

# Siblings Australia Strategic Plan 2020-2023



Theme	Strategic Goal	Objectives
1. REPUTATION	To reinforce and enhance the reputation of Siblings Australia as the leader in sibling support approaches in Australia.	<ul style="list-style-type: none"> <li>• Be a trusted source of information, advice and support for siblings and their families.</li> <li>• Enhance our reputation as the ‘go to’ organisation on sibling issues for government, media, and other stakeholders.</li> <li>• Conduct effective advocacy for the recognition of siblings in Federal/State government policy.</li> </ul>
2. SERVICES & RESOURCES	To provide ‘best practice’ services and resources that contribute to improved outcomes for siblings and their families.	<ul style="list-style-type: none"> <li>• Ensure effective delivery of the ICB Stronger Siblings - Stronger Families Project.</li> <li>• Increase our provision of other high quality services and resources in support of siblings.</li> <li>• 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.</li> <li>• Carry out, and contribute to, high calibre research regarding siblings and their families.</li> </ul>
3. STAKEHOLDER ENGAGEMENT	To engage with stakeholders through effective communication and collaboration.	<ul style="list-style-type: none"> <li>• Establish effective communication pathways with stakeholders (including traditional/social media and digital technologies).</li> <li>• Increase our collaboration with relevant sectors, e.g. disability, education, mental health, family and community services.</li> </ul>
4. VIABILITY	To build a healthy, resilient organisation that has long term viability.	<ul style="list-style-type: none"> <li>• Ensure effective governance, including through strong financial/risk management.</li> <li>• Diversify revenue streams to ensure financial viability beyond 2023.</li> <li>• Embrace technology and innovation to enable greater impact of our work.</li> <li>• Develop and support capable and committed human resources.</li> </ul>