

ADA Australia Strategic Plan 2023-2027	
VISION: Older people and people with disability exercise their rights and make choices about how they live their lives.	
PURPOSE: Our Purpose is to empower older people and people with a disability through information, education and advocacy.	
ADAA's thought and practice leadership in human rights advocacy for older people and people with disabilities, amplifies their voices and achieves systemic change.	
STRATEGIC OUTCOME 1	STRATEGIES
	1.1 Influence consumer-directed care and independent and supported decision-making in line with individual human rights and needs.
	1.2 Generate and incubate ideas that positively influence Government policy, funding and legislative change.
	1.3 Advocate for and support aged and disability advocacy at the national level.
	1.4 Establish philanthropic and research partnerships that positively impact people's rights.
	1.5 Increase ADAA's reach and client base to meet community need.
	1.6 Systemically challenge models of aged and disability support to respond to individual views and wishes and uphold human rights.
	1.7 Leverage technology to increase the positive impact of advocacy, including for people with loss of capacity.
Disability advocacy is strengthened and expanded.	
STRATEGIC OUTCOME 2	STRATEGIES
	2.1 Influence advocacy and sector responses to the Disability Royal Commission.
	2.2 Secure funding for the continuation and expansion of disability advocacy services.
	2.3 Research and demonstrate the value of disability advocacy.
	2.4 Develop the Aboriginal and Torres Strait Islander Disability Network of Queensland (ATSIDNQ).
	2.5 Advocate for and support community controlled First Nations disability advocacy.
ADA Law is strengthened and expanded	
STRATEGIC OUTCOME 3	STRATEGIES
	3.1 Influence practical uptake of supported decision making and reducing the need for guardianship and administration appointments.
	3.2 Establish and enhance linkages with the pro bono legal sector.
	3.3 Develop and enhance legal literacy within the organisation.
	3.4 Secure existing and broader funding base.
	3.5 Advocate systemically for coherent and "joined-up" responses for people to exercise their rights when their capacity is questioned.
ADAA has the internal capacity, capability and diversity to deliver on its strategic direction.	
STRATEGIC OUTCOME 4	STRATEGIES
	4.1 Develop and grow ADAA's people to deliver consumer-driven, high-quality services.
	4.2 Develop recruitment strategies to attract, develop, engage and retain a diverse workforce that reflects the community we support.
	4.2 Invest in digital technology and analytics to improve service delivery and support systemic advocacy.
	4.3 Diversify our funding sources and increase funding for disability advocacy.
4.4 Research, develop and implement best practice models to continue to protect ADAA from internal and external cyber threats.	