effectively to the needs of young parents. Excellence means we are listening and learning directly from young people and that we are prioritising their participation and elevating their voice.

Becoming a Centre of Excellence for Young Parents isn't about becoming an academic institution, a think tank or a peak body – it's about ensuring excellence in outcomes for young parents. Our credibility remains tightly tied to our continued, direct and daily, interactions with young parents. We remain committed to delivering strengths-based programs that are focused specifically on young parents and their families. However, we also recognise that the benefit of our program is limited if we are not also learning from it and sharing our knowledge – we must maintain our core program AND ensure we are building and nourishing our partnerships, confidently engaging in advocacy and policy actions, and investing in our evaluation, research and learning.



**Brave's Centre of Excellence for Young Parents is the holistic description for the full collection of functions and activities that we do - all of which is centred on young parents and their children.**

**— Jill Roche, CEO**



Erika (Brave Participant) & son

## Vision

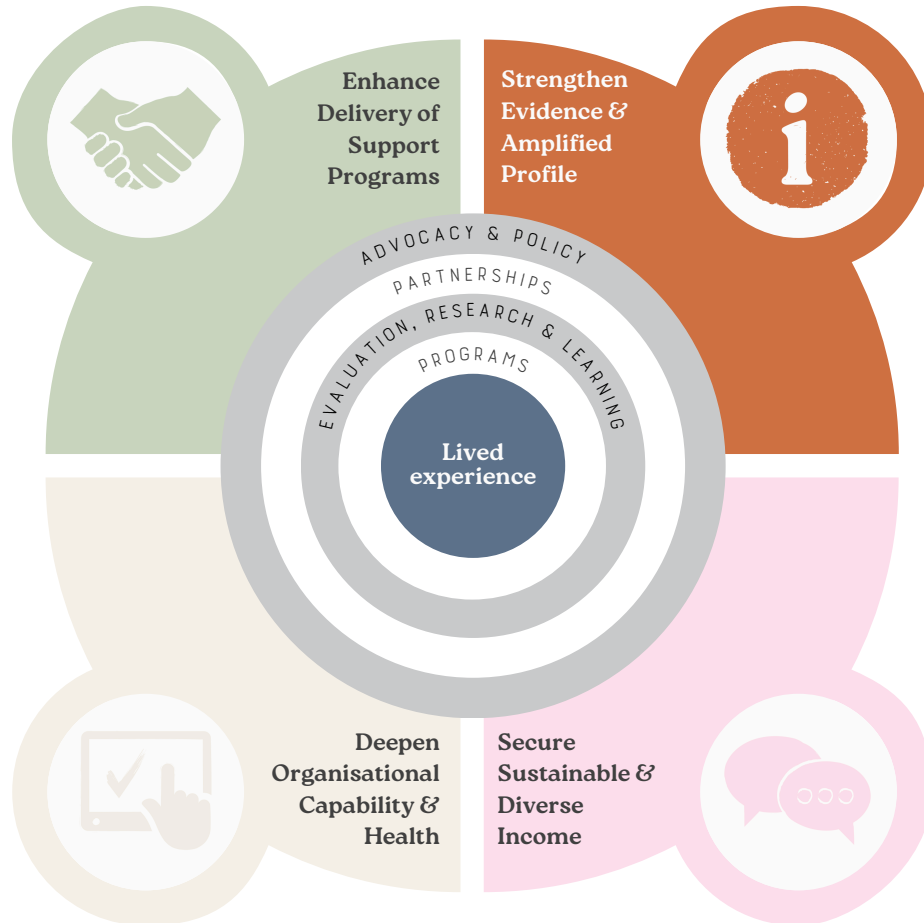
A future where every young parent & their child thrives & belongs

## Purpose

Unlocking the boundless potential of young parents

## Mission

Walking alongside & championing young parents as a centre of excellence



INSPIRE

EMPOWER

CONNECT

INCLUDE

INNOVATE

Values

# Strategic Direction

Working towards 2030, we will remain focused on delivering Programs, Partnerships, Advocacy and Policy, and Evaluation, Research and Learning with Lived Experience embedded at the core, and supported by robust organisational process and systems.

Our journey to a Centre of Excellence for Young Parents will see us focusing on enhancing our programs, rigorously evaluating and sharing our findings, building strong partnerships - all supported by robust organisational processes and professional staff



### Enhance Delivery of Support Programs

- Delivering our core programs
- Skilled, professional, distributed mentors
- Expanded footprint
- Flexible delivery modes
- Integrated supports including for fathers and children



### Strengthen Evidence & Amplified Profile

- Embedded MEL, quality data
- Design and activated Research Strategy
- Sharing evidence of our impact through integrated communications
- Effective partnership engagement with the sector
- Advocate for service and policy improvements through formal submissions
- Integrated events, ambassador and media strategy



### Secure Sustainable & Diverse Income

- Strong State and Federal political engagement
- Sustainability Plan in play
- Fundraising Strategy resourced
- Active pipeline of corporate and philanthropic partners
- Deepened capabilities in grants, fundraising, research



### Deepen Organisational Capability & Health

- Uplift in workforce capability, professionalism and quality
- Staff are supported and engaged
- Lived experience is embedded in our workforce practices, policies and hiring
- Strong leadership and clear succession pathways
- Organisation is robustly governed by skilled directors who are engaged advocates
- We have the right digital tools and capabilities as a contemporary organisation including CRM, integrated AI and a risk management system

# A Vision Realised

When we cast our minds forward towards 2030, we see a Centre of Excellence for Young Parents. In five years, we will reflect on our progress and have confidence that Brave:



*Has focused impact*



*Is a credible leader*



*Has a sustainable future*



*Is part of a thriving community*



Katelyn (Brave Participant)



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