



People Who Care

Strategic Direction 2018 – 2021

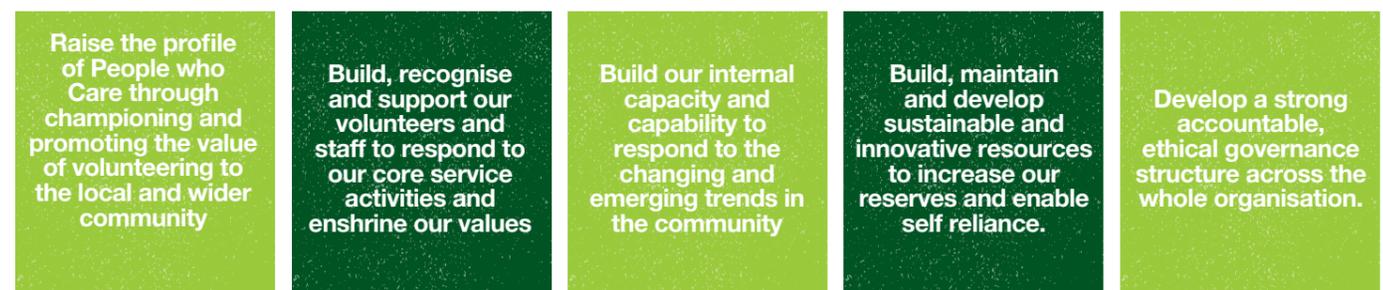
Strategy Map



Strategic Focus Areas



Strategic Objectives



Situated in 19 locations across Perth

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We will measure our success through a Balanced Score Card Approach developed around a set of measures designed to meet our overall Objectives

Key Result Areas	Strategic Objective	Key Actions	Outcomes
Proud Name	Raise the profile of People who Care through championing and promoting the value of volunteering to the local and wider community.	<ul style="list-style-type: none"> Develop and convey key messages with our stakeholders and the wider community on volunteerism within our distinctive service offerings. Increase our community footprint in developing and supporting programs and ventures with agencies which value volunteerism. Expand our corporate volunteering partners leveraging our existing service activities. Promote our Vision of volunteerism through the development of a communications strategy. 	<ul style="list-style-type: none"> Attracting new volunteers and retaining our existing volunteers. An increase in the range of programs partnering with other agencies who support people in need. Recognition of our corporate volunteering activities as value for money and attracting new corporate partners. A broader recognition of our volunteer activities and awareness of the People Who Care brand.
Volunteers and Staff	Build, recognise and support our volunteers and staff to respond to our core service activities and enshrine our values.	<ul style="list-style-type: none"> Implement a new IT system capable of capturing volunteer and staff data, preferences and opportunities for volunteering. Review and update the volunteer and staff recruitment process to ensure our communications to new EOI's are time responsive, friendly and informative. Ensure the safety and wellbeing of our volunteers and staff through the vigorous implementation of training, benefit programs and performance recognition activities. Implement a key communications strategy to inform volunteers and staff of workplace policies and procedures related to their area inclusive of the expectations of standards of behaviour and practice. 	<ul style="list-style-type: none"> The Membership register is accurate and volunteer scheduling and deployment is seamless and efficient. Service delivery is not interrupted and contract compliance successful. People Who Care attract staff and volunteers who are skilled for their role and duties, are well supported and enjoy working in a positive culture. Our customers are provided with high quality, consistent services delivered by an informed, willing and motivated workforce.
Agility	Build our internal capacity and capability to respond to the changing and emerging trends in the community.	<ul style="list-style-type: none"> New ventures are initiated within our resourcing means whilst ensuring a harmonious balance of expansion and purpose. Programs, policies and processes reviewed, evaluated and improved to ensure our internal structures are at best capacity and capability for our strategic journey. Consolidation of our new service growth is achieved by regular monitoring of our capacity and capability of our workforce, structure and resources. Increase the expansion of our core services to the community. 	<ul style="list-style-type: none"> There is a clear link between the activities of the organisation and the Strategic Plan and our Objects. Our workforce is well informed on our products and services and our capacity to deliver services is assured. Positive feedback from the community about the range and, responsiveness and quality of services we provide to the community. Client numbers and individualised support outcomes are increased.
Sustainability	Build and maintain sustainable and innovative revenue streams to increase our reserves and create a long term future for the organisation.	<ul style="list-style-type: none"> Maintain and develop current and new sources of funding to be skilfully applied to leverage sustainable new venture growth. Growth and venture consolidation activities to be managed within our existing capacity and resources. Maintain an openness to venture opportunities aligned to purpose balanced with consideration of risk and skill gap exposure. Maintain accountability of encumbered revenue. Demonstrated financial wellbeing and contract compliance. 	<ul style="list-style-type: none"> Diversification of revenue sources are aligned with our social enterprise model of volunteerism and supporting people in need. Our revenue and support services will not be constrained or limited by government policy reform. Our assets and reserves will enable future sustainability of our essential services to people in need and feasibility analysis of new ventures is rewarded with strong entrepreneurial ventures. Funders achieve excellent return on investment and strong value for money gains.
Governance	Build a strong, ethical, accountable and responsible governance structure across the whole organisation.	<ul style="list-style-type: none"> Representation of diversity, skills mix, and consumer sociological and attributional characteristics within the Board and Executive. Self and Board evaluation with training opportunities centred on the education of governance for all Board and Executive. Corporate Governance policies are reviewed and updated to reflect the accurate organisational framework of safety and risk management, corporate governance, delegations of authority, management and support of human capital, quality of consumer care and cultural alignment with Vision and Purpose. Membership communications are undertaken on a regular basis in a variety of mediums so that all Members have an opportunity to learn information, provide feedback and be consulted on the activities of the Association. 	<ul style="list-style-type: none"> Maintain our governance framework as a working document. A strategic and committed work ethic which fulfils the accomplishment of our Corporate Governance and legal duties. Sound professional management of the organisation. Compliance with all funding contracts and relevant legislation. Increased opportunities for new funding or venture capital. Members have faith in the governance structure and capability of the Board of Management and have a voice of membership.