

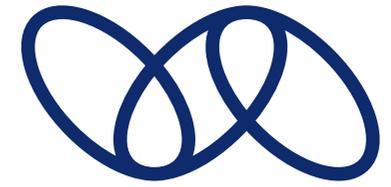
# Our mission Our story



**Vision Australia**

Blindness. Low Vision. Opportunity.

**150+**  
years  
of vision



# Vision Australia

**Welcome to Vision Australia.**

This is the story of who we are,  
what we stand for, what drives our  
passion and ultimately our success.

Our story is unique. It highlights a  
mission brought to life by actions  
driven by our heads and our hearts.

At the centre of our story are the  
people we support.

**This is our Story.**



**Vision Australia's mission is to support people who are blind or have low vision to live the life they choose.**

**Our mission is brought to life by our actions**



**People love to work at Vision Australia**

Our workforce gains personal satisfaction from seeing clients achieve their goals.

Our people have the flexibility to balance client needs with their own needs and the expectations of Vision Australia.

**Our clients are at the centre of everything we do**

We listen to our clients and build our services around their needs and aspirations.

We trust our workforce to use their best judgement to support clients to achieve positive and measurable outcomes.

**We advocate for social change so that people who are blind or low vision can live the life they choose**

We actively strive to change the community's perceptions about the capability of people who are blind or have low vision.

We strive for equity and inclusion in all areas of life that our sighted peers often take for granted.

**Our mission is to support people who are blind or have low vision to live the life they choose**

**We deliver the services our clients, their families and supporters need**

We seek to make a measurable difference in the areas of education, employment, independence and social inclusion.

**We take a business-like approach to delivering on our purpose**

We extend our impact by increasing the number of clients we support.

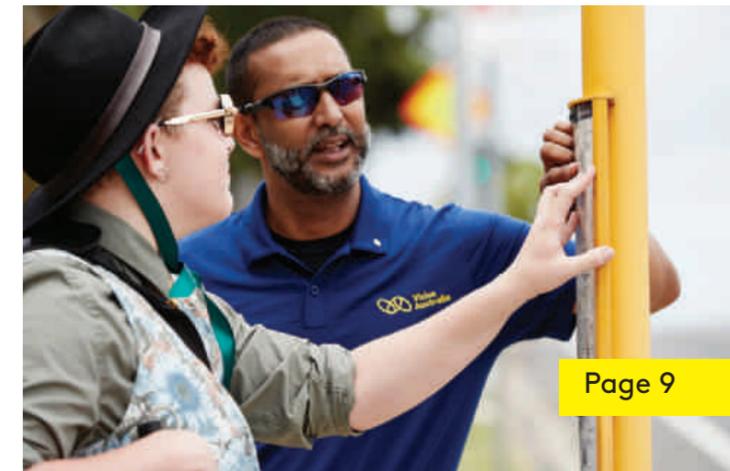
We are responsible in how we use our resources.



**Our mission and our business success go hand in hand.**

**Our heart is the mission of the organisation. Our head is the business decisions and systems that drive our financial sustainability.**

**Each of us brings the best of our head and heart to our work every day.**



# Our teams live by Vision Australia values



## Person Centred

We recognise and build on clients' strengths, with clients in control and at the centre of everything we do.



## Collaborative

Everyone works together to deliver a measurable and positive difference to people who are blind or have low vision.



## Accountable

We deliver on our promises and hold ourselves responsible for what we do and don't do.



## Commercially focused

We maintain high standards of financial accountability and performance in a competitive environment.



## Agile

We rapidly adapt to individual client needs and to our changing environment.



# We define success in terms of great client outcomes

Our future lies in a lifetime of support that has a measurable positive impact in four key areas important to our clients.

Each of these areas is inseparably linked – our clients can achieve great outcomes with our help.



## Education

People who are blind or have low vision have access to lifelong learning so they can strive for the same or better educational outcomes as their sighted peers.

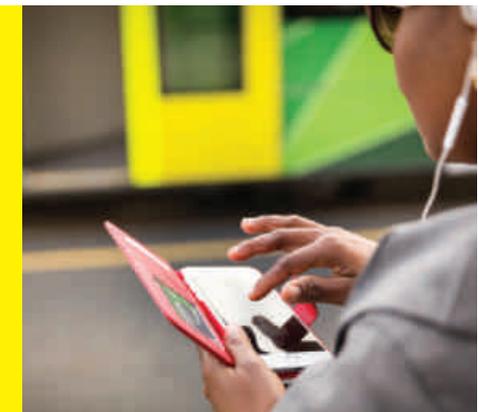


## Employment

People who are blind or have low vision independently seek and gain employment and develop their careers, participating equally with their sighted peers in the workplace.

