THE burdekin ASSOCIATION

STRATEGIC PLAN 2019-2022

PLAIN ENGLISH VERSION

Our Vision is that all children, young people and their families are empowered and supported to develop their full potential and have the life skills and opportunities to lead a full and active life in our community

Key area	What we want to achieve	How we'll get there	Goals - 12 months	Goals - 2-3 years
Organisational Development and Governance	Quality Review and Improvement	• Be responsible and flexible • Make sure we are adaptable and provide necessary services • Work with other services to improve the work we do • Regularly look at how we can be more effective and efficient	• We have a system to manage and report on the work we do • All staff and programs have goals they have to achieve	• We have info that helps us make sure our work is effective over the short and long term • People want to fund us because our work is quality
Program and Service Development and Delivery	Increase Family and Community Engagement	• Increase our skills in working with families • Make sure we adapt to our clients' needs • Work more with parents - have a strategy • Get feedback from clients and the community to help guide us	• Family Support and Community programs up and running • We use the best research across the whole organisation	• We have a strong relationship with our community • We have a healthier community
Capacity Building in Service Delivery	Enhance capacity for creative, innovative and client-centered responses	• Develop better guidelines for working with young people with tricky problems. • Train and support the staff to be even better supports for young people • Present our work at forums and events	• Staff are confident and able to work well in all the programs • More training • Clients are heard and listened to	• Everyone agrees our work is really good • Clients are happier, healthier and on track to where they want to go
Funding and Donor Development	Financial Planning and Sustainability	• Look for other funding sources • Improve the way we fundraise • Have a clear brand and plan to advertise • Make sure our donors are happy with our work	• We have a good local reputation • We get more donations from the community • We have different ways of advertising	• Our income is stable and regular • We have lots of different donors