



## 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 with disability
- Advocate for improved accessibility and inclusion for people of all abilities
- Raise community awareness and provide education on disability access and inclusion

#### Member Focused Culture

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

#### Brand Recognition

- Raise awareness of IdA 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