



Strategic Plan 2016 – 2019



Vision

Strong, resilient families and communities.

Purpose

FamilyCare works with individuals, families and communities to increase wellbeing, build strengths and encourage optimism.

Core Values

The following values guide all of FamilyCare's activities and interactions:

- **Respect** - for all people and of their right to reach full potential
- **Empowerment** - of clients and staff to achieve individual and collective goals
- **Integrity** - actions consistent with beliefs
- **Leadership** - on issues that impact adversely on individuals, families and communities
- **Communication** - a commitment to open and ongoing dialogue with all stakeholders
- **Professionalism** - in all aspects of our work



Priority – Services

FamilyCare’s primary responsibility is to provide service to its clients.

Strategic Commitments	Actions	Measures of progress
FamilyCare will seek resources to address service gaps based on need and our capacity to deliver.	<ul style="list-style-type: none"> • We will promote and pursue the critical importance of prevention and early intervention. • We will design and deliver services that consider <ul style="list-style-type: none"> - The significant impact of family and community violence. - Increasing financial stress on families and communities. - The need for appropriate and sustainable Men’s Services. 	<ul style="list-style-type: none"> • Identification and pursuit of prevention and early intervention activities in Operational plans. • Active participation in regional Family Violence networks.
FamilyCare recognises the importance of child development in building strong communities.	<ul style="list-style-type: none"> • We will actively promote effective networks of Early Years services in the communities in which we operate. • We will work to increase the range of accessible Parent Child Services. 	<ul style="list-style-type: none"> • Attendance at, participation in and promotion of Early Years networks. • Commission an independent evaluation of FamilyCare’s Mother-Baby day-stay service. • Achieve full compliance with the Child Safe Standards.
FamilyCare is committed to listening to its clients and ensuring their feedback is central to service planning.	<ul style="list-style-type: none"> • We will effectively evaluate our service activities. • We will gather feedback from our clients and report publically. 	<ul style="list-style-type: none"> • Improved evaluation of the outcomes of FamilyCare’s work and its relevance to identified client needs. • Enhanced analysis of service feedback from clients and other stakeholders. • Trial an annual Community Forum hosted by FamilyCare’s Board.
FamilyCare’s services will adapt to a changing environment.	<ul style="list-style-type: none"> • We will consider local, state and federal reforms, in particular the National Disability Insurance Scheme and Aged Care reforms. • We will continue to be a trusted and informed advocate for our clients and communities. 	<ul style="list-style-type: none"> • Prepare for transition to the National Disability Insurance Scheme. • Records of individual and systemic advocacy. • Planned responses to changing client and community needs, particularly in areas of rapid population growth.

Priority: Staff

FamilyCare’s most important asset is its people, including staff, volunteers and Board.

Strategic commitments	Actions	Measures of progress
FamilyCare will invest in developing the skills of its people and our sector.	<ul style="list-style-type: none">• We actively engage in high quality professional development.• We will continue to bring sector and community development opportunities to our region.• We will offer appropriate placements for students across program areas.	<ul style="list-style-type: none">• Records of individual and group professional development activities.• Feedback from students about placements and interactions with FamilyCare.
FamilyCare will recognise and acknowledge effort, achievement and commitment.	<ul style="list-style-type: none">• We will use a variety of methods to record and celebrate the work of our staff and volunteers.	<ul style="list-style-type: none">• Records of staff and volunteer contribution and attainment.• Events and publications that acknowledge achievements and service.• Being sought as an agency of choice for employees and volunteers.



Priority: Support

FamilyCare supports its people with a strong resource and organisational foundation that will be regularly reviewed and improved.

Strategic Commitments	Actions	Measures of progress
FamilyCare will maintain and enhance its record of sound, prudent and transparent financial management.	<ul style="list-style-type: none">• We will provide detailed and honest financial information to our stakeholders and in our public reporting.• We will design services to operate within realistic and sustainable budgets.• Wherever possible we will reinvest surplus funds in services and the communities in which we work.	<ul style="list-style-type: none">• Delivery of balanced budgets.• Maintaining a sound and effectively managed asset base.• Compliance with all legal and financial reporting obligations.
FamilyCare will actively pursue opportunities for collaboration.	<ul style="list-style-type: none">• We will build strong and practical partnerships based on mutual respect.• We will actively investigate ways to improve the efficiency and quality of support services and administrative functions.	<ul style="list-style-type: none">• Reports on practical collaboration activities and their impacts.• Full and regular acknowledgement of FamilyCare's service partners.
FamilyCare will raise awareness of its services and brand.	<ul style="list-style-type: none">• We will actively pursue alternative sources of funding.• We will develop community awareness of our activities and our clients' needs.	<ul style="list-style-type: none">• Evidence of a broader range of funding relationships.• Increased opportunities to distribute information and communicate, for example a community newsletter and establishing an appropriate social media presence.

Reporting on our progress

FamilyCare is committed to transparency in all its activities.

FamilyCare's Board will be provided with six-monthly updates on progress against the commitments made in this Strategic Plan.

An annual summary of those progress reports will be produced and made available publically on FamilyCare's website.



FamilyCare acknowledges the support it receives from the Victorian Government.

