



Our strategy

2025-28





Introduction

Justice Connect has always been brave about doing things differently.

We've pioneered new pro bono partnerships, launched groundbreaking programs, and built smarter, more practical legal help for people and community organisations.

But in recent years, the world has shifted rapidly.

Climate disasters, the pandemic, the housing crisis, and cost-of-living pressures have collided to create unprecedented hardship.

Legal problems have become more complex, more urgent, and more common, just as help has become harder to find.

In response, we embraced change. We leaned into digital innovation, broke down internal silos, built new tools, and put the people we support at the centre of our design.

Our 2028 strategy is the next chapter in that journey.

It builds on everything we've learned and sets our direction for the next four years: helping more people, more effectively, and working toward a future where legal help is truly within everyone's reach.

It's ambitious, but achievable, focused on what matters most, and flexible enough to adapt as the world continues to change.

We're strengthening our services, building practical legal capability in the community, scaling our reach and impact through people, partnerships, and technology, and enhancing our long-term sustainability.

This is a strategy shaped by listening and learning. It's bold, human, and built to last, so that when someone needs legal help, Justice Connect is a click, a call, or a conversation away.



Chris Povey
CEO
Justice Connect





Our vision

A world in which legal support is within everyone's reach

Our purpose

To increase access to legal support and progress social justice

Our values



Client-centered



Responsive



Inclusive



Innovative



Collaborative



Impactful



2028 strategy statement

We put people first, innovating to build our communities' skills, knowledge, and confidence, and grow access to legal support.

Strategic enabler

Seek insights and deliver digital strategies.



GOAL 1: Centre people in the design and delivery of all we do

We place the voices and stories of the people we support at the heart of our design process. We meet people where they are in order to create a more meaningful and accessible experience.



GOAL 2: Understand and build practical legal capability

To create lasting impact, we must equip people with the knowledge, skills, and confidence to navigate legal issues, ensuring they can engage effectively with legal support when they need it.



GOAL 3: Grow our reach and impact

As legal need continues to rise, we must expand the reach of our services while ensuring growth translates into measurable impact. This means assisting more people, prioritising underserved groups and areas, strengthening practical legal capability, and achieving positive legal and social outcomes.



GOAL 4: Enhance our financial sustainability

We will strengthen our financial resilience by diversifying revenue, reducing reliance on single funding sources, and securing new revenue streams.



Justice Connect acknowledges the Traditional Owners of the Lands on which we meet and work. We acknowledge that sovereignty was never ceded and pay our respects to Elders past and present.

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