

Strategic Plan 2020–2025

MISSION

Standing with the community. Building capacity and influencing social change.

VISION

Empowered. Connected. Achieving.

COMMUNITY

Working with individuals and the community to understand and meet their needs.

LEADERSHIP

Developing Deaf Connect's influence and position to enhance the capacity of the Deaf community.

INNOVATION & GROWTH

Driving improvements and new opportunities aligned with our Mission and enhancing our sustainability.

CULTURE & CAPABILITY

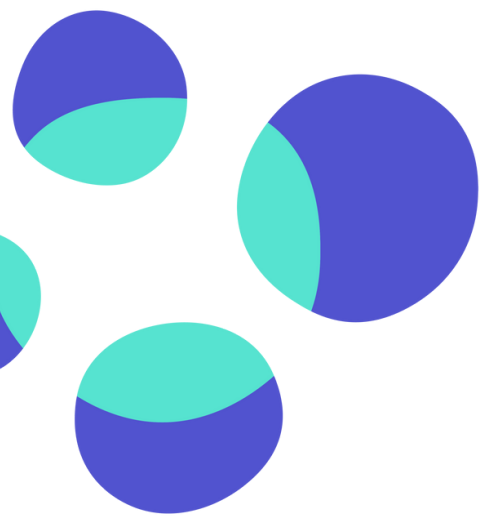
Enabling organisational capability, capacity and readiness.



WHAT WE WILL DO

- Develop and lead broader community consultation and engagement programs.
- Engage and consult with individuals and the community to understand their needs, and reflect these in future services, programs and advisory efforts.
- Enhance our capabilities to design, promote and report programs and services based on identified community needs.
- Build the profile of the Deaf community in the broader community.
- Be an influencer across the broader community to facilitate social change.
- Build leadership capacity in the Deaf community.
- Enhance Deaf Connect's leadership position and presence.
- Align, expand and deliver Deaf Connect's programs nationally to meet community needs and expectations.
- Partner with organisations to provide programs and services across the continuum of community needs.
- Develop a research and innovation culture that informs service design and delivery.
- Build an inclusive organisation founded in Deaf culture, community and language.
- Grow a highly skilled, engaged and valued workforce through quality, training and skills development.
- Invest in innovative systems and processes that fit the organisation and support future growth.

*The Deaf community includes Deaf, deafblind and hard of hearing Australians, and the families and allies who support them.



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KEY METRICS

COMMUNITY

NET PROMOTER SCORE

Develop an appropriate benchmark and scorecard. Review process to be undertaken at least annually, (but also by major business initiative) to determine, monitor and manage community and customer experience, satisfaction and advocacy.

COMMUNITY CONSULTATION

Develop a community consultation framework and plan effective tools for reporting/publishing outcomes for participants, engagement, needs and priority issues.

PARTICIPATION RATES

Develop appropriate reporting on program and service take-up and retention rates to inform program and service development which meets identified community needs.

LEADERSHIP

COMMUNITY ENGAGEMENT

Develop an engagement plan and effective tools for reporting on engagement outcomes across all community segments and life-cycle.

BRAND TRACKING

Develop and undertake appropriate tracking at least annually to determine, monitor and manage brand awareness, engagement, satisfaction and overall market position.

GOVERNMENT ENGAGEMENT

Develop an engagement plan and effective tools for reporting on engagement outcomes, including opportunities for advocacy, influence building and community leadership.

SHARE OF VOICE

Establish a benchmark vs. other Deaf organisations within sector; and establish Deafness benchmark vs. other disabilities, with the goal to increase both.

INNOVATION & GROWTH

COMMUNITY & CUSTOMER AWARENESS & PARTICIPATION

Use appropriate elements of tracking and scorecard processes to measure outcomes for programs and services developed and delivered across multiple jurisdictions.

GOVERNMENT, INDUSTRY & SECTOR PARTNERSHIPS

Develop and implement a partnership framework and plan effective tools for reporting/publishing community, program and service outcomes from partnerships.

INNOVATION OUTCOMES

Use elements of tracking and scorecard processes to develop appropriate reporting for monitoring and understanding community feedback on innovation in program and service delivery.

THE VOICE PROJECT SURVEY

Maintain a progress measure (a surrogate measure of change and movement towards goals) and particularly the HC&S Benchmark.

CULTURE & CAPABILITY

STAFF METRICS

Develop a framework for culture development and alignment, engagement, satisfaction, turnover, skills development.

STAFF METRICS

Conduct Voice Project survey at least every two years setting and maintaining benchmarks above the HC&S Sector on most (if not all) items and maintain a high level of Purpose and Progress measures.

WORKPLACE PLAN

Develop, implement and report on a Workforce Plan which includes appropriate training and skills development initiatives to meet organisational service delivery needs.

PRODUCTIVITY

Benchmark effectiveness of systems and processes.

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