



Drug Education Network Strategic Plan 2025–2030



Our Vision

Communities free from the harms of drugs

Our Purpose

Empowering individuals to make informed choices around drugs

Our Objectives

What we want to achieve

Be a credible voice of reason →

Grow our impact →

Nurture core business →

Our Strategies

How we will achieve them

Engage in and contribute to aligned opportunities

Engage with influential stakeholders; have a strong presence in the broader sector; and ensure we are available and active.

Pursue sustainable growth

Manage service capacity while making space for growth through new opportunities.

Activate our brand

Build on existing foundations to increase knowledge of DEN's value and services.

Purposefully increase visibility with sound information

Leverage our experience and expertise to continue expanding our reach and messaging.

Foster strong partnerships and stakeholder relationships

Engage with other organisations, experts and the community to create a network that amplifies our voice and impact.

Maintain sustainable core business

Maintain community-focused services, funding and compliance; implement continuous improvement; and continue to engage a skilled workforce into the future.

Demonstrate credibility

Continuously improve through evaluation; demonstrate consistency; and strive for being evidence-based in all that we do.

Build a sustainable incubation hub

Drive growth through a diversified portfolio of funding streams, including private investments, grants, and other support to grow new ideas and programs.

Establish systems to support the growth of core business

Implement clear management systems to support existing activities, and transition new programs and ideas into core business where appropriate.

Our Values

Caring

We look after one another, and we want to foster the same in our community.

Creativity

We make space for heavy conversations through artistry and fun.

Practicality

We accept people where they are at and are pragmatic in our responses.

Growth

We strive for learning and growth for everyone.

Bravery

We take innovative, bold and informed action as a team.