

## Service and Practice improvements

### Aspirational Goal

**We continually improve and grow our services**

#### Actions:

- Search potential locations to establish a new Next Step program
- Map schools in areas of interest and make contact
- Analyse our assets and plan to utilise our buildings to full capacity
- Identify and implement best practice across services
- Increase collaboration with schools offering transition programs
- Explore options for potential social enterprises
- Identify and manage associated risks



**BURKE & BEYOND**

‘INCLUSION THAT COUNTS’

## STRATEGIC PLAN 2021-2023

## Participant/family Engagement

### Aspirational Goal

**Our participants are at the heart  
of everything we do**

#### Actions

- Utilise our website and social media more effectively to support our participants and inform them
- Establish systems and practices to increase effectiveness of communication with families

## People and Capabilities

### Aspirational Goal

**We want to attract the best people**

#### Actions:

- Solidify our Trademark across the organisation
- Broaden cultural diversity in our staff group
- Ensure that our staff have all the training and development they require to be the best they can be
- Provide the necessary resources to ensure staff can perform their role
- Further develop the volunteer program across services
- Encourage diversity of Board membership

## Financial

### Aspirational Goal

**We maintain financial stability**

- Eliminate waste where we can
- Maintain our cost conscious culture
- Maximise our knowledge of the price guide
- Update our systems to keep up with NDIA requirements
- Investigate alternative investment and funding options

## Service Promotion, Partnership and Collaboration

### Aspirational Goal

**We are better known in geographical areas  
where there is a need for service**

#### Actions:

- Establish new contacts and maintain key connections
- Increase presence on social media via paid advertising
- Maximise our website through a more targeted campaign
- Amend all documentation to include Trademark