



**MELBOURNE
EAST
DISABILITY
ADVOCACY**

STRATEGIC PLAN 2021- 2024

MELBOURNE EAST DISABILITY ADVOCACY

office@meda.org.au



OUR VISION

A society that values the rights of all people, building inclusive and compassionate communities.

"Disability Rights are Human Rights"

OUR MISSION

Melbourne East Disability Advocacy is dedicated to supporting, promoting and defending the rights of people who have an intellectual disability and to ensure that they are empowered to maximise their potential to participate in decisions affecting their lives.

OUR VALUES

Melbourne East Disability Advocacy Committee of Management, Staff and Volunteers uphold the following values:

Respect We recognise each person’s individuality, acknowledge diversity and promote self determination.

Compassion We care about the needs of others and acknowledge, accept and understand and have empathy for their circumstances.

Inclusiveness We strive to empower consumers to contribute and participate in everyday decisions relating to their life.

Accountability We respond to the needs and wishes of our consumers in an informed manner, without prejudice, uphold justice and accept responsibility.

Person Centred Our relationships enable consumers to shape and lead their own lives and challenge the status quo.



WHAT WE DO BEST

- Relationships are at the core of what we do with longevity in staff, volunteers and Committee of Management.
- Strong team cohesion and staff who are agile and adaptable.
- Deliver best practice individual, citizen and systemic advocacy.
- We are inclusive and have people with lived experience on our Consumer Advisory Committee and Committee of Management.
- We have a reputation for acting with a person-centered approach.
- Our Continuous Improvement and Quality Management is above industry standard.

HOW WE WILL STRIVE TO BE BETTER

- Build our community through memberships and organizational sponsorships.
- Increase awareness and recognition of the rights of people with a disability.
- Use technology to increase our reach and adapt our communication approaches.
- Be strategic in our fundraising and develop our capability to prepare for growth.
- Focus on our volunteers and developing new ways to attract citizen advocates.
- Build on our work with the Royal Commission into Violence, Abuse, Neglect and Exploitation of People with Disability with ASTI, CaLD and LGBTQIA+ people.

GOALS AND STRATEGIES

GOAL 1. Achieve operational sustainability

Continue to ensure the maximisation & diversification of income streams, review and consolidation of expenditure to minimise costs.

1.1 Maintain and increase our income streams by 5% over the 3-year period and improve resource capability Incremental – 2.5% 1st year, 3.5% 2nd year, 5% 3rd year. Over and above the NDAP and RC funding.

1.2 Maintain and maximise current Commonwealth National Disability Advocacy Program (NDAP) and Disability Royal Commission funding until end of service agreements.

1.3 Increase MEDA membership - 30 new members year on year, sponsorship - 2 Gold – 2 Platinum & fundraising by \$5k each year.

1.4 Explore and implement 2 cost reduction strategies by June 2024.

1.5 Proposed increase of NDAP funding based on financial modelling for 2021/2022.

GOAL 2. People and Culture:

MEDA will attract, develop & retain skilled and experienced staff /volunteers who will enact the organisation's Vision, Values and Principles and assist in the delivery of high-quality advocacy services alongside people with disability.

2.1 Achieve a target of >50% of people with lived experience engaged with MEDA in the Committee of Management, Consumer Advisory Group and Volunteers.

2.2 Develop a recognition and retention strategy for volunteers by 30 August 2021.

2.3 Review Citizen Advocacy Program and develop an attraction and recruitment strategy for volunteers by 30 August 2021.

GOAL 3. Service Development & Service Delivery:

MEDA is recognised by consumers, disability sector and the community as a leader in disability advocacy and service delivery.

3.1 Review strategies to support MEDA's person centred approach to advocacy annually.

3.2 Demonstrate leadership in the advocacy sector for the prevention of abuse of people with disability.

3.3 Increase MEDA's participation and advocacy with the ATSI, CALD and LGBTIQ+ communities.

GOAL 4. Systems and Infrastructures:

Develop and build our technical and digital capabilities to reach more people and use effective systems and processes. Maintain and strengthen internal systems and processes to meet compliance and continuous improvement.

4.1 To achieve successful accreditation per accreditation cycle.

4.2 Continue to strengthen MEDA's continuous quality improvement commitment, culture and initiatives through annual review of business process improvements.

4.3 Demonstrate governance leadership and effective risk management through regular review of business systems and compliance.

4.4 Develop Digital Capability Building Plan by 31 Dec 2021 to develop digital literacy of Committee of Management, Staff, Volunteers and Consumers.

OUR FUNDRAISING COMMITMENTS

Trivia Night
(October)

Movie Night
(June)

Bunnings
BBQ
(May)

Grill'd Local
Matters
(April)

Membership &
Sponsorship

MEDA will continue to develop a sustainable and diverse funding base.

