

A close-up photograph of a woman and a young child. The woman is on the left, looking directly at the camera with a slight smile. The child is on the right, also looking at the camera. The image is cropped to focus on their faces.

STRATEGIC PLAN

2025–2028

Women and Children are safe from domestic and family violence and supported in their journey to healing.

A strategic framework for culturally safe crisis accommodation, therapeutic support, advocacy and long-term change.



VISION

Women and Children are safe from domestic and family violence and supported in their journey to healing.

THEORY OF CHANGE

If Dawn House provides culturally safe crisis accommodation, therapeutic support, and advocacy for women and children experiencing domestic and family violence, then they will be safer, more supported in their recovery, and better able to build safe and healthy lives and relationships.

PURPOSE

To provide confidential refuge and culturally safe support services for women and their children experiencing domestic and family violence. We promote a strengths-based response through advocacy, community education and outreach.

What Dawn House provides

01

Crisis accommodation

for women and children escaping violence.

02

Assertive outreach

Expand assertive outreach services.

03

Trauma informed counselling

for women and children.

04

Transitional housing pathways

Increase transitional housing pathways accommodation capacity.

05

Therapeutic services

for children affected by family violence.

06

Community education

that enhances sector and client capability.

Four priorities. One purpose.

01

Strengthened Services & Review Crisis Care Model

Four priorities. One purpose.

02

Community Education and Advocacy

Four priorities. One purpose.

03

Facility Redevelopment

Four priorities. One purpose.

04

Financial Sustainability

Strengthened Services & Review Crisis Care

From expanded capability to scalable, client-informed crisis care.

INPUTS

- Skilled staff including outreach worker, therapist, and children's specialist
- Funding for expanded counselling and outreach
- Partnerships with wraparound service providers
- Outcomes measurement framework
- Revised intake and referral policies



ACTIVITIES

- Expand counselling and therapeutic support
- Expand targeted outreach services
- Review and revise intake models, criteria and assessment tools
- Strengthen partnerships and streamline referral pathways
- Develop outcomes measurement framework and use data



OUTPUTS

- Additional therapist and children's specialist employed
- Outreach worker supporting non-residential clients
- New referral and intake pathways implemented
- Five new formal partnerships established
- Blueprint for future service model completed



OUTCOMES

- Increased counselling access for families
- Improved referral coordination and intake processes
- More families transitioned quickly into stable housing
- Reduced turn-aways from crisis accommodation
- Stronger, scalable and client-informed service model

Strengthened Services & Review Crisis Care

ON TRACK

KEY ACTIONS

- Expanded counselling and therapeutic support (women & children)
- Strengthened outreach for non-residential clients
- Reviewed and revised intake and assessment tools
- Improved referral pathways and service coordination
- Commenced future service model Blueprint planning

OUTPUTS DELIVERED

- Additional therapist and children's specialist engaged
- Outreach worker role strengthened
- New intake and referral pathways implemented
- 5 new formal partnerships established
- Outcomes measurement framework implemented

OUTCOMES SNAPSHOT

- Increased access to counselling services
- Improved referral coordination and intake efficiency
- Faster transitions from crisis accommodation to stable housing
- Reduced turn-aways from crisis accommodation

NEXT STEPS

- Pursue funding to scale counselling and outreach
- Report refined outcome data to Board

STRATEGIC IMPACT

This pillar strengthens Dawn House's core crisis response while laying the foundation for a scalable, evidence-driven service model.

Community Education and Advocacy

Building prevention capability, awareness and policy momentum.

INPUTS

- Advocacy expertise and sector partnerships
- Community education facilitators
- Communication channels and digital tools
- Funding for forums and campaigns



ACTIVITIES

- Deliver DFV education across the Territory
- Train professionals to recognise and respond to DFV
- Partner for shared advocacy campaigns
- Launch social media and public awareness efforts



OUTPUTS

- 2,000+ professionals trained
- Annual advocacy position statement published
- Social media campaign launched with content calendar
- Two regional train-the-trainer forums hosted per year



OUTCOMES

- Increased community awareness of DFV
- Improved knowledge of frontline professionals
- Wider community engagement in DFV prevention
- More professionals confident in responding to disclosures
- Stronger policy environment through effective advocacy

Community Education and Advocacy

EMERGING RISK

KEY ACTIONS

- Delivered DFV education across the NT
- Trained professionals to recognise and respond to DFV
- Delivered shared advocacy campaigns

OUTPUTS DELIVERED

- Professionals trained across the Top End

OUTCOMES SNAPSHOT

- Increased DFV awareness
- Improved confidence of frontline professionals
- Broader community engagement in DFV prevention
- More confident responses to DFV disclosures

RISKS & NEXT STEPS

- 0.6 FTE Community Education role resigned, reducing short-term capacity
- Confirm workforce approach pending funding clarity
- Integrate education activities into Training & Resource Centre model
- Continue sector advocacy to maintain prevention investment

STRATEGIC IMPACT

The pillar remains critical to long-term DFV prevention and is being actively positioned for integration within future training and capability-building models.

