


COMMUNITY CARE TRUST

Kaitiakitanga Tautoko Hapori

STRATEGIC OBJECTIVES AND HOW WE WILL GET THERE



PROMOTING
Increasing customers, community, staff and fundraisers awareness of why they should choose us

1. Update vision, mission and values
2. Share our strategy
3. Brand re-refresh that captures our competitive advantage and EGL readiness
4. Website upgrade that incorporates our branding and strategy
5. Digital marketing strategy
6. Fund raising strategy and campaign
7. Improve shop frontage/image at reception

KEY ACTIONS

- Seek feedback on vision, mission and values
- Share our strategy
- Complete brand-refresh (including input from a wide range of stakeholders)
- Update website
- Develop digital marketing strategy and presence (Facebook, Instagram, Twitter)
- Identify potential funders
- Prioritise funders
- Meet and build relationships with funders
- Develop value proposition & pitch for funders
- Develop and Implement plans for shop frontage/impact at reception

PRODUCT
Productise our suite of services as modules and add-ons

1. Look to include a range of new services
2. Understand pricing and cost per EGL product
3. Define selected products
4. Draft recommended combinations
5. Go to market strategy (including pricing) once EGL goes live
6. Develop programmes to improve current services
7. Provide shared service support services for smaller organisations

KEY ACTIONS

- Feasibility on new services
- Prioritise new services
- Resource new services
- Market new services
- Implement new services
- Develop financial costing model for all products
- Define selected products
- Draft recommended combinations
- Market and advertise EGL
- Consult with people on the types of programmes they would like
- Develop and roll out programmes
- Prepare business case on the types of shared service support we could provide
- Identify organisations who could use our shared service support



PEOPLE
We are the employer of choice

1. Internal communication plan for staff
2. All staff have clear roles and responsibilities
3. All staff have personal development plans that align to the values of the organisation and provide career pathways
4. Provide accreditation training (minimum level 3)
5. Induction plans developed that ensures staff are aware of the sector, individual needs and our organisation
6. Succession plans developed to identify future leaders
7. Intellectual disabled people working at all levels of the organisation
8. Idea generation programme for staff
9. Continually share learnings and mistakes with staff
10. Rewards and recognition programme for staff

KEY ACTIONS

- Training/communication for all staff
- Job descriptions for all positions
- Incorporate values into personal development plans
- Communicate guidance on career pathways
- Develop induction plans
- Identify staff with potential leadership capabilities
- Incorporate development/mentoring opportunities into potential leader's development plans
- Identify roles that would be suitable for Intellectual Disabled people
- Communicate these potential roles throughout CCT
- Employ
- Develop and implement idea generation programme for staff
- Develop & implement process to regularly share learnings with staff
- Develop & implement staff rewards and recognition programme

PLATFORM
Creating a best practice platform utilising technology

1. Implement a client management system (Person/Family portal)
2. Develop a best practice end to end payroll process
3. Develop a process that can capture meaningful data to inform decision making
4. Identify technology that can improve the quality and efficiency of the services we provide
5. Develop financial model
6. Organisational review that identifies our sweet spot (optimal operating structure)
7. Implement an employee management system
8. User design of product suite (shopping carts)
9. Document best practice on the intranet

KEY ACTIONS

- Due diligence on client management systems
- Implement client management system
- Review payroll processes
- Implement recommendations from payroll review
- Identify areas in the business where we need to capture data
- Research systems that can capture data consistently across the organisation
- Implement data capture systems
- Identify technology that can improve the quality and efficiency of the services we provide
- Prioritise and implement technology
- Develop financial model (cost + pricing)
- Organisational review that identifies our sweet spot
- Update strategy to incorporate our sweet spot
- Due diligence on employee management systems
- Implement employee management systems
- Update technology infrastructure for 'shopping carts'
- Identify gaps in our best practice documents
- Update all documents to best practice
- Document best practice on the intranet

PARTNERSHIPS
Forming & maintaining partnerships to strengthen our position

1. Building Pai Ake Toru capability
2. Partnering with local organisations or organisations outside of Dunedin
3. Develop relationships with community groups
4. Strengthen Relationships with Iwi and Pasifika Communities.
5. Connecting with landlords/ community organisations/ businesses that could assist with social housing
6. Strengthen relationship with families.
7. Peer support networks
8. Improve insights into why people choose our services

KEY ACTIONS

- Assign responsibility for Pai Ake Toru
- Set expectations for Pai Ake Toru
- Identify and prioritise organisations for collaboration
- Develop value proposition for organisations
- Collaborate
- Identify organisations to assist with social housing
- Develop value proposition for organisations
- Partner with organisations
- Identify community groups that we wish to partner with
- Build relationships with community groups
- Identify opportunities to present/work with community groups
- Update orientation process to include families
- Research peer support network opportunities
- Consult with staff on peer support network opportunities
- Prioritise peer support opportunities and develop programme
- Roll out peer support network programme
- Develop survey to gain insights into people who use our services
- Implement survey
- Review survey results and incorporate learnings into the business



VISION

A WORLD FULL OF CONNECTED COMMUNITIES THAT TRULY VALUES AND CELEBRATES DIVERSITY

MISSION

WORKING IN PARTNERSHIP WITH PEOPLE TO ENABLE GREAT LIVES

VALUES

RESPECT
PARTNERSHIP
TRANSPARENCY
RESPONSIVE