



CARE GOONDIWINDI



# STRATEGIC PLAN 21-23

## **THE CARE GOONDIWINDI MISSION**

To build individuals' capacity to achieve independence through delivering excellent services in rural communities.

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# THE CARE FACT FILE

## OUR VALUES



Compassion



Spirit



Inspire



Respect



## STRATEGIC GOAL AGENDA: 2021-23

<p>Promotion</p>	<p>Care Goondiwindi aims to be marketed as the provider of choice for vulnerable individuals including families, seniors, Indigenous people, youth and people living with a disability.</p> <p><b>ACTIONS:</b></p> <ul style="list-style-type: none"><li>• Engage a marketing specialist and/or upskill current staff to have marketing capabilities</li><li>• Update webpage with call-to-action and sales-oriented focus</li><li>• Create a consistent, engaging social media presence focused on transitioning numbers engaged in programs.</li><li>• Increase visibility of Care Goondiwindi at networking events</li><li>• Rebrand Care Goondiwindi to facilitate across all marketing platforms</li><li>• Develop a marketing strategy to promote disability respite accommodation</li></ul>
<p>Disability Care Facilitation</p>	<p>Care Goondiwindi aims to provide high-quality in-home and specialist care accommodation to rural families and people living with a disability that is accessible, appropriate and bespoke.</p> <p><b>ACTIONS:</b></p> <ul style="list-style-type: none"><li>• Oversee the construction and fit-out of the three unit respite accommodation complex</li><li>• Conduct a skills audit of staff and reassess position requirements for high needs support facilitation</li><li>• Develop policies and procedures that will hallmark the basis of day-to-day operations</li><li>• Undertake review process of client feedback and occupancy standards and adjust accordingly</li><li>• Where appropriate, incorporate local advice on disability usage and suitability</li></ul>
<p>Workforce Development</p>	<p>Care Goondiwindi wishes to support a high performing, compassionate workforce, overseen by a hands-on management team that has developed strong partnerships with the Goondiwindi community and sector.</p> <p><b>ACTIONS:</b></p> <ul style="list-style-type: none"><li>• Establish annual development plans and skills audit surrounding leadership and workforce development</li><li>• Develop relationships with likeminded not-for-profit organisations and community groups</li><li>• Establish and nurture stakeholder relationships</li><li>• Provide cultural competency training for all staff members</li><li>• Create measurable and maintainable systems that ensure that core values of Care Goondiwindi are maintained across all services delivered</li><li>• Develop and implement a strategy that facilitates staff wellbeing</li></ul>
<p>Resource Growth</p>	<p>Care Goondiwindi wishes to provide the necessary resources required to grow an accessible and affordable organisation for the community.</p> <p><b>ACTIONS:</b></p> <ul style="list-style-type: none"><li>• Develop an information technology strategy that streamlines software and professional development requirements for Care Goondiwindi focused on resource growth</li><li>• Include in the organisational plan strategy for skills growth in the human resources sector</li></ul>

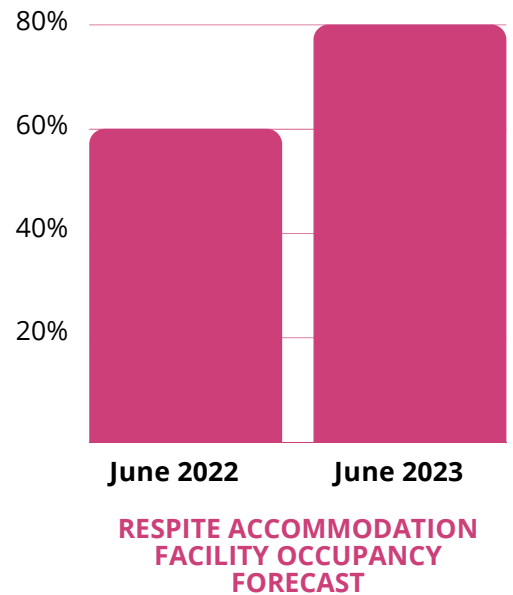
# KEY PERFORMANCE INDICATORS

The strategic plan for Care Goondiwindi 2021 – 23 aims to solicit changes on financial, promotional, resourceful, wellbeing and workforce levels. In order to accomplish such changes, Care Goondiwindi has created key performance indicators (KPIs) to outline manageable objectives, metrics and measurable goals that need to be regularly monitored in order to achieve such actions.

