

# Report on Integrated disAbility Action Inc 2009 – 2013 Strategic Plan



*A voice and support to people with disabilities to help empower them and ensure they are heard.*

Report written by:  
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On behalf of IdA Inc Management Committee

## Executive Summary:

Integrated disAbility Action Inc (IdA Inc) is a non profit consumer organisation representing people with disabilities and their families, carers, guardians and support people. IdA Inc works with government and non-government organisations in the Northern Territory to instigate changes in service delivery and policy development. IdA Inc has been operational for 14 years and during that time has been instrumental in raising awareness of many of the issues of interest for people with disabilities, their families, carers, guardians and support people. IdA Inc has a diverse Management Committee assisting to steer and coordinate the work of the agency.

IdA Inc's primary objective of assisting people with disabilities to become empowered is achieved through:

- Representation and support for people with disabilities, their families, carers and guardians.
- Provision of information, advocacy and support to people with disabilities, their families, carers, guardians and support people.
- Referral to other support agencies within and outside of the Northern Territory.
- Lobbying and advocating across government and non-government organisations to raise issues which impact on people with disabilities, their families, carers, guardians and support people.
- Encouraging education, training and research including prevention in relation to all aspects of disability.
- Hosting members meetings, a forum to voice issues and develop viable solutions.
- Producing useful information and communication publications.
- Developing strategic alliances with other organisations with the purpose of ensuring all people with disabilities benefit from the rights set out in the Disability Services Act 1986 (Commonwealth) and the National Disability Standards.

In 2009 IdA Inc was funded by the Northern Territory Department of Health and Families to develop a strategic plan to guide its future. This report:

- outlines the process undertaken in developing the strategic plan
- includes the strategic plan
- potential actions
- next steps and recommendations.

## Process in developing IdA Inc's Strategic Plan 2009 - 2013

IdA Inc undertook the following process in developing the 2009 – 2013 Strategic Plan:

- Department of Health and Families provided a small grant, \$10,000 to assist IdA Inc to develop a strategic plan for the period 2009 – 2013
- IdA Inc engaged the services of Feldman and Associates to assist in a transparent consultation process with IdA Inc members and interested stakeholders
- Feldman and Associates commenced the consultation process in September 2009 via:
  - Interviews with IdA Inc members including individuals, organisations and honorary
  - Survey of members
  - Members workshop
- Feldman and Associates provided the first draft of IdA Inc's 2009 – 2013 strategic plan to the Management Committee
- IdA Inc Management Committee made minor modifications to the plan and presented it to members at the February 2010 Members meeting
- IdA Inc Management Committee finalised their 'purpose statement' for inclusion in the Strategic Plan based on input from present members at the February 2010 meeting
- IdA Inc's Strategic Plan was ratified by Management Committee members at a meeting on 9 April, 2010.

## IdA Inc Strategic Plan 2009 – 2013:

The following diagram represents the major priorities for IdA Inc under four Key Areas:

- Role as peak consumer body in the Northern Territory
- Services provided by IdA Inc
- Identity and reputation of IdA Inc
- Organisational sustainability of IdA Inc

IdA Inc's membership developed a purpose statement to accompany the Strategic Plan. It reflects the objects of the association as detailed in IdA Inc's constitution.

### *Purpose Statement:*

IdA Inc's purpose is threefold:

- To empower people with disabilities, their families, carers, guardians and support people through the provision of quality information, timely referral, support and advocacy
- To positively influence government and non-government organisations at local, Territory and National levels on policy and service development agendas impacting on people with disabilities, their families, carers, guardians and support people
- To work constructively and strategically with other agencies in raising awareness of and addressing the issues impacting people with disabilities in the Northern Territory.

### *Strategic Plan Aim:*

The overarching aim of IdA Inc's Strategic Plan is to:

- Strengthen IdA Inc's capacity and sustainability to effectively respond and address the consumer needs of people with disabilities, their families, carers, guardians and support people

*Table 1: Ida Inc Strategic Plan 2009 - 2013*

Key Area	KEY AREA 1	KEY AREA 2	KEY AREA 3	KEY AREA 4
	PEAK CONSUMER BODY	IdA Inc's SERVICES	IDENTITY AND REPUTATION	ORGANISATIONAL SUSTAINABILITY
Priorities	<i>Playing a lead role in identifying and addressing issues and needs of people with disabilities</i>	<i>Being a valued and strong voice for improving access and services for people with disabilities</i>	<i>Building our identity, image and reputation with government, service providers, and the community</i>	Ensuring governance and operational effectiveness
Priorities 2009-2010	1.1 Build IdA Inc's image as achieving quality outcomes to consumer and needs	2.1 Strengthen IdA Inc's core activities of information sharing, referral, and consumer voice	3.1 Rebuild website to promote IdA Inc, be an information portal, track issues and data source	4.1 Shape governance and operational structure to support core activities
	1.2 Champion system wide changes identified by consumer concerns and needs	2.2 Transition all key relationships and contacts to IdA Inc	3.2 Develop a communication campaign to raise IdA Inc profile in the community	4.2 Build a stronger and more sustainable funding base to resource core activities
	1.3 Foster a shift in community attitude toward "people with disabilities as able and active citizens"			4.3 Grow membership base (youth & corporate) to be representative of all people with disabilities
	1.4 Champion post secondary education and employment, transport, accommodation and service provision			
Priorities 2010-2013			3.3 Develop a publicity campaign to attract youth	4.4 Develop volunteer program that helps resource IdA Inc's core operational activities
			3.4 Publish the history of IdA Inc	4.5 Explore co-sharing and sub-lease arrangements with other community organisations
				4.6 Be in a disability friendly and accessible office location open 5 days per week
				4.7 Develop a succession strategy for the committee of management

