



down syndrome **WA**

Strategic Plan 2009 – 2013

DOWN SYNDROME WA (DSWA) STRATEGIC PLAN 2009 - 2013

VISION

Our Vision is that people with Down syndrome live a life of their choice and make their contribution to the community

VALUES

**Each person with Down syndrome
has the same rights as everyone else**

**Each person with Down syndrome
has a contribution to make**

MISSION

**Our Mission is to support people with Down syndrome
to achieve their goals**

This will be achieved by:

- **Providing support to parents**
- **Advocating for and enriching the lives of people with Down syndrome**
- **Educating the community**
- **Sustaining effective and efficient management and governance of the organisation**
- **Marketing DSWA**

Providing support to parents

We will:

1. **Support:** Provide parents with practical and emotional support, especially when in crisis and at key life stages such as:
 - Pre-natal
 - Following diagnosis
 - In early childhood
 - At times of transition e.g. to school, to high school, to adult life
 - In adulthood
2. **Inform:** Inform and empower parents by:
 - a. Providing them with current, positive, relevant, responsive, and timely information; and
 - b. Providing opportunities for skill development and networking such as forums, seminars, social events and referral to relevant services.
3. **Connect:** Develop and maintain strategic networks in order to effectively advocate for and support parents of people with Down syndrome.
4. **Welcome:** Ensure DSWA premises are accessible and welcoming.

Advocating for and enriching the lives of people with Down syndrome

We will:

1. Establish and maintain mechanisms to support and enable people with Down syndrome to:
 - a. Have their voices and views heard; and
 - b. Develop their skills and strengths to:
 - to speak up for themselves and their peers; and
 - enable a richer life as a contributing member of the community.
2. Advocate to government and other bodies on behalf of people with Down syndrome via a range of means including:
 - a. Submissions;
 - b. Speaking at forums, seminars, conferences etc; and
 - c. DSWA representation at key sector tables

Educating the community

We will:

1. Raise the community's awareness of the rights, needs and abilities of people with Down syndrome, the contribution they can make and the issues affecting them and their families.
2. Develop the skills, knowledge and understanding of people who work with people with Down syndrome and their families through various means including:
 - Training;
 - Consultancy; and
 - Information & resource provision.
3. Provide the opportunity for the broader community to make connections to the DSWA Mission e.g. events, forums.

Sustaining effective and efficient management and governance of the organisation

We will:

1. Review and maintain the Vision, Mission and Values of DSWA.
2. Develop and maintain an organisational culture which values and encourages participation, respect, accountability, openness and integrity in all its operations.
3. Develop organisational policies and practices that support sound management and good practice.
4. Develop, implement and maintain strategies and practices that ensure the financial sustainability of DSWA.
5. Ensure DSWA meets all its legislative and contractual obligations.
6. Undertake regular and timely strategic, business, budget and operational planning, including quarterly review of the budget and operational plans.
7. Ensure sound recruitment, induction, training and support practices to facilitate good governance by Board members.
8. Ensure staff and volunteers are supported in their roles by implementing sound recruitment, induction, HR, OHS and professional development practices.
9. Develop a resource database of people with skills that can support the Mission of DSWA.
10. Develop, maintain and increase strategic connections in the disability sector and the wider community.
11. Implement strategies to increase the paid membership.

Marketing DSWA

We will:

1. Develop and maintain strategic connections in order to raise awareness of people with Down syndrome and the profile of DSWA.
2. Develop and maintain strategic connections for the purpose of obtaining funds to support DSWA's Mission.
3. Develop and market the organisational brand as one which is recognised and respected throughout the community.
4. Work with and through the national network of Down Syndrome Associations to raise the profile of DSWA.
5. Review and strengthen the contribution that fundraisers make in raising awareness of DSWA's Mission while increasing the financial position through the Ball, events, donations, long-term sponsorship and merchandise sales.

