

# Strategic Plan ~ 2010 to 2013

	Broad Aim	Goals
1	<b>SERVICE USER / CUSTOMER FOCUS</b>	<ul style="list-style-type: none"> <li>* Provide a wide range of cutting edge options and projects in consultation with service users, ensuring employment and training have a high priority.</li> </ul>
2	<b>ACCESSIBILITY</b>	<ul style="list-style-type: none"> <li>* Flexible services to meet the needs of our service users, families and carers.</li> </ul>
3	<b>COMMUNICATION</b>	<ul style="list-style-type: none"> <li>* Excellent communication with families and carers.</li> <li>* Interaction with the local community.</li> </ul>
4	<b>QUALITY PRODUCTS AND SERVICES</b>	<ul style="list-style-type: none"> <li>* Do what we do outstandingly well, ethically and safely.</li> </ul>
5	<b>SUSTAINABLE DEVELOPMENT AND GROWTH</b>	<ul style="list-style-type: none"> <li>* Increase our market share.</li> <li>* Achieve the same credibility and profile in the local community as we have with our major funding bodies.</li> <li>* Find new ways to generate income in business and service areas.</li> <li>* Be an economically viable and risk adverse organisation.</li> <li>* Develop new client bases.</li> <li>* Develop creative respite options for service users, families and carers.</li> <li>* Going Green - being an environmentally sustainable organisation.</li> <li>* Seamless succession planning for Board and key staff.</li> <li>* Recruitment plan for Board and staff.</li> <li>* Membership review.</li> </ul>