

# Camcare Strategic Plan 2016-19



## **Vision**

A fair and inclusive community

## **Mission**

We are an independent community service organisation committed to social justice, building individual and community well-being through advocacy and the provision of individualised services for people facing personal adversity.

## **Values**

Social Equity

Respect

Care and Compassion

Working Together

Accountability

Striving for Quality

Strategic Plan Goals and Objectives

## **Context**

Camcare is a community organisation of professionals and volunteers who work together to provide services to people in the Boroondara community who have low incomes, are experiencing social disadvantage or personal adversity. Promoting self reliance through our work is a core focus which guides everything we do.

We provide a range of well-being services, including professional counselling for individuals, couples and families, information and referral, parenting groups and psychological services for children, youth and adults. We deliver programs which help low income residents to lodge an e-tax return, and older residents

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learn how to use the internet and various IT devices so they can be better connected to others. We support and advocate for those who are homeless, struggling with mental health issues, socially isolated or in financial distress, and provide material aid, including food, travel vouchers and small grants.

Camcare seeks to build community inclusion through our programs and develop people's resilience and capacity for independence. We provide a safe and welcoming space for activities which reduce social isolation, enable skills development and create connections between local people.

Our many volunteers work in teams with paid professional staff throughout the organisation, generously give their time and expertise to assist others in their community, many of whom are vulnerable or in personal strife

## Four Areas of Focus

This strategic plan represents the direction Camcare will take towards achieving our vision of a fair and inclusive community. We have four areas of focus:

1. **Deliver service excellence**
2. **Partner with communities**
3. **Build a sustainable organisation**
4. **Foster an inclusive culture**

## Strategic Goals

### 1. **Deliver service excellence**

**Camcare will further improve the lives of those with whom we work through the delivery of high quality, responsive services based on community needs.**

**Goal 1:** Make a positive and measurable impact on the lives of those who receive our services and the people around them.

**Goal 2:** Grow our services to respond to emerging social trends and the identified needs of individuals and families in the areas we serve

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**Goal 3:** Develop and extend our co-design service model: regularly consult, listen and involve those who seek our services

**Goal 4:** Work with academic and sector partners to research and evaluate our services and possible innovations

**Goal 5:** Increase the rigour of evaluation and reporting processes, to deliver greater accountability and clearer outcomes

## 2. Partner with communities

**Camcare will continue to build partnerships through volunteering, and through alliances with local organisations that add value to our services and strengthen our communities.**

**Goal 1:** Reduce social isolation and exclusion by creating pathways for participation in our organisation

**Goal 2:** Engage a diverse mix of skilled volunteers and pro-bono professionals who can enable us to extend our suite of services, increase community connectedness and improve our capabilities

**Goal 3:** Pursue community partnerships that deliver opportunities, resources and support to broaden service delivery and meet identified needs

## 3. Build a sustainable organisation

**Camcare will actively work to create a sustainable future for the organisation, in which our people, partners and service recipients can thrive for many years to come**

**Goal 1:** Identify and pursue emerging opportunities to diversify our revenue streams by adopting new service models and adapting to changing priorities

**Goal 2:** Invest in new and existing projects specifically aimed at ensuring long-term sustainability

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**Goal 3:** Increase revenue from donors, sponsors and charitable trusts

**Goal 4:** Build public awareness and understanding of Camcare's unique contribution and achievements

**Goal 5:** Equip stakeholders to advocate for Camcare and those who use our services

## 4. Foster an inclusive culture

**Camcare will build on its culture of inclusion, self-reliance and diversity to enrich the experience of service recipients, staff and volunteers.**

**Goal 1:** Advocate for and extend Camcare's focus on inclusion and self-reliance.

**Goal 2:** Ensure that staff and volunteers feel valued and have the opportunity to develop new skills.

**Goal 3:** Develop new and current initiatives that reflect Camcare's commitment to diversity.

**Goal 4:** Recognise, celebrate and communicate achievements and innovations generated by staff, volunteers and service recipients