

Aged and Disability Advocacy Australia (ADA Australia) Strategic Plan 2016 – 2020

Vision	<i>Giving vulnerable people a voice</i>	
Mission	<i>Enable people to be heard informed and exercise their rights</i>	
Values	<i>Creative, Respectful, Collaborative, Empowering</i>	
Strategic Objectives		
Objective 1 – Build a sustainable and viable organisation	1.1 Maintain a Viable and Resilient Organisation	KPI – Operational Budget balanced or in surplus KPI - Annual Business Development Plan
	1.2 Diversified Funding Base	KPI - One new funding source annually
	1.3 Establish Strategic Alliances	KPI - One new strategic alliance/partnership annually
	1.4 Ensure Effective Governance	KPI - Board skills align with strategic plan
	1.5 Demonstrate Compliance with Legislative Requirements	KPI - Finance and Quality Audit Reports
Objective 2 – Be a recognised leader in the Aged and Disability sectors	2.1 Develop our Trusted and Respected Brand	KPI - Annual Stakeholder survey – increased consumer reports on baseline to 95% by 2019/20
	2.2 Individualised Responsive Advocacy Services	KPI - >80% Consumer satisfaction rate
	2.3 Inform the Social Policy Agenda	KPI - 10 submissions/comments lodged
	2.3 Establish Research Partnerships	KPI - Establish one research partnership annually KPI – Research used in achievement of Objects
Objective 3 – Educate and inform	3.1 Deliver Quality Community Education	KPI – 5% increase in education sessions annually
	3.2 Expand Scope and Reach of ADA Australia’s Education	KPI – One new subject/topic annually KPI – Expanded geographic reach
	3.3 Feedback the concerns of vulnerable people to decision makers and stakeholders	KPI – Five submissions annually
Objective 4 – Expand ADA Australia’s service offerings	4.1 Diversify Client Base	KPI - One new client stream annually
	4.2 Optimise Service Delivery	KPI - Identify and respond to service gaps
Objective 5 – Develop and support our workforce	5.1 Attract and Retain a Skilled Workforce	KPI - Organisation/staff engagement survey KPI - Retention rate 80%. Turnover rate 10%
	5.2 Support a Skilled Workforce	KPI - Annual training and recruitment plan KPI - Training budget - 2.5% of salary budget