

KIDSXPRESS STRATEGIC PLAN 2025-2028



Our Vision

An Australia where every child can access mental health support - when they need it, and how they need it.

Our Mission

We strengthen children's mental health through expressive therapy and trauma-informed care - across the spaces they live and learn, and through the relationships that shape them.

Our Strategic Intent

Mental health conditions are the leading cause of disease burden for children and young people in Australia, with one in seven experiencing a mental disorder each year (AIHW, 2015). Yet most services aren't designed for their age or needs and waiting lists continue to grow. KidsXpress provides early, creative and trauma-informed expressive therapy for children under 12. Through art, music, dance-movement, drama and play therapies, we help children express their emotions and experiences without the boundaries imposed by words. We also work with the adults in their world to create environments that support safety and healing. Our 2025–2028 Strategic Plan builds on our creative roots, clinical expertise, and partnerships across health, education and community. It's underpinned by a stronger focus on research, evaluation and continuous improvement - ensuring our impact is measurable, scalable and sustainable. At its core is one goal: helping more children thrive and realising our vision of an Australia where every child can access mental health support, when they need it, and how they need it.

Our Strategic Priorities over the next three years:

Priority 1: People & Culture

- Clarifying leadership, team structures and workflows to improve cohesion and support impact
- Embedding a culture of accountability and performance, with clear roles and shared goals
- Attracting and retaining a high performing and diverse team and board that reflects our client base
- Expanding into regional communities through fit-for-purpose staffing models
- Reducing key person risk and building long-term resilience

✓ **Success looks like** a connected, high performing team, united by purpose, equipped to grow.

Priority 2: Funding & Growth

- Targeting high-impact opportunities across philanthropy, government and corporate sectors
- Leveraging events, campaigns and board connections to drive revenue
- Using storytelling and digital tools to strengthen donor relationships
- Exploring AI-powered personalisation and peer-to-peer fundraising for greater efficiency and reach
- Developing a long-term capital strategy to secure infrastructure for growth
- Creating frameworks for passive income and automated tools

✓ **Success looks like** stable income, deepened connections with supporters, and every dollar working harder for children.

Priority 3: Core Program Model

- Expanding our reach through more efficient, cost-effective service models while upholding quality care
- Demonstrating impact through robust data and external evaluation
- Creating packaged and clearly communicated program offerings
- Aligning messaging with our Theory of Change and Evaluation Framework
- Building strategic partnerships that extend our reach and deepen our community impact
- Supporting early pilots of a hub and spoke model in selected regions

✓ **Success looks like** clear outcomes, engaged partners, and more children supported through creative care.

Our Commitment

This strategy is more than a plan - it's a promise. A promise to show up with care, creativity and courage for every child who needs us. By the end of 2028, we will:

- Reach more children through scalable, cost-effective therapy models
- Expand programs across metro and regional communities
- Strengthen the people and partnerships that make this work possible
- Maintain strong donor engagement through personalised storytelling and digital tools
- Deliver clearly defined, evidence-informed services to partners and stakeholders
- Secure the funding and infrastructure needed for long-term sustainability



kidsxpress.org.au

Creating a lifetime of change

