

## BRAND ESSENCE

Country is our mother, our provider and keeper of our cultural belongings.  
**Culture and Country go together.**  
You can't have one without the other.

## OUR VISION

Through connection to Country, Aboriginal people pursue and achieve economic, social and cultural goals and aspirations with strength and confidence.

## OUR MISSION

For current and future generations, we work with and for Australian Aboriginal people to protect rights and manage Country and opportunities.

country  
culture  
people  
future

## STRATEGIC PRIORITIES

### 1 Deliver on our responsibilities to Traditional Owners, Common Law Holders and Country

#### Obtain and manage rights

- Ensure Traditional Owners and Common Law Holders understand their native title rights
- Ensure all Country is recognised
- Maintain strong governance
- Develop expertise in emerging areas of native title practice
- Leverage rights for the benefit of Traditional Owners and Common Law Holders
- Influence policy makers and drive the organisation's advocacy and reform agenda

### 2 Build on a tradition of operational excellence

#### Operate with discipline

- Identify, refine and develop evaluation tools and measurements to improve service delivery
- Manage organisational risk
- Develop leadership ability and capacity
- Ensure financial stability
- Streamline and define core business processes to improve service delivery
- Improve productivity within and across teams

### 3 Foster a culture of connection across and beyond YMAC

#### Nurture relationships

- Enhance communication within and outside the organisation
- Recognise and manage the impact of negotiations
- Promote a learning culture with a focus on developing capacity and shared knowledge
- Support staff to feel safe, healthy and proud of their achievements
- Partner with clients to design solutions
- Maintain a high standard of accountability and transparency

### 4 Build capacity and mobilise opportunities

#### Champion change/design resilience

- Diversify and grow revenue streams for the organisation
- Support Traditional Owner groups to identify new income streams and strengthen their capacity
- Maintain sector leadership

Our Values describe our principles and desired culture; serving as a behavioural compass for Directors, Committee Members and staff.

Collaboration Professionalism Integrity Respect & Understanding