

2026-2028 Strategic Plan

“Empowering young people *from across rural and regional Australia* **through education.”**



Our purpose remains clear: to **remove barriers to further education, unlock potential and strengthen communities** through the power of education.

Vision

Vibrant and thriving rural and regional communities, that support rural and regional youth (16-25) to access the services and resources they need to **maintain their wellbeing** and **fulfill their personal potential**, so they are **able to contribute fully to the communities they live in** and the broader society.

Mission

To promote and enable access to **further education and career opportunities for rural and regional youth**, irrespective of background, circumstances or location through community-based encouragement and financial assistance.

Values

Equity

Promoting equity and education opportunity irrespective of background or circumstance.

Empowerment

Inspiring people to achieve their goals with the right resources, investment and encouragement.

Connection

Building meaningful and genuine relationships through collaboration and encouragement.

Sustainability

Working harder and smarter to secure a better future.

Our Strategic Pillars

We empower

- Support regional students to **access and complete post-school education** through connection and collaboration.
- **Inspire and inform** rural and regional youth, families and communities about the **value of post-school education**.

We engage

- **Build and support** the operating capacity and longevity of **our local foundations**.
- Improve CEF student, alumni and volunteer **participation** through **engagement, celebration and recognition**.

We grow

- Grow our sustainable impact through an **authentic community-focused approach**.
- Improve fundraising capacity and implement programs to **increase revenue and corpus to ensure sustainability**.
- Improve organisational systems and processes to **support growth, efficiency and sustainability**.

We influence

- **Give our communities a greater voice** and **increase awareness of challenges** faced by regional youth.

We impact

Success will be measured through the following outcomes:

- **Support more rural and regional students** to complete their post-school education and vocational pathway.
- **Increase the average amount** of direct financial support per student.
- Have **more local foundations** operating sustainably across rural and regional Australia.
- Be a **recognised and respected authority** on relevant issues impacting our people and communities.
- Operate as **a modern, connected and sustainable organisation**.



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