

CLAN WA 2015 STRATEGY STORY



Our Mission

'Strengthen family life by encouraging healthy relationships, effective parenting, emotional and mental health, support networks and community participation'

Our Values

- | | |
|-----------------------------|-----------------------------------|
| Social Justice | Self determination |
| Respect | An emphasis on people's strengths |
| The sharing of power | and capacities as a means to |
| Inclusion and collaboration | change and growth |
| Transparency | |

Our Vision

'Families gain resilience'

Current State 2010

Where are we now?

- ❑ An organisation that has matured into one that is now stable, and solid with more resources to deliver family and community support within the Perth metropolitan region than in the past
- ❑ Our reputation for good work has contributed to increasing the demand for our services and we have experienced significant growth and change
- ❑ Our 'Strengths Approach' is a proven and successful foundation for what we do
- ❑ An enormous amount of high quality, creative and innovative work is being done by a committed team passionate about what they do
- ❑ Services are delivered locally as part of the communities we serve
- ❑ Our people are highly capable and work together in a very positive and supportive work environment
- ❑ Our relationships with our funders and other stakeholders in family issues are strong and positive

but....

- ❑ We are in a state of flux, struggling to manage the rate of change and growth
- ❑ Our revenue is limited and inflexible
- ❑ We are not a recognised leader in any one specific issue and what we do and our potential, is not widely known
- ❑ The dispersed nature of operating locally and a largely part time workforce affects communications

and....

- ❑ We are quiet achievers, who do not promote what we do
- ❑ Our policies and systems are not robust enough
- ❑ Our relationships with stakeholders in family issues is limited and not fully used
- ❑ Family issues, the ability to attract and retain volunteers and the environment in which we work, is becoming increasingly complex

SO...

How do we optimise our potential and become a strategic leader in achieving family and community resilience, in an increasingly complex environment, whilst remaining a dynamic compact organisation?

Strategies

How we are going to get there?

- ❑ **Consolidate and improve existing systems as a foundation for future potential expansion**
 - Establish consistency of services from all current locations
 - Develop and/or improve policies, procedures and systems in support of management of finances/funding, services/products and people
- ❑ **Develop and expand our services and products**
 - Continue providing quality local one-to-one support for families
 - Pursue opportunities for the delivery of family skills training
 - Identify and develop a range of potentially marketable tools or products for both within and beyond the Community Services sector
- ❑ **Market and communicate what we do**
 - Develop and implement a marketing and communication plan for all stakeholders
- ❑ **Optimise and sustain our revenue sources**
 - Pursue fee for service opportunities
 - Sustain and build transparent relations with funding bodies
 - Investigate corporate sponsorship and other forms of funding
- ❑ **Establish a sustainable research based approach/framework**
 - Conduct a 'Best Practice' study to identify leaders in our field of work
 - Establish links to and develop existing evidence based research
 - Implement rigorous evaluation and conduct action research and longitudinal studies of the work we do
- ❑ **Add value to support for families beyond existing metro areas**
 - Identify opportunities to work alongside families, communities and/or other service providers to help build family/community resilience
 - Pursue collaborations, partnerships and/or integration opportunities with other service providers

Actions to Deliver Strategies

How do we make it happen?

Detailed in Annual Business Plans

Measures of Success

How do we measure our performance?

- ❑ Resilience of families and communities enhanced
- ❑ Financial sustainability
- ❑ Quality of partnerships/alliances
- ❑ Work environment satisfaction
- ❑ Marketing effectiveness

Desired State 2015

Where we want to be?

Recognised as a highly influential and credible leader enabling the resilience of families and communities in Western Australia

Our Services are highly valued and in demand both within and beyond the Perth Metropolitan region

- ❑ What CLAN WA does and achieves is well-known
- ❑ Our services are experienced by users as visible, accessible and consistent in all locations
- ❑ Sustain our high quality 'grass roots' support for families
- ❑ Changing needs of families and communities are being proactively met

Robust partnerships and alliances established

- ❑ Partnership or alliances are in place across all areas or our work to enhance and support what we do and what others do
- ❑ Independence sustained whilst strong and successful relationships with all stakeholders are established

Training and Learning is now a core area of business

- ❑ Established and known as a successful training provider both within and beyond the Community Services sector

Recognised as a leader in the pure form of the 'Strengths Approach' and developing new tools of benefit to family and community resilience

- ❑ Partnering with other best practice leaders in the 'Strengths Approach'
- ❑ A successful and marketable range of tools and products is established

Evidence based practice is foundational to what we do

- ❑ Rigorous evaluation, action research and longitudinal studies are conducted on an ongoing basis

Our revenue sources are established and sustainable

- ❑ Expanded our sources of funding including optimising 'fee for service' opportunities
- ❑ Increased our secure and sustainable funding to 75% of overall income
- ❑ Sustainable and valued relationships with our funding bodies

We work together with clarity and focus

- ❑ Our systems support our work across all services and locations by providing clear, simple and consistent guidance
- ❑ CLAN WA is a great place to work attracting and retaining passionate skilled people