| **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
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| 1.2. | Strengthen our national media profile.  | * 20 appearances in the national media per annum.
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| 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
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| 1.4. | Deliver a rights-based national conference to position our organisation as a thought leader. | * National Conference delivered by 2023
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| 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.
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| 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
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| 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%.
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| 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.
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| 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
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| 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
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| 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.
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| 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
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