

# FOR PURPOSE IMPACT REPORT 2025



*for* **Purpose.**

# Our year in numbers

255

people trained

22

training sessions  
delivered

21

articles published

11

organisations  
supported with  
strategy development

13

people supported  
through coaching

This year also marks our **tenth year**.  
Over ten years:

2,851

people have attended  
our training

142

training sessions  
delivered

89

organisations  
supported with strategy  
development



# Training

Across the year, we have delivered **22 training sessions** to **255 people** across Australia.

In 2025, we have delivered courses on:

- Policy writing – Developing compelling submissions
- Policy and Advocacy Intensive – Live and on demand
- Policy and Advocacy Intensive: Online flexible learning
- Strategic Communications and Messaging Intensive
- The 48th Parliament
- Policy Managers Intensive
- Effective Media Engagement for Advocacy

## Policy Managers Intensive

*"The Policy Managers Intensive course is the most useful and practical course I have done! It's not a generic leadership course - it's full of practical tips, tools and strategies for those who manage teams working in complex policy and advocacy settings."*

**Bonnie Matheson**

Manager,

Commercial Determinants of Health, Health Promotion Systems Group, VicHealth

*Excellent course. The facilitator, Cat, was brilliant. Cat conveyed the information clearly, encouraged group participation and ran the workshops at a nice pace.*

*I enjoyed the format of 3 × 1/2-day Tuesdays. This was easy to fit within work schedule. After the first workshop I really looked forward to the next 2 Tuesdays"*

**Beth Scholes**

Policy and Engagement Management, Strategy and Support  
Cancer Council Victoria

## The 48th Parliament

*"I loved it. It gave me some instant considerations for our upcoming advocacy trip to Canberra. I am keen to pull the materials together as part of our induction and resources kit for new staff (For Purpose acknowledged of course). It was a lot of information to digest however there are so many useful links and materials so that's not a problem. I am going to adapt our Advocacy placemats to incorporate some of the checklists we discussed eg. Are you targeting bureaucrats, back and crossbenchers as well as Ministers etc."*

**Georgia Stewart**

Policy Manager

Central Land Council

---

## Policy writing – Developing compelling submissions

*"Was genuinely so useful from start to finish."*

**Pete Venticich**

Policy Coordinator

VicHealth

---

## Policy and Advocacy Intensive: Live and online

*"Facilitator was phenomenal. Really made the group feel comfortable and like a team in such a short time - a real skill especially over zoom."*

**Erin Ruff**

Government Relations and Policy Advisor Government and External Relations

Flinders University

---

*"I really, really enjoyed it and would highly recommend it."*

**Julie Rae**

Policy and Advocacy Officer

Breast Cancer Network Australia

---

## Policy and Advocacy Intensive: Online flexible learning

*"Incredible and engaging facilitator! Format was accessible and I could adapt to my schedule! Thank you!"*

**Nicole Ascaino**

Driving Change Project Officer  
Council for Intellectual Disability

---

*"Easily my favourite takeaway from the course is the Advocacy Strategy Template. Appreciate the step-by-step guidance and broad consideration of all factors to consider when developing an advocacy strategy."*

**Kathleen Blackburn**

Community Engagement Coordinator - Food and Alcohol Policy  
Cancer Council WA

---

## Strategic Communications and Messaging Intensive

*"The facilitator is super engaging and delivered the material at a really good pace. Excellent structure - concept to example to exercise. Also Gemma had a wicked sense of humour and was amazing at engaging with our work, examples and questions. The information is incredibly valuable to my work in the non-profit sector."*

**Catherine Turner**

Campaign Content Specialist  
Barnardos

---

*"I recently attended the training organised by For Purpose and facilitated by Gemma on Strategic Messaging and Communications and found it very helpful. I've already had compliments from my manager on my work!"*