## Potential Actions:

KEY AREA 1 - PEAK CONSUMER BODY	
Potential Strategies	Ideas on key actions for IdA Inc
1.1 Build IdA Inc's image as achieving quality outcomes to consumer and needs	<ul style="list-style-type: none"> <li>Develop processes for addressing individual needs and tracking outcomes</li> <li>Identify how people find out about IdA Inc at enquiry level to identify consumer access points</li> </ul>
1.2 Champion system wide changes identified by consumer concerns and needs	<ul style="list-style-type: none"> <li>Data track individual needs into categories that enable a more systems outcome to be achieved</li> <li>Partner with other community organisations to address systemic changes</li> </ul>
1.3 Foster a shift in community attitude toward "people with disabilities as able and active citizens"	<ul style="list-style-type: none"> <li>Identify key community events and programs where IdA Inc can lift its overall profile and shape community attitude</li> </ul>
1.4 Champion post secondary education and employment, transport, accommodation and service provision	<ul style="list-style-type: none"> <li>Partner with other community organisations to access broader disability consumers who are experiencing similar issues</li> <li>Where possible, involve members in championing needs</li> <li>Involve consumers in solving issues so they are empowered to follow through</li> </ul>

KEY AREA 2 – IdA Inc's VOICE	
Potential Strategies	Ideas on key actions for IdA Inc
2.1 Strengthen IdA Inc's core activities of information sharing, referral, and consumer voice	<ul style="list-style-type: none"> <li>Develop policies and processes for accessing and resourcing information</li> <li>Develop a referral system with data tracking</li> <li>Use the website as a key data tracking system</li> </ul>
2.2 Transition all key relationships and contacts to IdA Inc	<ul style="list-style-type: none"> <li>Develop a governance policy that introduces committee members to key relationships annually</li> <li>Develop a register of key contacts together with an update process</li> </ul>

KEY AREA 3 – IDENTITY & REPUTATION	
Potential Strategies	Ideas on key actions for IdA Inc
3.1 Rebuild website to promote IdA Inc, be an information portal, track issues and data source	<ul style="list-style-type: none"> <li>Change website to be content driven, information portal and data collection</li> <li>Source someone to do the website upgrade and appoint a project team</li> <li>Develop information sheets that can be loaded to the website</li> <li>Train staff on content management skills to continue to upgrade/update the website</li> </ul>
3.2 Develop a communication campaign to raise IdA Inc profile in the community	<ul style="list-style-type: none"> <li>Source university students who as part of their study program develop a public relations and communication campaign for IdA Inc</li> <li>Change the newsletter to be more issues driven rather than events driven</li> </ul>

KEY AREA 4– SUSTAINABILITY	
Potential Strategies	Ideas on key actions for IdA Inc
4.1 Shape governance and operational structure to support core activities	<ul style="list-style-type: none"> <li>Develop governance policies to guide the Committee of Management</li> <li>Source funds and staff /volunteers to resource this strategy</li> <li>Seek a 2 year commitment for Committee members to increase continuity and align with governmental time periods</li> <li>Develop an induction program for all Committee of Management members</li> </ul>
4.2 Build a stronger and more sustainable funding base to resource core activities	<ul style="list-style-type: none"> <li>Identify and source funding options (shared rent, grants, bequests, membership fees)</li> </ul>
4.3 Grow membership base (youth & corporate) to be representative of all people with disabilities	<ul style="list-style-type: none"> <li>Develop a more extensive membership form which tracks membership data</li> <li>Create an "access" membership data base</li> <li>Develop and membership promotion plan</li> </ul>

## Next steps and recommendations:

- IdA Inc has a small underspend from the DHF grant to develop the strategic plan. IdA Inc's Management Committee will be formally requesting the use of this underspend to immediately improve and upgrade its essential administrative and publicity tools as identified under the Strategic Plan. It is anticipated that the funds will contribute to:
  - ❖ Updating and reprinting IdA Inc information publications and membership pamphlets
  - ❖ Updating and reconfiguring the IdA Inc website
  - ❖ Development of a referral and data tracking system
  
- As detailed above IdA Inc has identified a number of strategies / activities that need to be coordinated and implemented in order to meet the priorities identified under each key area. IdA Inc Management Committee will seek funding from government through a specific funding application for the appointment of a project officer to undertake this work with assistance from the Management Committee.
  
- As detailed above IdA Inc has identified a number of activities that need to be implemented to achieve a number of priorities identified under each key area. IdA Inc Management Committee will also seek funding via Northern Territory and Commonwealth government grant schemes to achieve some of these activities.

## Conclusion:

The IdA Inc Management Committee would like to thank the Department of Health and Families for its support in the development of its current and future strategic direction. The IdA Inc Strategic Plan, as outlined in this paper, builds a firm foundation for the organisation to realise its purpose statement and to work with individuals, families, carers, government and other agencies in improving services and information for people with disabilities living in the Northern Territory.