



Communication Rights
Australia

STRATEGIC PLAN

2018 - 2021



Communication Rights Australia

ABN: 25120 926 829

Vision

All people with communication support needs are given every opportunity to thrive, and achieve their full potential.

Purpose

Communication Rights Australia will use our resources to ensure that people with communication support needs are empowered to reach their full potential and have their human rights upheld.



Guiding Principles

The work of Communication Rights is guided by the following principles:

- Respect for the fundamental rights of all people;
- Quality evidence-based practice by all associated with the organisation;
- Participation and inclusion for all people within our community;
- Working in partnership with all key stakeholders to the benefit of our community;
- Being accountable to our community members and funders.



Goals

1. For the direct experience and feedback from people with communication and speech difficulties to always inform the actions of the organisation.
2. To ensure that the direct experience of people with communication and speech difficulties influences all public policies.
3. To maintain rigorous accountability procedures at all levels of the organisation.
4. To inform all our activities through research, best practice, and consultation.
5. To build a high performing, innovative and financially viable organisation.
6. To develop partnerships that advance the rights of people with disabilities, enhance community inclusion and bring systemic beneficial change.

Goal 1 Strategies

We will:



Increase our participation and consultation with the people we represent Build expertise in the direct experience of people to inform public policies. Maintain positive working relationships with key stakeholders to ensure the voice of the people we represent is heard.

Goal 2 Strategies

We will:



Develop a Customer Relations Management Database (CRM) for evidence of service provision, and the needs of people we represent.

CRM will collate meaningful data and feedback from the people we represent.

Utilise data and feedback collated to influence public policies.

Develop strong marketing and communication campaign to bring to the forefront of broader community and government the needs of the people we represent.

Respond to public discussions, draft papers, and give advice to governments on the impact of their policies/planned policies.

Identify gaps within service delivery that impact on the people we represent rights

Goal 3 Strategies

We will:



Build professional development at all levels of the organisation's performance to ensure evidence based best practice and outcomes

Meet all monitoring, auditing, quality and funding requirements to ensure best practice in business.

Ensure CRM and feedback within the organisation are linked to quality improvement outcomes.

Goal 4 Strategies

We will:



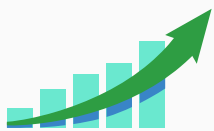
Monitor all public reports for recommendations that can positively influence the inclusion of people with communication support needs.

Utilise CRM data collected to inform public statements.

Strategically consult with key stakeholders to ensure we have a full understanding of the wider issues impacting on their decisions.

Goal 5 Strategies

We will:



Diversify income streams to support the sustainability of the organisation.

Develop new programs and infrastructure to add value to the lives of community members.

Manage costs and risks.

Implement and monitor data collection at all levels of the organisation to inform customer satisfaction and continuous improvement initiatives.

Goal 6 Strategies

We will:



Develop strategic partnerships that advances the rights of people within our community.

Develop relationships with the media and ministers' advisors to promote our community's voice.

Actively increase awareness of systemic issues to government, State and Commonwealth, key stakeholders and local community.

Work with key stakeholders to promote the National Disability Strategy and key outcome areas identified in this policy.

Outcomes

1. Clear marketing and communication strategy promoting key issues of concern for our community.
2. Proactively inform public policies reflecting the requirements of people with communication support needs.
3. Communication Rights Australia meets all legal and financial obligations, and the community is confident we are well managed.
4. Development of a body of knowledge that directs all activities and presentations.
5. Maintain growth and sustainability of Communication Rights Australia both within Victoria and Australia.
6. Develop strategic partnerships with key stakeholders in government and community that promote the rights of people with communication support needs.

