



FAMILY RELATIONSHIP SERVICES AUSTRALIA

STRATEGIC PLAN 2010 - 2013

OUR PURPOSE

TO PROVIDE NATIONAL LEADERSHIP AND REPRESENTATION FOR SERVICES THAT WORK TO STRENGTHEN THE WELLBEING, SAFETY AND RESILIENCE OF FAMILIES, CHILDREN AND COMMUNITIES.

To achieve this, FRSA supports the community based services that work with families, children and communities. FRSA also draws on the expertise of service providers to understand the changing needs of families accessing services and to inform public policy. FRSA works collaboratively with the Australian Government and its agencies, related service networks, peak bodies and advocacy groups.

OUR VALUES

- 1. Reconciliation**
We respect and value Aboriginal and Torres Strait Islander peoples and their cultural heritage.
- 2. Cultural Diversity**
We respect and value cultural diversity, including diversity in personal and religious values.
- 3. Diversity in Family Structures**
We embrace the diversity of family structures that are part of the fabric of contemporary society.
- 4. Respect and Safety**
We believe that everyone has a right to enjoy respect and safety in all of their relationships.
- 5. Rights of Children and Young People**
We believe that children and young people have the right to safety and their voices should be heard when adults make decisions that affect them.
- 6. Social Inclusion**
We value the strengths that individuals and families contribute to the social and economic wellbeing of their communities and support equality of opportunity for all.
- 7. Valuing People**
We value the work of both professionals and volunteers in the family relationship services sector and support their right to fair working conditions and career development opportunities.
- 8. Quality**
We are committed to high professional standards and continuous improvement in service delivery.
- 9. Sustainability**
We believe that social policy and programs should be responsible and sustainable with regard to environmental and economic impacts.
- 10. Collaboration**
The interests of families and children are best served through collaboration that integrates policy, practice and research.

These values underpin FRSA's work; they are further articulated in related documents, including FRSA's Reconciliation Action Plan 2010-2013, the FRSA Policy and Procedures Manual and Staff Code of Conduct.

STRATEGIC GOALS AND OBJECTIVES

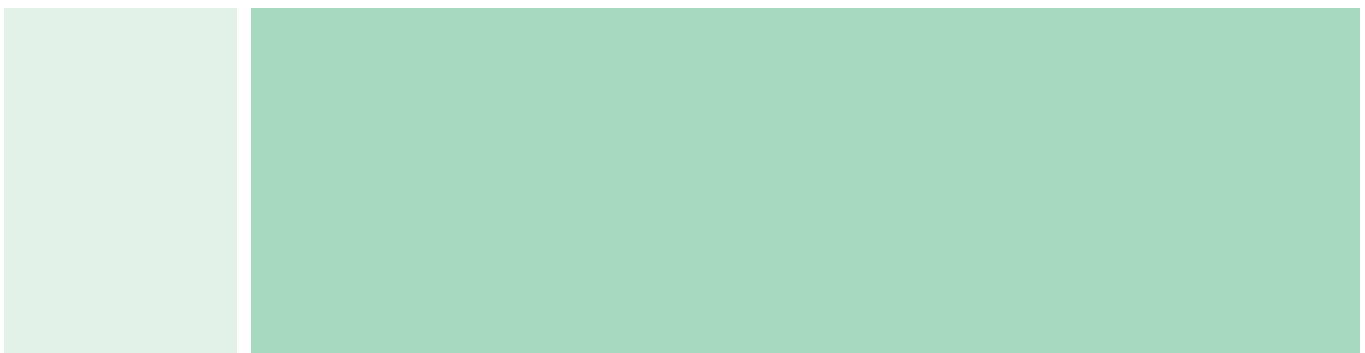
1. PROMOTE THE WELLBEING, SAFETY AND RESILIENCE OF FAMILIES, CHILDREN AND COMMUNITIES THROUGH NATIONAL LEADERSHIP AND REPRESENTATION.

Objectives:

- 1.1 Promote the importance and socio-economic value of safe, healthy family relationships.**
 - 1.1.1 Our Communications Strategy contains positive messages about the importance of family relationships and the benefits for adults, children and communities.
 - 1.1.2 Our website, media statements and events include positive images and examples of family relationships that enhance wellbeing, safety and resilience.
 - 1.1.3 We work with member organisations to build the evidence base on the socio-economic value of safe, healthy family relationships.
- 1.2 Build public awareness about services available to strengthen relationships and families.**
 - 1.2.1 Our website has an up-to-date Service Directory and information about service models and supports available to families.
 - 1.2.2 We highlight positive examples of programs that strengthen and support families and promote member services through all of our activities.
- 1.3 Inform public policy relevant to families, children and communities.**
 - 1.3.1 We monitor the media to identify and respond to opportunities to inform public debates and community attitudes and debates relevant to families, children and communities.
 - 1.3.2 We engage with community leaders and decision-makers to identify and respond to opportunities to inform public debates and community attitudes relevant to families.
- 1.4 Contribute and respond to initiatives and policy of the Australian Government.**
 - 1.4.1 We monitor the Australian Parliament and work with relevant Government Departments to identify and respond to opportunities to participate in Parliamentary and Government consultation processes.
 - 1.4.2 FRSA seeks to build and maintain relationships with relevant Government Ministers and Members of Parliament to encourage consultation with the sector and to increase opportunities to provide input on public policy.

