

SIBLINGS AUSTRALIA STRATEGIC PLAN

2020-2023



THEME 1: REPUTATION

STRATEGIC GOAL

To reinforce and enhance the reputation of Siblings Australia as the leader in sibling support approaches in Australia.

OBJECTIVES

- Be a trusted source of information, advice and support for siblings, their families, and providers.
- Enhance our reputation as the 'go to' organisation on sibling issues for government, media, and other stakeholders.
- Conduct effective advocacy for the recognition of siblings in Federal/State government policy.

THEME 2: SERVICES & RESOURCES

STRATEGIC GOAL

To provide 'best practice' services and resources that contribute to improved outcomes for siblings and their families.

OBJECTIVES

- Ensure effective delivery of the ICB Stronger Siblings - Stronger Families Project.
- Increase our provision of other high-quality services and resources in support of siblings.
- Expand the provision by professionals across relevant sectors (e.g., disability, health, education) of best practice approaches to the support of siblings and their families.
- Carry out, and contribute to, high calibre research regarding siblings and their families.

**THEME 3:
STAKEHOLDER
ENGAGEMENT**

STRATEGIC GOAL

To engage with stakeholders through effective communication and collaboration.

OBJECTIVES

- Establish effective communication pathways with stakeholders (including traditional/social media and digital technologies).
 - Increase our collaboration with relevant sectors, e.g. disability, education, mental health, family and community services.
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**THEME 4:
VIABILITY**

STRATEGIC GOAL

To build a healthy, resilient organisation that has long term viability.

OBJECTIVES

- Ensure effective governance, including through strong financial/risk management.
 - Diversify revenue streams to ensure financial viability beyond 2023.
 - Embrace technology and innovation to enable greater impact of our work.
 - Develop and support capable and committed human resources.
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