**Vani**

Marketing and Communications Professional

---

*"Over the last two days I've been privileged to attend a Strategic Communication and Messaging Intensive delivered by For Purpose. I learnt so much and it's hard to quickly sum up the whole intensive but here are three main points - engaging values based messaging, how to frame the story you're trying to tell and always ensuring to deliver solutions and goals over just complaints and criticisms. Although I don't currently work in a communications or widely focused advocacy role, I believe these skills will be a big help for me when doing more individual advocacy for my families and when yarning up to other local services and departments on their behalf."*

**Danzel Lewis - Merrypor**

Queensland Aboriginal & Torres Strait Islander Child Protection Peak Ltd

---

# Strategy

Across the year, we have worked with **11 organisations** to support their strategy development, advocacy, communications and policy development.

## *Case Studies*

### **RSPCA**

For Purpose worked with organisations from across the RSPCA federation to support improved collaboration and increase their advocacy impact.

This involved working with people from across the country to refine their advocacy framework, upskill their teams in advocacy and develop an advocacy prioritisation framework.

To do this, we held discussions, carried out internal surveys, delivered workshops and undertook drafting. We also proposed next steps in implementation to support the application of the work.

*"For Purpose were great to work with. Caterina spent a lot of time with us to understand our challenges and helped us strengthen our advocacy framework, she facilitated two workshops with our team to develop a guideline and provided advice as to how to implement an improved approach to advocacy across the federation. Caterina understands the political landscape in Australia and how to advocate for real and meaningful change."*

#### **Suzie Fowler**

Chief Science Officer  
RSPCA Australia

---



## Network of Alcohol and other Drug Agencies (NADA)

For Purpose worked with NADA to develop a bespoke advocacy workshop for their team as part of their annual planning and development day. The workshop was tailored to the policy context and environment that NADA works in, with a focus on health, and alcohol and other drug policy.

The workshop covered advocacy strategy development, including defining key problems and asks, engaging with decision makers and developing compelling submissions.

*"The workshop was an important moment to step back as a team and think about the way we approach our advocacy work, our role and where to best invest our advocacy energy and how to plan and structure our position to amplify our impact.*

*It has also helped us to think about how we can make better use of submissions, how we communicate our message and use it to engage our members and stakeholders."*

**Chris Keyes**

Deputy CEO

NADA

---

## Friends of Really Excellent Dentistry (FRED)

For Purpose worked with Friends of Really Excellent Dentistry (FRED), a new oral health promotion organisation, to establish their approach to advocacy.

This involved working with the Co-Founders to provide feedback on key organisational documents, develop an advocacy strategy, draft policy documents and to build their capacity in advocacy and decision maker engagement.

To do this, we worked alongside the team over three months, developing strategy, drafting meeting briefs, developing social media content, undertaking coaching and providing advice as needed.

*"Working with For Purpose is like having an expert extension to your team, and when you're a small organisation this makes a huge difference. They take time to really understand your context, ways of working, challenges, and ambitions, and add an incredible amount of insight and value."*

**Joanna Le**

Co-Founder

FRED

---

# Coaching and resources

Across the year, we have worked with **13 people** through our intensive coaching packages in 2025. We have published **21 articles** on our website as resources for people working to drive change.

The articles that we have published have covered a range of issues including:

- Fairness, equity, safety and belonging: Priorities for the 2025 election
- Flexible work and gender equity
- Civil society campaigning in the Federal Election – Week 1 Meta Ad Spending
- Australians care about people doing it tough, so why doesn't this feature more in the election campaign?
- Kingdon's policy window theory
- When we're reflecting on this election – lets take-away the lessons that policy matters and dividing people doesn't work
- Some of our favourite advocacy resources
- 4 key differences with Australia's new Parliament
- Resources to help you to navigate the 48th Parliament
- Developing a simple comms plan
- Developing a plan for government relations
- New Senators in the 48th Parliament
- New MPs in the 48th Parliament
- Developing a tangible policy ask
- Our approach to professional development
- Summer Reads
- Planning an event at parliament



*for* **Purpose.**

© December 2025.