



Association for  
Children with a  
Disability



# ACD Strategic Plan 2016-19

# Our vision

## Vision

That children with a disability and their families enjoy the same rights and opportunities as all other Victorian families.

## Mission

ACD seeks to assist all families of children with a disability with the information, education, advocacy and support they need to achieve the best outcomes for their child.



## Our purpose

ACD exists to improve the lives of children with a disability and their families by:

- **Empowering** families of children with a disability by providing accurate information about their citizenship rights and entitlement to services and supports.
- **Advocating** for individual children with a disability and their families to secure optimal services and supports.
- **Influencing** public policy and program development to advance the rights of children with a disability and their families.
- **Educating** service providers, government and the wider community to improve attitudes and perceptions of children with a disability and their families.
- **Collaborating** with others to improve life opportunities for children with a disability and their families.
- **Celebrating** the achievements of children with a disability and their families.

# Guiding principles

## Guiding principles

- **Respect** – the experiences of children with a disability and their families
- **Quality** – expect more and seek more in advocating for, and promoting the rights of, children with a disability and their families
- **Professional** – ensure the principles of family-centred practice guide our work
- **Flexible and Innovative** – explore new ideas and improve the way we communicate.
- **Sustainable** – safeguard our ongoing capacity to support children with a disability and their families.

## Our services

- Developing and disseminating information that supports children with a disability and their families.
- Parent support (free telephone information and advocacy support for families).
- Community education and public policy activities.



# Strategic Plan 2016-19

## Consultation

As a member based organisation, ACD seeks to ground its plans in the experiences and needs of our members: Parents of children with a disability.

The 2016–19 Strategic Plan was developed in close consultation with members, staff and our Committee of Management (CoM), including:

- Individual planning sessions with staff from each area of ACD.
- Information sessions for staff and CoM from our major funders and stakeholders.
- Member surveys.
- Feedback and priority setting exercises with members at the 2015 AGM.
- Discussions with aligned organisations and stakeholders.
- Facilitated Strategic Planning session with CoM and ACD staff.

## Strategic directions

We are pleased with the directions that have been identified in this Strategic Plan, and the feedback we have received in early consultations indicates that we are on the right track and responding intelligently to the arising challenges in the disability sector.

We are confident that the strategic directions outlined in this report will help ACD to continue to support, represent and advocate on behalf of its members and in doing so improve the opportunities for children with a disability and their families throughout Victoria.

ACD thanks all those who have participated in the development of the plan, and also to Kate Redwood who has helped facilitate the strategic planning process.



## Our 2016-19 Strategic Plan has identified 3 core priorities for our organisation:

1

Ensuring that ACD remains a successful and vibrant organisation in a dynamic future.

***To be***

2

Assisting more families in more places.

***To do more***

3

Having a profile that recognises the great work that we do.

***To be seen***



# To be

*Ensuring that ACD remains a successful and vibrant organisation in a dynamic future.*

## Priority 1: Developing key partnerships



Effective organisations don't work alone. ACD will increase and broaden the partnerships it has with diverse organisations and sectors. These will help extend the reach of our services, broaden our funding base, increase our expertise, deepen our understanding, and foster innovation.

### TARGET

- » ***Two new major partnerships per year over the next 3 years.***

## Priority 2: Undertaking our ideal 'niche' role in the NDIS



The NDIS will remain a key part of ACD's future. To operate successfully in this space ACD will identify our unique value and where we can provide a meaningful, competitive service which reflects our core values and membership.

### TARGET

- » ***ACD will successfully and sustainably deliver services under the NDIS — either as a registered provider and/or through the ILC (Information, Linkages and Capacity Building).***



*"I feel ACD is already doing a good job advocating but governments and agencies supplying services need to be told to be flexible and more helpful to those that require greater assistance due to their disabilities."*

*ACD Member Survey 2016*

### Priority 3: Efficient internal systems that set our staff and resources free



As ACD grows, we want to spend more time and money on assisting our members, clients and the community, and less on running the organisation. We also want to use the information that we collect to inform our future decisions and advocacy.

#### TARGET

- » ***Reduction in administration time for frontline staff of 20%.***
- » ***Systems in place that enable research and advocacy.***

### Priority 4: Independent sources of funding



We cannot expect government funding to address all the needs and concerns of our members and clients. Independent dollars, through new partnerships and business opportunities, will enable ACD to provide more diverse offerings.

