

“ Our *purpose* is to achieve positive and lasting outcomes for children, families and communities. ”

# Our pledges to you



## CHILDREN & FAMILIES

1. Set high **standards** for ourselves and the **care** and **support** we provide for you
2. Be on your side and **accept** you for who you are and what you want to be
3. Prioritise your **safety**, connections and build your **resilience**
4. Be **passionate**, **caring** and **respectful** in everything that we do
5. **Listen** to and **learn** from you so that we can do things better

## CUSTOMERS, CARERS AND STAFF

1. Deliver **excellence** through **quality** service provision, **collaboration** and **measuring outcomes**
2. Act with **Honesty** and **transparency**
3. Deliver **innovative** services in **cost effective** ways
4. **Challenge** the norm, ask questions and keep our promises
5. Conduct our business with financial **integrity** to achieve sustainability and **value**

## COMMUNITIES

1. Build a **socially responsible** and **friendly** presence in each of our communities
2. Value **diversity** and **inclusion** and act with **cultural sensitivity** and **respect**
3. Be **creative** and **flexible** to respond to each community's unique **needs**
4. Recruit, train, support and retain the best **people** to deliver services
5. Contribute to **shared** learning through **research** and **partnerships**



# “We are all Key Assets”

It's a small world... but wherever you are there are vulnerable children and young people needing people like you!

Children and young people need to be safe, loved, healthy, and stable and have good standards of care if they're to have a chance at achieving adulthood successfully.

- > **This is our purpose.**
- > **This is what we do.**
- > **We are Key Assets.**

We have gained, together, a strong reputation everywhere we work. We are creative and responsive. We meet and exceed quality standards and deliver good outcomes for children, young people and their families.

Spanning nine countries around the world, we are a collective of dedicated people working alongside, and with, statutory and non-statutory agencies, families and communities. Through our services we share knowledge, expertise and experience.

---

**“Our purpose is to achieve positive and lasting outcomes for children, families and communities”**

**We will achieve our purpose by positively impacting the lives of children, young people, their families and carers through quality services and expert advice designed to provide support, build confidence; improve skills, develop relationships and strengthen resilience.**

---

**Key to what we do is our culture and core values of:**

- > **Recognising everybody counts and is accountable**
- > **Providing high quality and safe services**
- > **Achieving excellence through continuous improvement**
- > **Cultivating knowledge, innovation and learning**

Our 'Purpose & Pledges' frame and drive the work we do; from supervising carers to supporting families; to our strategies for continued development and to social investment and service delivery.

We will ensure that 'people' remain at the heart of our work, understanding that it's the contribution, participation, ideas and determination of our collective team, that means all of us, which drives our work to achieve positive outcomes.

With this in mind and through supporting, listening and encouraging we will stay true to our pledges as outlined.



**keyassets**

SERVING CHILDREN, FAMILIES & COMMUNITIES  
part of the Martin James Foundation