## Independence

People who are blind or have low vision have choices about how they live their lives. They face no barriers to being full and independent participants within their communities.



## Social Inclusion

People who are blind or have low vision have access to and are included in all areas of society so they choose how actively they participate.

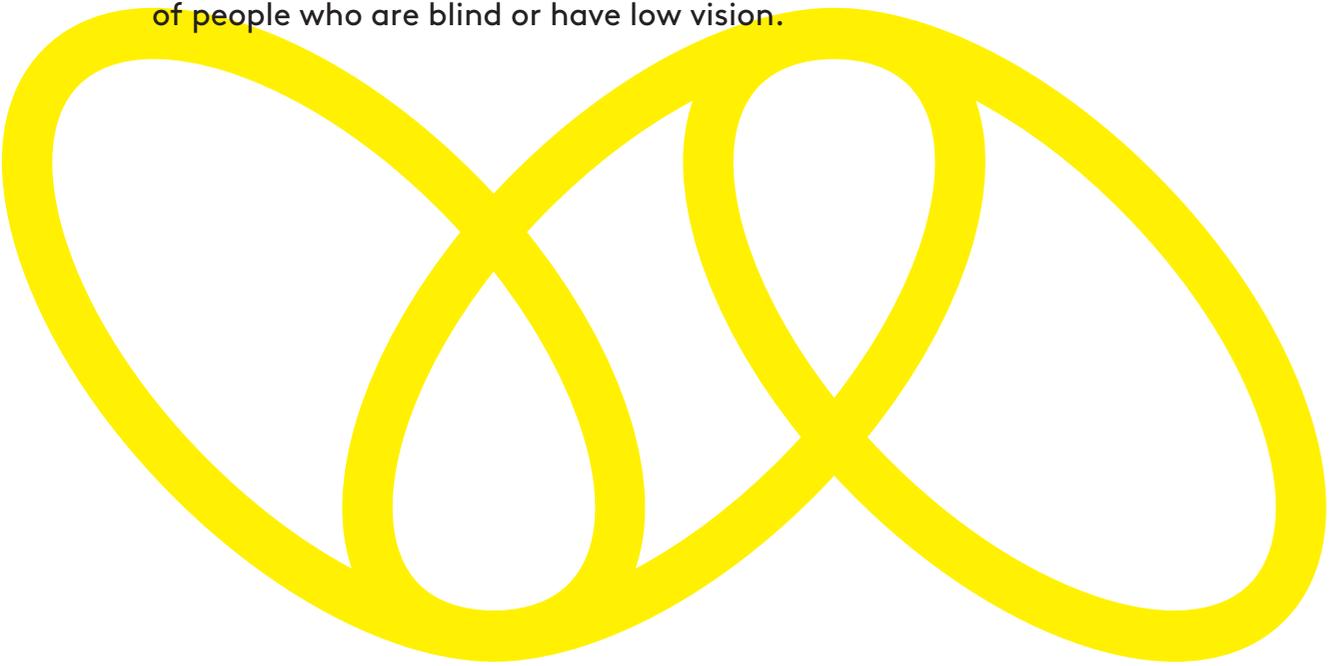
# 'Link' helps us tell our story

'Link', our identifying symbol, represents the connection we have to our clients, our workforce, donors, volunteers and the community.

Link tells the story of how we put our clients at the centre of everything we do. How we work with our clients to deliver services, and work collaboratively with other organisations to help clients with complex needs.

It's how we bring together our paid and voluntary workforce, with the generosity of our donors, in a way that enriches the services we offer.

Link comes to life in so many ways for an organisation like ours that seeks to make a measurable difference to the lives of people who are blind or have low vision.



# We do this because

Vision Australia estimates there are 384,000 people in Australia who are blind or have low vision. Of these, approximately 10% (37,000 people) are blind, while about 90% (347,000 people) have low vision (refractive error not included).



Only 5% of print material is available in accessible formats in Australia.

The most common causes of blindness and low vision are age-related macular degeneration, cataracts, diabetic retinopathy and glaucoma.



Over 50% of people who are blind or have low vision are unemployed, underemployed or not able to work, despite the fact they want to work (this compares to 14% in the wider Australian population).



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