

STRATEGIC PLAN 2013 - 2016

**'Seeking solutions,
shaping Success.
Towards stronger more
caring communities'.**



MALLEE FAMILY CARE

Objectives

- To be accountable
- To maintain the culture of MFC
- To consult widely
- To be flexible and adaptive
- To strengthen our financial viability
- To be administratively efficient

- To initiate research
- To create and pilot new approaches to meeting community needs
- To be informed by practice
- To work in partnership
- To advocate as needed
- To develop an integrated data base

- To build our knowledge and understanding of the Mallee Region
- To broaden stakeholder involvement in social policy
- To advocate as needed
- To become more actively involved in community and regional planning
- To widen our partnership network

- To build a strong, motivated and professional work-force
- To build work-place practices that encourage participation and initiative
- To build flexible working conditions
- To encourage professional development and opportunities for promotion
- To build strong volunteer support

- To confirm MFC as a regional leader in the provision of care services
- To identify and communicate the organisation's points of difference
- To be highly valued in the communities of the Mallee
- To present the organisation in a manner which can be understood and appreciated

The review of Mallee Family Care operations and aspirations conducted as part of preparing the new Strategic Plan reveals a dynamic professional community.

MFC understands the family as the face of community. Its unique regional experience continues to equip it to respond to the changing expressions of that face as economic, technological and demographic change impact on the goals of societal wellbeing.

The internal 'family' of the organization is vigorous, exceptionally motivated and committed to building a world where individuals and communities have ownership of their futures. It has been a privilege to engage with its people, its values and its region.

Professor Paul Carter

“Seeking solutions, shaping success. Towards stronger more caring communities.”

Every three years, the Board and Management of Mallee Family Care take time to consider the part that we might play in developing stronger, more caring communities.

We have been assisted this year by Professor Paul Carter, *placemaker* and author of “Ground Truthing: Explorations in a Creative Region”.

In this book, Paul Carter ‘maps’ the Mallee Region of Australia, exploring the visible and invisible aspects of place.

It is the sense of place which is so important to creating communities which are proud, aspirational and achieving.

But what is equally important is the way in which we position Mallee Family Care to play its part in our region’s leadership.

Why? Because we want our communities to be concerned about the needs of vulnerable children, we want communities that will support and engage fragile families, and we want communities that are committed to the future of our young people.

This year’s navel gazing has clearly underlined the importance of research, advocacy and innovation.

It is to that end that we will act with even greater resolve in search of solutions and opportunities and apply those understandings to better outcomes for the region we call the Mallee.

Ross Lake OAM
President

The 2009 -12 Strategic Plan had identified seven priorities...

Financial sustainability, Prevention, Our Staff and Volunteers, Community Education, Working in Partnership, Understanding our Region and a Recommitment to our Mission.

A review of the past three years has evidenced significant progress on most fronts.

Each month, management has reported on the activities which have been undertaken in support of our strategic goals.

A summary of those actions is to be included on our website: www.malleefamilycare.com.au

The 2013 -16 Strategic plan sees the addition of new priorities which take account of some important changes to the environment in which we now work.

They include a commitment to **ADVOCACY, LEADERSHIP, RESEARCH** and the pursuit of **EXCELLENCE**.

A further priority is a commitment to **SUCCESSION** planning to ensure that those who follow have an appreciation of the values and the culture which inspired our development.

“Energy, orderly planning, commitment, analytic capacity, creativity, astute political and social judgement and compassion are among the qualities that have characterised the organisation’s outstanding figures over the past thirty years. Mallee Family Care will be doing well if it continues to be served by people of similar general character over the next three decades.”

Professor Tony Vinson AM
Patron

Good Governance

The role of the Board is to think strategically on behalf of the community; however it must also make business decisions that imply progressive social values as well as fiscal prudence.

Pursuit of Excellence

Mallee Family Care can be a net producer of knowledge. Improved research partnering can capitalise on this knowledge and strengthen MFC's capacity to deliver innovative and effective services.

Reaffirm our Leadership

Mallee Family Care aims at regional leadership in socially responsive and progressive welfare. Leadership means leading change, not following in its wake. MFC is well-placed to play a critical and constructive role.

Build Capacity

Mallee Family Care has many stakeholders. A shared narrative builds a sense of unity, loyalty and confidence, both internally and externally. MFC has strong local roots and connections but its competitive strength derives from its regional outreach.

Points of Difference

The skilled carer is a teacher and provider. He or she assists in developing "shared ownership of change". To do this is to address any disconnect between the 'experts' and the 'community'.



Indicator of Success

- Maintaining our accreditations
- Aligning our structure with our strategic plan
- Comprehensive reporting to the satisfaction of the Board
- Active pursuit of strategic partnerships
- Diversified funding
- Development of an asset management strategy
- An annually reviewed development plan
- A well considered succession plan

To build on a record of good governance

- Evidence of client satisfaction
- Evidence of innovation in program development
- Active social action
- A program of action research
- Development of research partnerships
- An integrated client data system
- Targeted research and staff engagement

To pursue excellence in the provision of services

- Active research and publication
- Evidence of membership in community networks
- Links to local media and an active role in public commentary
- Representation of the Mallee in state and national networks
- A reputation for responsible leadership
- A program of strategic action

To reaffirm our place in the leadership of Mallee communities

- An enviable program of skills development
- Positive staff climate surveys
- Transparent and responsive management
- Staff participation in professional development
- Staff involvement on service planning, research and innovation

To build capacity and performance

- Development of a comprehensive media strategy
- Media training for relevant staff
- Community expo's and media briefings
- Community business partnerships
- Website development and use of social media
- Effective measurement of success
- Regional recognition

To evidence our points of difference

Haselgrove House

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Fax: (03) 5022 1065

Milton Whiting Family Centre

109 Lemon Ave, Mildura
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Phone: 03 5021 7400
Fax: 03 5023 6510

**Murray Mallee Community
Mental Health Service**

1 Vidovic Ave, Mildura Vic
3500
Phone: 03 5021 2885
Fax: 03 5023 2612

Terry Bunting Centre

53 Eighth St, Mildura
VIC 3500
Phone: 03 5051 0900
Fax: 03 5021 4845

Elizabeth Maffei**Family Relationship Centre**

105 Lemon Ave, Mildura
Vic 3500
Phone: 1300 667 382
03 5021 7400
Fax: 03 5023 6510

**Tony Vinson Community
Development Centre**

94 Lemon Ave, Mildura Vic
3500
Phone: 03 5021 7480
Fax: 03 5021 4455

**Mental Health Family/Carer
Resource Centre**

122 Ninth St, Mildura Vic 3500
Phone: 1300 417 618
Fax: 03 5021 7697

Mildura Early Intervention Centre

84 Lemon Ave, Mildura Vic 3500
Phone: 03 5022 9038

Robinvale Centre

33 Herbert St, Robinvale Vic 3549
Phone: 03 5026 1401
Fax: 03 5026 1042

Marie Schlemme Centre

229 Beveridge St, Swan Hill Vic 3585
Phone: 03 5032 4479
Fax: 03 5032 4946

H & L Hecht Mental Health Service

63 McCrae St, Swan Hill Vic 3585
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D & M Fenton Family Centre

3 Scoresby St, Kerang Vic 3579
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Anne Mansell Centre

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Wemburra Tulkiana

Sturt St, Dareton NSW 2717

Bes Murray Community Centre

95 Court Street, Balranald NSW 2715
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www.malleefamilycare.com.au

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