Facility Re-development

A future-ready infrastructure pathway for growth and recovery.

INPUTS

- NT Government support for land and funding
- Architectural and design consultants
- Donor and philanthropic partnerships
- Feedback from staff and clients



ACTIVITIES

- Finalise design and secure construction approvals
- Construct new fit-for-purpose facility
- Transition staff and clients into new premises
- Conduct post-occupancy evaluation



OUTPUTS

- Design and funding finalised
- New facility constructed and operational
- Clients and programs successfully transitioned
- Feedback collected on facility functionality



OUTCOMES

- Improved service delivery environment
- Successful transition with minimal disruption
- Better alignment of facility with service delivery needs
- Improved client satisfaction and safety
- Sustainable, scalable infrastructure for future growth

Facility Re-development

HIGH RISK

KEY ISSUE / RISK

- No appetite from local government for infrastructure or capital funding
- No viable government pathway exists to secure required capital investment
- High resource cost of maintaining momentum without a realistic funding pathway

CURRENT POSITION

- Full facility design is finalised and ready to go
- All preparatory work completed to a high standard
- Project is paused due to funding constraints, not organisational readiness

PROPOSED ACTION

- Formally review and re-scope Strategic Pillar 3
- Pause pursuit of local government infrastructure funding
- Maintain the completed design as a future-ready asset
- Redirect focus toward donor, philanthropic and regional expansion opportunities

NEXT STEPS

- Develop a revised infrastructure strategy focused on donor, philanthropic and regional expansion opportunities
- Report back to the Board with a re-prioritised infrastructure roadmap and funding strategy

STRATEGIC IMPACT

A revised approach reduces exposure, preserves momentum and aligns with a more agile, scalable expansion strategy.

Financial Sustainability

From short-term funding reliance to diversified financial resilience.

INPUTS

- Finance and fundraising staff
- Financial systems and scenario models
- Engagement strategies and donor relations
- Government and philanthropic support



ACTIVITIES

- Diversify income streams through government, philanthropic and private sector partnerships
- Launch donor engagement and annual campaign
- Strengthen financial planning and operations
- Develop 3-year forecast and scenario budget model



OUTPUTS

- \$500,000+ in new annual funding secured
- Three-year financial model established
- Donor strategy implemented and tracked



OUTCOMES

- Improved financial monitoring and forecasting
- Increased donor engagement and private funding interest
- Stable core operational funding
- Resourcing to support innovation and growth
- Financially resilient organisation

Financial Sustainability

ON TRACK

KEY ACHIEVEMENTS TO DATE

- \$500,000+ in additional annual funding secured, locked in through to 2029
- Income growth achieved across government
- Financial systems strengthened to support forecasting, scenario modelling and decision-making

CORE ACTIONS

- Consolidate the \$500k annual increase
- Strengthen financial planning and forecasting
- Expand donor and philanthropic income
- Diversify revenue streams further
- Governance, monitoring and reporting

OUTCOMES

- Stable core operational funding with reduced volatility
- Improved financial oversight, planning confidence and Board visibility
- Increased proportion of income from diversified, non-government sources
- Reduced dependence on single funding sources and increased resilience

FORWARD OUTLOOK

- Operate from a position of financial strength rather than vulnerability
- Lock in stability while deliberately leveraging it for further growth

STRATEGIC IMPACT

The focus over the next three years is to lock in stability while leveraging it for further growth and community demand.

How impact will be measured

A simplified executive view of the short, medium and long-term change Dawn House is seeking.

SHORT-TERM OUTCOMES

- Women and children feel physically and emotionally safe
- Clients begin stabilising trauma responses
- Increased engagement with support services
- Improved awareness of DFV in the community

MEDIUM-TERM OUTCOMES

- Improved mental health and wellbeing
- Safer, more stable housing for clients
- Children show improved emotional and developmental outcomes
- Better inter-agency coordination and collaboration

LONG-TERM OUTCOMES

- Clients rebuild lives free from violence
- Reduced recurrence of DFV
- A safer and more informed community
- System change that strengthens DFV prevention and response

FORWARD OUTLOOK

With greater clarity, stronger reporting and a more disciplined strategic framework, Dawn House can continue to protect women and children while building long-term sector capability.

The focus is stability, service quality, funding resilience, prevention capability and infrastructure growth that can realistically be achieved.

Safe. Supported. Heard.