| **ADA Australia’s (ADAA) Strategic Plan 2020 - 2023** | | | |
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| Vision | Giving vulnerable people a voice. | | |
| Mission | Enabling people to be heard, informed and to exercise their rights. | | |
| Values | Creative, respectful, collaborative, empowering. | | |
| Strategic objectives | | | Key performance indicators |
| 1. Become a national voice for the rights of older people and people with a disability. | 1.1. | Define our role in disability advocacy and increase our visibility and presence in the disability sector. | * Document defining ADAA’s scope in disability advocacy developed by June 2020 * Increased attendance and participation at disability focused networks/events * ATSIDNQ membership increased by 10% per annum |
| 1.2. | Strengthen our national media profile. | * 20 appearances in the national media per annum. |
| 1.3. | Increase our capability and capacity to advocate on systemic issues at a national level for older people and people with a disability. | * Development of a Systems Advocacy Strategy to inform ADAA’s practice by June 2020 * ADAA undertakes advocacy on at least ten national systemic issues per annum * ADAA participates in two additional national networks, conferences or forums each year |
| 1.4. | Deliver a rights-based national conference to position our organisation as a thought leader. | * National Conference delivered by 2023 |
| 1. Increase our reach and strengthen our impact as advocates. | 2.1. | Establish and expand our human rights and community legal services (CLC). | * Revenue secured for CLC and new services operational. |
| 2.2. | Expand our services to meet the unmet needs of older people and people with a disability, including across Northern Australia and in rural areas. | * Additional resources secured annually to deliver advocacy services * Opportunities for expanding reach to Northern Australia explored each year across disability and ageing |
| 1. Invest in our organisational capability and our workforce. | 3.1. | Enhance our service responses through contemporary practice and better use of technology. | * Technology Plan with multiple technologies supporting service delivery developed, implemented and reviewed annually by October 2020 * Annual increase in uptake of new options for self-service information and advocacy on website and via app * Consumer satisfaction of no less than 90%. |
| 3.2. | Invest in a resilient, responsive and skilled workforce. | * Professional development plans in place for all staff. * Increased job satisfaction by staff tested by an annual alignment survey. |
| 3.3. | Ensure our systems effectively capture data to inform our individual and systems advocacy. | * High quality information about issues and trends for our clients provided to key stakeholders inform government reporting and systems advocacy |
| 1. Deliver financial growth and sustainability. | 4.1. | Diversify our federal and state government funding sources and increase our funding, including our disability funding. | * ADAA’s NACAP funding retained or increased. * Additional disability funding secured. * Explore options for health-Justice partnerships |
| 4.2. | Build stronger relationships with new and existing funding bodies. | * Regular meetings held with all existing funding bodies. * One new funding relationship each year. |
| 4.3. | Work within the Older Persons Advocacy Network (OPAN) to enable growth and broaden OPAN’s influence, including in elder abuse. | * Contribute to OPAN’s systemic policy position/s * Deliver on KPI’s for funded projects delegated/funded by OPAN |