



Carers WA



# Strategic Plan

2022 - 2025







Carers WA has been long established as the recognised peak body providing a voice for the 230,000 carers living in Western Australia. Following the highly successful achievements of the previous January 2020 to December 2021 strategy, the organisation has consolidated its position as a provider of quality carer services.

Carers WA is the sole provider of state and federal government funded carer dedicated services. Through effective coordination of these funding streams and the development of an extensive network of partners we can maximise the available supports for carers in WA. The strength of this position also provides for a solid foundation to seek further growth and expansion for carer services for this next strategic period from 2022 to 2025.

## Strategic Objectives

### 1. Positive change in carers lives

Advocacy that promotes the recognition of unpaid carers and delivers meaningful benefit to their lives.

Strategic Initiatives	Key Actions
1.1 Amplify our reputation for faithfully reflecting the voice of carers	<ul style="list-style-type: none"><li>• Develop and implement marketing and communication strategy.</li><li>• Engage with Ministers and parliamentary members to build and maintain political presence.</li><li>• Develop and implement community engagement plan.</li><li>• Deliver statewide conference for carers.</li></ul>
1.2 Advocate for systemic change to improve the lives of carers	<ul style="list-style-type: none"><li>• Create an advocacy strategy.</li><li>• Provide support, data and advice to national policy making initiatives from Carers Australia.</li><li>• Ensure representation on all key state policy and program development committees.</li><li>• Engage with key government agencies to influence policy and program development.</li></ul>
1.3 Lead in the development of evidence-based resources and initiatives that support carers	<ul style="list-style-type: none"><li>• Review current resources available to carers and identify key gaps and existing resources requiring update.</li><li>• Undertake a program of resource development and update.</li></ul>

### Vision

A society where the role of a carer is valued and supported.

### Mission

We will support the empowerment and wellbeing of carers through our programs, services, and advocacy.

### Values

**Compassion:** We take the time to understand and respond to what life is like for people.

**Diversity and Inclusion:** We welcome the diversity of people who access our services and contribute to our organisation.

**Innovation:** We challenge ourselves to think beyond standard practice and continuously improve what we do and how we do it.

**Positive Impact:** We focus on the measurable differences we can make to carers and each other.

## 2. Delivering quality programs and services

Carer informed delivery models, combined with skilled staff, achieving optimal outcomes.

Strategic Initiatives	Key Actions
2.1 Ensure the effective delivery of funded outcomes	<ul style="list-style-type: none"><li>• Evaluate contract reporting to management and board.</li><li>• Establish service quality review and audit function.</li><li>• Monitor the continuous improvement of service and program delivery.</li></ul>
2.2 Extend awareness and accessibility of programs to the diverse community of carers	<ul style="list-style-type: none"><li>• Establish carer reference groups to identify service gaps for target cohorts.</li><li>• Review of carer feedback from target cohorts.</li><li>• Implement service/resource improvements tailored to needs of target cohorts.</li><li>• Ensure communication strategies extends the reach of services to diverse communities.</li><li>• Ensure community engagement extends the reach of services to diverse communities.</li></ul>
2.3 Invest in the capacity and capability of staff to deliver excellent services	<ul style="list-style-type: none"><li>• Understand and plan for staff development needs.</li><li>• Monitor training and development delivered.</li><li>• Develop guidelines for effective and agile work practice.</li></ul>

## 3. Skilled and agile organisation

Organisational resilience delivered through a focus on culture, innovation, governance and financial sustainability.

Strategic Initiatives	Key Actions
3.1 Ensure robust governance and oversight	<ul style="list-style-type: none"><li>• Review governance structure (meetings, sub-committees etc.).</li><li>• Evaluate communications and reporting to the Board.</li><li>• Conduct Board evaluation of performance and skills.</li><li>• Introduce Board meeting evaluation tool.</li><li>• Develop and implement evaluation process.</li><li>• Provide training and development opportunities for Board members.</li></ul>
3.2 Diversify funding sources	<ul style="list-style-type: none"><li>• Build and implement a strategy for potential funding, philanthropy and partnerships.</li><li>• Explore potential for fee for service and additional revenue streams.</li></ul>
3.3 Sustain the infrastructure, systems and processes that support service delivery	<ul style="list-style-type: none"><li>• Develop information systems and IT strategy.</li><li>• Review organisation structure.</li><li>• Develop and enhance OSH procedures and reporting.</li><li>• Develop building and asset management strategy.</li></ul>
3.4 Recruit and retain quality, motivated staff	<ul style="list-style-type: none"><li>• Develop recruitment strategy appropriate to employee market.</li><li>• Build a comprehensive staff wellbeing and wellness program.</li><li>• Explore flexible working and other modern work arrangements.</li><li>• Undertake staff cultural survey and act on findings.</li><li>• Develop succession plan for senior roles across the organisation.</li></ul>



## Carers WA

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### Acknowledgement of Country

Carers WA acknowledges and honours the Whadjuk Noongar people as the Traditional Owners of the Noongar lands on which the Carers WA office sits. Carers WA pays respect to the Elders, past, present and emerging and to the living cultural, spiritual, family and social relationships that the Traditional Owners have to this land.

### Diversity and Inclusion

Carers WA is committed to understanding, embracing and celebrating the rich and multi-dimensional experiences that shape our lives and aims to ensure that everyone who engages with the organisation feels welcome and included. Carers WA welcomes all people irrespective of ethnicity, lifestyle choice, faith, sexual orientation and gender identity.

