



## QADA STRATEGIC PLAN 2007-2010

### OUR VISION

To provide high quality, independent, advocacy services to vulnerable groups in Queensland through collaborative action which will improve the quality of their lives and will support them to exercise their rights and responsibilities.

### OUR MISSION

1. To assist vulnerable people and communities, in particular older people, people with disabilities and their carers, wherever they are throughout Queensland to resolve issues that affect their lives through the provision of high quality advocacy support and representation.
2. To provide information and advice to our clients that enables them to exercise their rights and responsibilities through informed decision making.
3. To be a proactive organisation that influences service development and continuous quality improvement to better meet client needs.

### OUR PRINCIPLES

QADA is guided by the following core principles to ensure effective and efficient services underpinned by social justice values and professional ethics:

**Respect:**

We respect those we support and work with.

**Integrity:**

We act in a transparent and accountable manner.

**Confidentiality:**

We maintain client and staff confidentiality.

**Collaboration:**

We believe in collaboration and consultation.

**Performance Excellence:**

We achieve our objectives through best practices.

**Continuous Improvement:**

We are committed to improve quality in all areas of practice.

**Excellence:**

We value the commitment, knowledge and skills of our staff and volunteers.

## STRATEGIC GOALS

### 1. PROMOTING

**To increase awareness of QADA's advocacy services to vulnerable people and communities in Queensland.**

**Performance Measure**

Performance will be measured by increased enquiries received according to the focus of promotion.

**Critical Success Factors**

**Targeting Awareness:**

Identification of Queenslanders we want to represent.

**Information Content:**

Information relevant to targeted clientele.

**Information Communication:**

Cost-effectiveness of means of communicating information relevant to targeted clientele

**Goals for 2007/2008**

- Develop and implement information and education materials for Aboriginal and Torres Strait Islander clients.
- Develop and focus test information and options for reaching broader cultural groups and communities and address communication needs of clients
- Develop and implement information to assist adults with capacity issues through our legal services.
- Increased interaction and information exchange with clients to improve services.

### 2. RESPONDING

**To ensure easy access and timely provision of high quality advocacy services.**

**Performance Measure**

Performance will be measured by:

- Increased number of clients (individuals and groups) utilising our advocacy services.
- The number of complaints as a percentage of services provided.

**Critical Success Factors:**

**Ease Of Access:** Speed and cost of making an enquiry.

**Timely Response:**

Response according to QADA established timeframes.

**Effective Advocate**

Understanding of QADA's role and responsibilities.

**Induction:**

Trained in Advocacy Framework prior to first enquiry.

**Relevance Of Information/Advice:**

Knowledge of laws / regulations / service standards / etc. pertinent to reason for enquiry.

**Effective Representation:**

*Ability to support valid client's issues*

**Goals for 2007/2008**

- Identify groups (eg. people with mental health advocacy needs, followed by disability advocacy) needing independent advocacy services not currently entitled to access QADA and pursue options to assist.
- Establishing regional office in Mackay.
- Planned and targeted outreach education for clients and potential clients.
- Clients with capacity issues supported to resolve issues and represented at hearings as well as legal and paralegal matters such as enduring powers of attorney, enduring guardianship, advanced health directives and agreements for the client group.
- Clients surveyed routinely in relation to education.
- Quarterly telephone survey of clients that received advocacy support and representation.
- Training and professional development plan for staff implemented and monitored. Register of training maintained

### 3. SUPPORTING

**To ensure the timely provision of required resources and relevant and reliable information in an environment conducive to staff attraction and retention.**

**Performance Measure**

Performance will be measured by:

- Resources available when required.
- Resources meet specified requirements and targets.
- Relevance and reliability of information provided.
- Staff turnover rates.

**Critical Success Factors**

**Resource availability:**

*Specified resources available when required.*

**Information availability:**

*Relevant and reliable information that meets operational requirements.*

**Working environment:**

*Conducive to attracting, motivating and retaining skilled staff.*

**Goals for 2007/2008**

- Secure recurrent funding to support and grow the legal section of QADA's advocacy services.
- Data Base implemented and functionally supporting the delivery of advocacy services.
- Staff stability maintained.
- Salary review and implementation of work agreements in accordance with Industrial legislation.