#### TARGET

- » ***By 2019, at least 20% of ACD's funding will come from outside of government sources.***

# To do more

*Assisting more families  
in more places.*

## Priority 1: Growing ACD membership



Only a small percentage of families who could benefit from ACD membership are currently members. ACD can provide greater benefits to more people, and in turn act on behalf of their concerns through advocacy and support.

### TARGET

- » ***3,000 members by 2019.***
- » ***Established suite of member benefits.***

## Priority 2: Broader coverage to include metropolitan and regional areas



ACD acknowledges that we have been metro-centric. With the increasing need in rural areas we will place a greater emphasis on these families and issues to balance our coverage.

### TARGET

- » ***20% of ACD activities to take place in rural/regional areas.***
- » ***A minimum of 10% of ACD members from rural/regional areas.***





*“More often than not, it takes far too long to get services, even once accepted for services. We waited over a year.”*

**ACD Member Survey 2016**

## Priority 3: Transition to adulthood



We don't stop being parents when a child turns 18. With the transition to adulthood so critical, ACD has a responsibility to provide more resources and programs supporting families in this transition across education, employment and health.

### TARGET

» ***Two new programs and/or resources aimed at the transition to adulthood space.***

*“Confused with the NDIS coming and how this will effect post-school options. Finding the appropriate services that will be suitable for my child. After being at the one school/organisation since the beginning (so far 14 years) leaving will be very hard. Adults don't like change imagine what it's like for a special need child.”*

**ACD Member Survey 2016**

*“Where we were provided with a one stop shop for ALL medical at RCH now we are required to be under 4 hospitals for various specialist appointments and specific medical anaesthetics. It's not going to be easy My son is 23yo and remains a patient of RCH as the transition process has been SO long.”*

**ACD Member Survey 2016**

# To be seen

*A profile that recognises the great work that we do.*

## Priority 1: ACD having a profile that recognises the great work we do



ACD is well known by a few. But our great work is not recognised by all those who might benefit from it. We seek for our profile to match the quality and impact of our work.

### TARGET

- » **Increased media presence.**
- » **Greater ACD brand recognition.**
- » **Increased social media engagement.**
- » **Established research and policy unit.**

*“There were a lot of things that I didn’t really quite understand. So to be given that information, it’s really empowering. I’m a pretty easygoing person, but there comes a point where you say — maybe we need to shake things up, to help people understand that what we’re doing, we could be doing better.*

*And that’s where the ACD Support Worker gave me confidence. She helped me to draft emails and letters. I would pass them by her and say — does this sound right, or can I change anything?*

*You want to inform people and for them to know that you know what you’re talking about. Because it helps them to go, ‘Oh hang on a minute, maybe we do need to look into this a little bit further, maybe we do need to understand this a little bit more.’”*

### **ACD Success Story**

# Your feedback

## Measuring outcomes

**To be, to do more, and to be seen** requires more than just planning. It requires ongoing effort.

Following the development of this Strategic Plan, ACD and its team of committed, passionate staff are developing action plans and identifying how we are going to ensure these priorities are addressed. We will measure the outcomes against the targets we have set, to make sure they get done.

ACD will report on its progress in each year's annual report to let you know how we've gone, and to highlight any new issues which have come up along the way.

You can stay informed of new initiatives, resources or programs addressing these strategic priorities via our website [www.acd.org.au](http://www.acd.org.au) and Facebook page [www.facebook.com/acdvic](http://www.facebook.com/acdvic)

## Connect with us

We also want to encourage your participation and input as we seek to implement this plan. The input of our members and stakeholders is invaluable as it broadens our understanding and worldview and continues to inform our practice.

We encourage any feedback on this plan or ideas and comments about its implementation.

You can connect with us by:

Email: **mail@acd.org.au**

Phone: **03 9818 2000** or  
**1800 654 013 (rural callers)**

We look forward to working with you, and for you.



Association for Children with a Disability (ACD)  
Suite 2, 98 Morang Road  
Hawthorn VIC 3122  
P **03 9818 2000** or **1800 654 013** (rural callers)  
F **03 9818 2300**  
E [mail@acd.org.au](mailto:mail@acd.org.au)  
W [www.acd.org.au](http://www.acd.org.au)  
Facebook [www.facebook.com/acdvic](http://www.facebook.com/acdvic)  
Twitter [@ACDinfo](https://twitter.com/ACDinfo)