



STRATEGIC PLAN 2021-24

OUR VISION

An inclusive society, supportive and accessible for people of all abilities

OUR MISSION

To advocate and lobby with, or on behalf of, people with disability to ensure an equitable outcome for all

Advocacy, Inclusion & Awareness

- Provide a strong and supportive advocacy service for people of all abilities
- Advocate for improved accessibility and inclusion
- Raise community awareness and education on access and inclusion
- Conduct and support advocacy, inclusion, and awareness initiatives

Member Focussed Culture

- Maintain a high quality, client focussed advocacy service
- Continue to value IdA's membership base as vital to our continued success
- Ensure IdA members are central to decision making
- Ensure marketing, communications and events are focussed on servicing, attracting and retaining memberships

Sustainability

- Grow IdA's membership base, including renewed focus on individual memberships
- Maintain focus on securing long term financial sustainability

Good Governance

- Ensure policies, procedures and systems are efficient, correct and up to date
- Conduct annual reviews of the IdA Constitution to ensure it is current and fit for purpose
- Ensure the Committee, staff and volunteers are adequately trained and supported

Brand Recognition

- Promote IdA services through a range of mediums, including social media
- Continue to develop IdA's media presence and public relations capabilities

Strategic Alliances

- Form local and national alliances with other peak bodies to strengthen disability advocacy services across the Northern Territory
- Continue to build good working relationships across all levels of government