KEY INDICATORS

<ul style="list-style-type: none">1. FRSA and its members have a higher public profile By 2013 we will have more frequent engagement with the media, higher traffic on our website, greater recognition amongst politicians and community leaders.2. FRSA has a positive influence Each year we aim to have a positive impact on public policy and Australian Government initiatives and to be able to demonstrate this.	Data Collection <ul style="list-style-type: none">• Media Log• Website Traffic• Public Feedback• Examples of Policy Impact• Member Satisfaction• Government Feedback
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2. SUPPORT THE CONTINUOUS ENHANCEMENT OF SERVICES PROVIDED TO AUSTRALIAN FAMILIES AND THE CAPACITY OF THE FAMILY SERVICES SECTOR.

Objectives:

- 2.1 Support the development of service models and professional practice that best serve families, children and communities.**
- 2.1.1 We participate in processes to enhance Quality and Performance Measurement in the family and relationship services sector.
- 2.1.2 We work in partnership with the Australian Government, research institutes and member organisations to support research that informs practice.
- 2.2 Respond to issues and challenges that impact on the delivery of family services.**
- 2.2.1 We regularly consult family service providers on current issues and challenges through member surveys, projects, events and member visits.
- 2.2.2 We respond to issues and challenges raised by family service providers through:
- Developing advice to Government and non-Government decision-makers;
 - Undertaking research and sector development projects;
 - Raising public awareness and mobilising public support;
 - Working with other community sector peaks to address common issues.
- 2.3 Facilitate a constructive and robust relationship between the sector and government.**
- 2.3.1 We work to foster constructive and robust relationships with Ministers and Departmental Representatives, through regular engagement and communication.
- 2.4 Keep the sector informed of key developments in policy, practice and research.**
- 2.4.1 We highlight key developments in policy, practice and research through our regular communications work (e.g. FRSA Resource Review & E-bulletin) as well as through the National Conference.
- 2.4.2 We support the Family Relationships Clearinghouse and work in partnership to disseminate information to the sector.
- 2.5 Support workforce development and learning opportunities.**
- 2.5.1 We support the Joint Sector-Government Working Group on Workforce Development and we are working towards a 'Workforce Development Strategy for Family and Relationship Services'.
- 2.5.2 We promote relevant training and professional development opportunities through our website and newsletters; we also work in partnership with the Australian Government, the Community Services and Health Industry Skills Council, Registered Training Organisations and the University sector to enhance training opportunities in the family and relationship services sector.
- 2.6 Support the development and impact of effective leadership and management.**
- 2.6.1 We provide opportunities for Senior Executives to come together and participate in setting priorities for sector development.

KEY INDICATORS

- 3. FRSA has a positive influence** - through quality submissions, research and development projects as well as relationships with Government, we are able to inform service delivery and positively influence public policy and program administration.
- 4. Member satisfaction with FRSA representation** - members, across the spectrum of organisation and service types, feel adequately represented.

Tools for measuring indicators:

- Feedback on Submissions and Statements
- Recognition in Parliamentary and Departmental Reports
- Annual Conference Evaluation
- Project Reports Evaluation
- Service Agreement Reports and Feedback from Government
- Annual Member Satisfaction Survey
- Member Retention

3. BUILD A SUSTAINABLE, EFFECTIVE PEAK BODY WITH A LONG-TERM OUTLOOK.

Objectives:

3.1 Effectively represent the diversity of FRSA members, maintaining their active engagement and support.

3.1.1 FRSA seeks to represent the diversity of the FRSA membership in all of its activities with attention to the needs of smaller organisations, services operating in rural, regional and remote areas and services working with priority client groups including:

- Indigenous families and communities;
- Families from culturally and linguistically diverse backgrounds;
- Families affected by mental health issues and/or disability or carer needs;
- Men and fathers; and
- Young parents.

3.1.2 Members are encouraged to be actively engaged in FRSA's work through:

- Participating on reference and advisory groups
- Being involved in sector development projects
- Providing input and feedback on submissions and reports to Government.

3.2 Continue to grow the FRSA membership.

3.2.1 Potential new members are invited to join FRSA with particular priority to 'Family Support Program' providers in the child and parenting streams.

3.2.2 Membership categories may be expanded in the future to broaden the scope of FRSA and increase our representative effectiveness - in consultation with current members.

3.3 Increase FRSA's income diversity and financial independence.

3.3.1 The FRSA Finance Committee will develop a 3 year income strategy with the aim of increasing FRSA's income diversity and financial independence, major sources of income will potentially include:

- Government funding - Service Agreements
- Membership fees and contributions
- Event sponsorship
- Event registration income (after expenses)
- Project and research grants
- Sale of resources/publications

KEY INDICATORS

5. Members are engaged in FRSA activities - through involvement in FRSA events, projects and activities such as the development of submissions.

6. FRSA's sustainability and independence is increased through the development of new and expanded sources of income, increasing total income but also income diversity.

Tools for measuring indicators:

- Annual Member Survey
- Member Visits by Board and Staff
- Annual Membership Renewal
- Service Agreement Reports and Feedback from Government

REPORTING

The Annual Work Plan will support the achievement of FRSA's strategic goals and objectives, with detailed actions and performance measures aligned to strategic priorities, as determined by the FRSA Board of Directors. Achievements against the Strategic Plan are supported by appropriate allocation of resources through the development and implementation of the Annual Budget.

