



STRATEGIC PLAN 2008 - 2011

Who Are We?

Carers provide unpaid care and support to family members and friends who have a disability, mental illness, chronic condition, terminal illness or who are frail. Carers WA is the peak body that represents the needs and interests of carers in Western Australia through:

- Advocating for carers needs and interests in the public arena
- Influencing government and stakeholder policies and programs at the national and state level through conducting research and pilot projects, giving presentations and participating in a wide range of inquiries, reviews and policy forums
- Networking and forming strategic partnerships with other organisations to achieve positive outcomes for carers
- Providing carers with information and education, social support and counselling as well as carer advocacy and representation and specialist information and advice
- Prepare to Care Hospitals program, Young Carers program and Mental Health program.
- Undertaking community awareness raising activities and coordinating and facilitating joint work between the state and territory organisations on matters of national significance.



Overview



It is evident that the last Strategic period has seen much growth and positive change. Carers WA has expanded and established its services such as counseling, information, education, and training. With the energy and effort of our volunteers the support activities provide a full agenda of linking together events as well as movie mornings, short breaks and other activities. The Young Carers programme has thrived, regional educational programmes have been developed and work within the health sector has been introduced. We have new and improved facilities in the carers centre which need to be fully exploited and support our training, workshop and other activities. To improve our effectiveness we also need to spend some time looking inwardly and develop, where required, our internal systems.

Looking forward and outward we need to build on the achievements of the last four years and break new boundaries. The Carers Recognition Act provided a good legislative basis and starting point for enhancing carers rights and involvement and we need to ensure the formal review of the Act results in recommendations which take us further forward. To fulfil our new vision which encompasses all of Western Australian society we need to reach out beyond the areas limited by our previous activity. We need to interact more with regional Western Australia and with commercial Western Australia and push out from - but not ignore - the comfort zone of established government and NGO networks. Most importantly we need, through these and other mechanisms, to reach out to the 'hidden carers'.

The above issues have shaped the content and direction of the new strategy outlined in this document.



Paul Coates
CEO



Carers WA is approaching the end of their last Strategic Plan 2004 to 2008 and it has seen even further growth in the agency. Out growing our premises and moving into our new Carers Centre, giving more space to hold our workshops in house. Carers have a place where they can relax away from their caring situation. They can obtain information that will support them in their caring role.

Our board members, staff and carers came together to develop our direction for the next four years. Guiding our thoughts on where we want to be was our mission statement "To achieve the best life opportunities for carers by leading change".

This plan will draw on the knowledge we have gathered and build on it, remembering that carers health, social and economic needs are paramount in our future direction. We face many challenges with an ageing population, carers needing to remain in the workforce, and the growing number of young carers.

This plan will be used to guide carers WA in our core business of supporting and advocating for rights of carers in the whole of WA.

I would like thank board members, carers, staff, consultants and management all who have contributed to the development of the plan. The board of Carers WA has adopted the Strategic plan for 2008 to 2011.



Carol Franklin
Chair

Our Key Messages

- Over one quarter of West Australians are directly affected by a caring situation
- There are 250,000 West Australians in a caring role
- Improving the health and well being of people in a caring role is vital
- Carers are an essential part of the community
- Carers WA supports and represents people in a caring role

Our Key Values

Carer centred - listening to carers, being guided by them, involving them in decision making and respecting their choices

Family friendly and inclusive

Access and equity - responding to all carer populations and addressing the barriers that prevent some getting access to support.

Recognising diversity - respecting people from all backgrounds (ethnic, age, sexuality etc.) and respect for Indigenous culture and heritage

A valued workforce - recognising staff and volunteers are an important asset

Forward looking and innovative

Evidence based - using data, research and evaluation to inform development of services and policy

Collaborative - working with other organisations and groups to achieve positive outcomes for carers

Open and accountable - to all stakeholders.



OUR VISION

A positive caring culture
throughout Western
Australia




OUR MISSION STATEMENT

To achieve the best life opportunities
for carers by leading change




OUR STRATEGIC OBJECTIVES



To extend
awareness of
Carers and CAWA
to influence
positive change.



Facilitate and
Develop
innovative
practices in carer
support



To enhance
organisational
capacity,
efficiency and
sustainability

Strategic Objective 1:

To extend awareness of carers and Carers WA to influence positive change.

Key Actions	Key Targets
Approach the commercial sector to enhance carer awareness and seek positive change for carers in terms of employment practices and service/product delivery	Corporate awareness programme designed and implemented
Approach key public sector services that are not covered by the Carers Recognition Act 2004 to enhance carer awareness and seek positive change for carers in terms of employment practices and service/product delivery.	Awareness programme implemented in new non Carers Recognition Act 2004 sectors
Identify and extend interaction with rural and remote localities to enhance carer awareness and local capacity for carer support	Regional programme designed and implemented.
Identify key carer issues then identify or promote and facilitate research to provide evidence base for further lobbying and information dissemination	Key issues identified and relevant research acquired and/or promoted Issue promoted to relevant sectors and publicised
Continue and develop lobbying/networking as key activities	Identify and continue existing key lobbying/networking activities Identify and participate in new key networks
Develop a strategic marketing plan	Marketing plan developed and Implemented. Key marketing actions implemented



Strategic Objective 2:

Facilitate and develop innovative practices in carer support throughout WA

Key Actions	Key Targets
Identify and record all key existing R&D, statistical, and other information on and about carers.	Establish key research database Identified information gaps
Map internal & external products and services and analyse existing and future gaps	Develop and publish position statements according to carer needs and in accordance with the National Network
Research & develop innovative practices	Research issues identified and innovative practices developed
Development and implementation of innovative practices in carer support	New practices implemented

Strategic Objective 3:

To enhance organisational capacity, efficiency and sustainability

Key Actions	Key Targets
Evaluate and, where necessary, improve key organisational support systems (HR, Finance, IT, Office Support).	Support system process improvements implemented. Finance & IT controls strengthened Office management processes established
Evaluate and, where necessary, improve governance and management processes (Board structure and working, internal management systems, organisational structures)	Organisation structure evaluated and improvements implemented Management processes evaluated and improvements implemented Governance structure evaluated and improvements implemented
Develop organisational culture, values, management style, competences and related processes appropriate to the values of CAWA.	Key HR policies and processes evaluated and improvements implemented
Evaluate (in the context of the Strategy) existing funding regimes, identify potential shortfalls and additional needs for new activities. Develop and implement strategies to address the needs.	Prepare fundraising plan Implement key fundraising actions within plan



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