

Parenting Research Centre Strategy

2024-2027



Vision

We envision an Australia where children thrive, supported by parents and caregivers developing skills they need now and in the future. We see a community that values and shares responsibility for raising children, and provides resources to support children's health and well-being ultimately benefitting Australia's future.



Mission

We support children and families by promoting effective parenting and caregiving. We work with governments and community agencies to implement evidence-based strategies. Our efforts span health, education, and welfare sectors, with a focus on vulnerable families and communities.



Goal

To have impact and reach for every parent in Australia, providing them with the best evidence, tools, and resources for optimal outcomes. We prioritise the critical role of parenting and caregiving throughout life and aim to lead through direct engagement across government, community, academic, philanthropic, and corporate sectors.

Values

Commitment

Open-mindedness

Excellence

Innovation

Responsiveness

Collaboration

Stewardship

Objectives

01 Enhance our flexibility to seize emerging opportunities

02 Influence policy and practice across Australia and globally

03 Strengthen and expand our core activities to maximise impact

04 Capitalise on opportunities adjacent to our core activities

05 Extend into new areas that can continue to support our growth and innovation agenda

Approach

ADAPTIVE
Responding to opportunity

SHAPING
Aligning with policy settings

CORE WORK
Sustaining our impact

ADJACENT OPPORTUNITIES
Expanding our reach

GREENFIELD OPPORTUNITIES
Extending into new areas