<p><b>KPIs: ACTION 1</b></p>	<p><b>PROMOTIONS:</b></p> <ul style="list-style-type: none"> <li>• Debrief marketing needs with staff and where upskilling can occur. Develop a position description for a marketing specialist and post on Seek or hire a consultant. Have campaign successfully launched in six months</li> <li>• Hire a web designer and write aligning web copy</li> <li>• Create a social media content calendar that is regularly updated with a 20% higher engagement rate based on conversion numbers.</li> <li>• Attend one networking event a month</li> <li>• Hire a graphic designer for rebrand facilitation</li> <li>• Hire a consultant to establish a marketing strategy for disability accommodation or work with staff to facilitate suitable strategy in six months</li> </ul>
<p><b>KPIs: ACTION 2</b></p>	<p><b>DISABILITY CARE FACILITATION:</b></p> <ul style="list-style-type: none"> <li>• Oversee the construction and fit-out of accommodation facility, keeping within budget estimates, reassess current position descriptions for staff; send out questionnaires about their skill sets identifying where they would like to upskill; develop a skills matrix and procedures</li> <li>• Work with management staff to create policies and operations manual for respite living facilities</li> <li>• Collate client feedback and occupancy rates and implement changes into strategic plans for care facilitation</li> <li>• Collate local feedback, advice and experiences on disability usage and incorporate into operations</li> </ul>
<p><b>KPIs: ACTION 3</b></p>	<p><b>WORKFORCE DEVELOPMENT:</b></p> <ul style="list-style-type: none"> <li>• Management to create a workforce development plan that focuses on regular skills check and resource management</li> <li>• Network with not-for-profits and community groups.</li> <li>• Establish cultural competency training and include in regular skills check</li> <li>• Develop staff training on Care Goondiwindi's mission and values and how to implement these into daily dealings</li> <li>• Implement a staff workshop on wellbeing, counselling accessibility and wellness in the workplace, with a focus on quantitative data relating to retention and satisfaction in the workplace</li> </ul>
<p><b>KPIs: ACTION 4</b></p>	<p><b>RESOURCE GROWTH:</b></p> <ul style="list-style-type: none"> <li>• Create strategy for information technology consultant to streamline the software needs for Care</li> <li>• Create a HR forecasting plan for growth sectors within the organisation</li> </ul>

## Targets

# CARE GOONDIWINDI FORECASTS 2021-2023



<b>Promotion</b>	<ul style="list-style-type: none"> <li>Care aims to have the marketing position filled and active by the end of 2021</li> <li>Implement Care's rebrand across all digital, print and social platforms, creating a consistent and recognisable vision</li> <li>Increased engagement in social media performance, making social media an online place for profitable gain (clients/numbers) in the disability sector</li> <li>Increase in client satisfaction across all services</li> </ul>
<b>Disability Care Facilitation</b>	<ul style="list-style-type: none"> <li>Care aims to reach occupancy targets of 60% by June 2022 and 80% by June 2023</li> <li>Care aims to have QA approved policies and procedures written and implemented by December 2021</li> <li>Make certain on-site staff are trained in usage of new equipment and supports for high needs residents by December 2021</li> <li>Evidence of inclusion of the community feedback received</li> <li>Evidence of staff satisfaction through reviews and regular workforce development</li> </ul>
<b>Workforce Development</b>	<ul style="list-style-type: none"> <li>Maintain a high level of workforce satisfaction across all Services</li> <li>Complete meaningful performance appraisals annually</li> <li>See a 25% increase in the amount of staff that participate in professional development undertakings</li> <li>Monitor systems to track organisational business operations and introduce systems to track staff wellbeing on regular intervals</li> <li>Undertake an annual skills audit of all staff</li> </ul>
<b>Resource Growth</b>	<ul style="list-style-type: none"> <li>Create a staff report of the equipment required to complete roles</li> <li>Facilitate improvements for staff wellbeing</li> </ul>



**CARE GOONDIWINDI**

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[www.caregoondiwindi.org.au](http://www.caregoondiwindi.org.au)

*Caring for Community*