

STRATEGIC IMPERATIVES 2018-2019



Raise our PROFILE

Promote our organisation and build our membership base – Leverage our commitment to diversity

- Promote Carers Victoria with a clear marketing, communications and Government relations strategy
- Ensure bipartisan support for the Victorian Government Carer Strategy
- Align our advocacy activities to our strategy for greatest impact
- Distribute a prospectus to demonstrate the good work we do to relevant stakeholders
- Reliably inform our approach through timely and targeted feedback from varied carer groups
- Grow our membership base to extend our voice across the community
- Demonstrate our commitment to diversity through Rainbow Tick, Reconciliation and Disability Action Planning



Leverage our KNOWLEDGE AND RESOURCES

Review our resourcing and workflow – Consolidate our knowledge, data and evidence

- Understand the costs and resources required to deliver on funded targets
- Identify existing capacity and reallocate resources to improve efficiency
- Measure and improve performance against service delivery targets
- Develop our workforce to deliver our strategy and prepare for future needs
- Negotiate and implement our new Enterprise Bargaining Agreement
- Build our data capture, evidence of impact and reporting capability to meet current and future needs
- Enhance and consolidate our web presence for better quality information and impact



Ensure FINANCIAL SUSTAINABILITY

Prepare for a winning tender submission and define robust alternative funding sources

- Prepare and submit a compliant, well-researched and high quality Integrated Plan for Carer Support Services tender
- Establish criteria to objectively evaluate business development ideas and opportunities
- Update our governance structure for future agility
- Leverage our education and consulting service, supported by market research