



## VISION

Our clients and our community live in an **accessible, inclusive society** with **equal opportunity** in all areas of life.

## MISSION

We are a progressive, iconic community organisation that:

- Builds pride in being Deaf
- Improves social, economic, cultural and civic participation
- Supports people to communicate and connect with the world
- Advocates and promotes the aspirations of those we service

## BELIEFS

- Human potential has no boundaries and we embrace diversity
- Communication is a human right and Auslan should be recognised and celebrated
- Every person has a role in reducing barriers and attitudes that discriminate
- Empowered leaders can advocate for a better future

## Our Six Strategic Priorities

# STRATEGIC PLAN 2015-2020



### Deaf Identity and Pride

## 01 Deaf Identity

Deaf history, culture and language (Auslan) is acknowledged, celebrated and guides what we do.

#### OUR STRATEGIC OUTCOMES

- Australian society is more aware of Deaf identity and pride and is more inclusive of Deaf and hard of hearing people
- Deaf leaders are actively identified, mentored and developed
- The views and opinions of the Deaf community are respected and incorporated into our planning, services and events

## 02 Deaf Interests

Issues affecting Deaf and hard of hearing people are understood and acted upon.

#### OUR STRATEGIC OUTCOMES

- Collaboration with Deaf Children Australia achieves the best outcomes for Deaf and hard of hearing people, connecting and strengthening the Deaf community, its culture and language
- Deaf sector organisations are key partners and allies to achieve collective impact
- The role of families is recognised and influences the work we do
- Systemic advocacy and research influences our funding partners, government policy and service planning

### Our Services

## 03 Communication and Access

Deaf and hard of hearing people can communicate in their daily lives wherever they are.

#### OUR STRATEGIC OUTCOMES

- Deaf and hard of hearing people are supported to express themselves as they choose
- Interpreting and language access is increased through advocacy and education
- Information is shared to build community awareness of Deaf and hard of hearing achievements and needs

## 04 Participation and Inclusion

Support is available to those who need it, at all stages of life.

#### OUR STRATEGIC OUTCOMES

- Clients are empowered to drive their supports to increase health, wellbeing and social and employment opportunities
- Redesigned services under the NDIS offer portable, flexible and individualised responses
- Service innovation responds to gaps and outdated service models
- Regional coverage and support to families is increased
- Quality, relevant and self-directed supports are provided to meet the needs of our diverse client base

### Our Partners

## 05 Partnering for Innovation and Service Growth

We connect with organisations and government to improve services.

#### OUR STRATEGIC OUTCOMES

- Partnerships are created to develop improved service models, fill service gaps, and reach clients in locations in which we do not provide supports
- Existing joint ventures are strengthened to build revenue streams
- Collaborations translate into new ideas and improved services

## 06 Partnering to Increase Impact

We connect with individuals and groups to enhance our impact.

#### OUR STRATEGIC OUTCOMES

- Strategic opportunities are achieved through collaboration and thinking creatively
- Connections are made to build and share our knowledge, skills and resources
- Partnerships based on mutual benefit for Deaf, hard of hearing and other valued clients are pursued
- Working with the Deaf community and hard of hearing individuals, we develop effective responses to address their needs

## Building blocks that help us to achieve our strategies

Our Workforce

Our Businesses

Our Sustainability

Our Focus on Technology

Our Market Relevance

Our Change Agility

Our Leadership and Governance

Our Impact and Performance Measurement