

Bridge Housing

STRATEGIC PLAN 2021-24

Bridge Housing is a registered not-for-profit community housing provider. We make a positive difference in the lives of people on low to moderate incomes by delivering secure affordable housing. We own and manage 3,500 dwellings and assist over 5,000 residents across metropolitan Sydney.

Bridge Housing's Strategic Plan 2021-2024 provides the foundation for us to achieve our long-term goal of changing people's lives through more homes and quality services. This includes adopting new approaches to the way we deliver our services that create a positive impact on our residents' lives, and growing our property portfolio

to increase the supply of social and affordable housing for people in need. Our Strategic Plan identifies four strategic objectives and three key themes that will guide our work over the next three years, underpinned by our people and our values. Together these elements will drive Bridge Housing towards our goal.

Change people's lives through more homes and quality services



Change lives

Quality services that deliver impact and make a difference to the lives of our residents

Provide more homes

More affordable homes through a growing property portfolio



Build a sustainable future

A strong and inclusive organisation backed by engaged and skilled people



Influence change in the system

Leadership and advocacy that creates positive change in the housing system



Growing sustainably

It is increasingly critical to consider and build sustainability into our future plans. There are also significant opportunities related to responsible Environmental, Social and Governance (ESG) investment.



Partnering effectively

Partnerships are increasingly important as we look to broaden the scale of our impact within a resource constrained environment. Developing strategic relationships will be critical to achieving our ambitions.



Leveraging technology

Emerging technologies provide new and exciting opportunities to work more efficiently and effectively as an organisation and improve the experience of our residents and partners.





Our people

Our values

How will we get there?

Our Strategic Plan will be supported by annual Business Plans setting out actions to progress each of the identified objectives and priorities.

The key focus areas are:

 Change lives	 Provide more homes	 Build a sustainable future	 Influence change in the system
Design innovative person-centred approaches to deliver better services.	Pursue opportunities for growth through new partnerships and using ESG to innovate for efficiency.	Digitise our systems and processes to improve long-term operational efficiency.	Build our profile and brand impact, including an enhanced digital presence.
Develop a digital strategy to transform the customer experience through technology.	Expand our portfolio by maximising our current assets and identifying new market opportunities.	Develop a new capital and financing strategy for long-term sustainability.	Raise our advocacy and thought leadership to grow the community housing sector.
Empower our residents to build strong communities through enhanced tenant participation and engagement.	Target strategic partners and explore new development and financing models to support growth.	Develop clear ESG targets to support the move towards net zero.	Lead collaboration via active leadership and participation to influence decision makers.
Take a systematic approach to measuring and reporting on our impact.	Pursue opportunities to consolidate our position in the Sydney region.	Review our workforce strategy and governance structure to ensure it is fit for growth.	Build relationships with corporate partners to advocate around shared issues such as planning system reform.

Together, Bridge Housing's 2021-24 Strategic Plan and annual Business Plans will drive progress towards the achievement of our objectives, and ultimately towards our long-term goal. We will measure and report our progress against annual performance indicators to ensure we remain on track to achieving our long-term aspirations and continue to make a positive difference in people's lives through more homes and quality services.