



Wesley Mission Queensland 2035 Strategy

2025 - 2035

Empowering people to live and age well
within inclusive, supportive communities, that
prioritise wellbeing.

wmq.org.au





Acknowledgment

Wesley Mission Queensland (WMQ) respectfully acknowledges the Traditional Custodians of the lands on which we work and live. We acknowledge Elders both past and present, whose ongoing effort to protect and promote Aboriginal and Torres Strait Islander cultures will leave a lasting legacy for future Elders and leaders. Read about our [commitment to reconciliation](#).

Wesley Mission Queensland welcomes and celebrates people from all walks of life, regardless of their culture, ethnicity, country of birth, gender identity, sexual orientation, socio-economic status, religion and ability.

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Wesley Mission Queensland Board of Directors; Left to Right

Elaine Rae (former Board Chairperson), Rev Bruce Moore, David Rose, Rev Dr Adam McIntosh, Dr Daniel Pampuch (current Board Chairperson), Mark Townend, Elizabeth Baker, Lee Poole, Chris Grover, Judy Young, Peter James

Message from the Board Chairperson and Chief Executive Officer

On behalf of the Board, we are pleased to present Wesley Mission Queensland's WMQ 2035 Strategy. This 10-year strategic direction is grounded in a legacy steeped in mission in action from our early beginnings.

Our customers remain at the heart of everything we do, driving our mission and values.

Our WMQ 2035 Strategy is designed to secure the paradigm shift necessary to ensure WMQ's long-term effectiveness and sustainability. By embracing new strategies and innovative approaches, we are positioning ourselves to adapt to changing market conditions and evolving customer expectations. The strategy is a plan of consolidation and growth, leveraging from our strong foundations to ensure the organisation is fit for purpose, and environmentally and financially sustainable into the future.

In Scripture, Peter reminds us that our talents and resources are meant to be used for the benefit of others, reflecting God's grace through our actions.

"Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms." 1 Peter 4:10.

As responsible stewards of the resources God has entrusted to us, it is crucial to acknowledge the significant impact our actions have for those we serve.

As we continue to live our mission, we commit to making informed and thoughtful decisions that reflect our values, advance our strategic goals and to truly benefit the lives of those we serve.

Dr Daniel Pampuch
Board Chairperson



Jude Emmer
Chief Executive Officer



Historical Foundations



Since 1907, Wesley Mission Queensland has been dedicated to aiding individuals across Queensland in building stronger and more inclusive communities.

From the start; our mission has been grounded in the hope and love of Jesus Christ and shaped by the care offered by the Congregation of Albert Street Uniting Church. WMQ has grown since those humble beginnings and operates as a not-for-profit organisation providing community support, mental health services, aged care, disability and palliative care, and retirement living through its residential aged care homes, retirement villages, specialist disability accommodation and hospices. Today, WMQ is an institution of the Uniting Church in Australia Queensland Synod. It works collaboratively with other Uniting Church congregations and agencies, community organisations, and government bodies to deliver accessible and flexible services to older adults, individuals living with disabilities or mental illness, and vulnerable children and families.

Mission is *everything*

OUR PURPOSE	As part of the Uniting Church our purpose is to participate in the mission of God - toward reconciliation, transformation, justice and hope for all people
OUR VISION	A compassionate, just and inclusive society for all
OUR MISSION	We walk alongside people in need offering care and compassion, promoting choice, independence and community wellbeing
OUR VALUES	Integrity, Respect, Empowerment, Hope, Justice, Compassion, Innovation

Our mission is the cornerstone of everything we do, encompassing our purpose and history, and giving meaning to our commitment to make a difference in the lives of the people we serve.

Walking alongside people in need, offering care and compassion, and promoting choice, independence, and community wellbeing motivates WMQ to provide high-quality services that address community needs and aspirations. We are mission-led, focusing on working together to achieve outcomes for those we serve and our team members, as we strive towards a vision of a ***compassionate, just, and inclusive society for all.***

The foundations of WMQ—Purpose, Mission, Vision, and Values—are encapsulated in the **WMQ Charter**, which guides our decisions, operations, culture, and courage as we look to the future and the important strategies needed to continue making a difference in people's lives and communities.

WMQ is committed to maintaining and enhancing a positive relationship with our founder, the congregation of the Albert Street Uniting Church (ASUC). We live out our mission by connecting with the ASUC and contributing to the Queensland Synod and the wider Uniting Church. Our leaders have connections to Congregations, Presbyteries, Synod Committees and national Assembly networks; taking opportunities to collaborate further enhances our services. This unwavering dedication defines our identity. Our mission shapes our daily operations and this 10-year strategy.

WMQ 2035 Strategy on a Page

Our 10-year strategy will see WMQ remain a leading not-for-profit community service provider that empowers people to live and flourish within inclusive, supportive communities that prioritise wellbeing and belonging through its diverse programs and services.

The WMQ 2035 Strategy on a Page provides a comprehensive view of the strategic objectives and the approach to achieving sustainable growth and community impact, across South-East Queensland.

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OUR VISION

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OUR MISSION

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OUR VALUES

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Our customers are at the heart of everything we do



Providing continuum of care and support



Known for excellence in clinical care and service delivery



Customer centric



Meeting customer expectations



We advocate for and support inclusive communities of wellbeing



Strategic expansion in core ageing well, wellness, and high complex disability services



Growth in our campus-first, co-located integrated service model, meeting the needs of the community across SE Queensland



Strategic growth in housing and homelessness



Cultivate strategic collaborations



Our people are supported, valued, equipped, empowered and ambassadors of our values and mission



Values aligned and Ambassadors of our Mission



Versatile and highly skilled



Engaged and inclusive



High performing



We are committed to delivering meaningful social impact and outcomes, supported by financial and environmental sustainability, to create lasting value for the communities we serve



Committed to Environmental, Social and Governance (ESG)



Operationally and financially efficient



Bold and innovative



Driving meaningful Impacts and Outcomes

