



Physical Disability Council of NSW
Ordinary People Ordinary Lives

2018 – 2020 Strategic Plan

Our Vision

As people with physical disability we live in a society where our human rights are protected, our equality of opportunity is assured and our full participation is a reality

Our Purpose

To build empowered, inclusive communities through -
Information and education
Engagement and participation
Developing individual capacity and resilience

Our Values

As we implement our vision we will be guided by our values:

Integrity – We are trustworthy, open and honest in all our undertakings

Inclusion – We include people with physical disabilities in all we do

Independence – We value our independence to remain true to our values

Innovation – We are committed to finding new ways to better support people with physical disabilities and the work we do

Collaboration – we work in partnership with our members, stakeholders and the broader community to achieve our purpose

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Our Profile

The Physical Disability Council of NSW (PDCN) was conceived in 1994 by the late Kevin Byrne AM and a dedicated committee of management, and formalised as a Council in 1995. PDCN has, since its inception, worked towards advancing social justice for people with physical disability.

From its initial focus in 1996 on the provision of adequate attendant care, inefficiencies in the PDAP program (the supplier of aids and equipment) and the development of children's leisure services, PDCN began community consultations in 1997, and have continued to build our reputation and broaden our reach throughout NSW ever since.

Today the Physical Disability Council is regarded as the peak systemic advocacy body for people with physical disability in NSW, and provides a range of free services to our members, or any others that request it - from information provision, to education and capacity building workshops and programs, preparing submissions and reports, to advocating on our members' behalf to Government and local communities for full inclusion in NSW society.

PDCN is a not for profit organisation, and a registered charity. We hold Deductible Gift Recipient status, and are endorsed to receive tax concessions. Our organisation's work is governed by an elected voluntary Board of Management, a majority of whom have physical disability, and regulated via the various State and Commonwealth laws, and our Constitution.

The majority of our funding presently comes from the NSW State Government. Currently, PDCN is faced with challenges in ensuring the sustainability of our organisation as the political and funding landscape changes. We are responding to this with an approach based on innovation, diversification of funding sources, and building outcomes focused programs, underpinned by rigorous data collection and analysis.

We will continue to listen to our members, and other stakeholders to ensure that what we do responds to the needs of community in which we work, and explore opportunities for new partnerships with like-minded organisations, and the wider corporate sector.

The development of the Strategic Plan is a step towards achieving this change, and readying ourselves for our future opportunities and needs, and provides us with a concise, clear tool to guide our governance, programs and activities. The associated Operational Plan will ensure we have a set of actions and outputs that will drive us towards achieving our strategic goals and ensuring accountability for both the Board and staff of the organisation.

Nothing about us without us

Key Focus Areas:

Educate

Deliver innovative, outcomes focused programs that make a difference to the lives of, and develop the capacity of, people with physical disability

Inform

Providing informed expert commentary on the issues that affect people living with physical disability

Connect

Develop and strengthen partnerships that enhance the work we do, and benefits people with physical disability

Grow

Build a sustainable organisation that remains true to our vision and values

Goal	Strategies	Indicators of Success
1: Educate Deliver innovative, outcomes focused programs that make a difference to the lives of, and develop the capacity of, people with physical disability	1.1 Establishing or redeveloping outcomes focused programs and services that develop the capacity of people with physical disability	People with physical disability are at the centre of all we do and have increased capacity and voice through the programs and services we provide.
	1.2 Establishing outcomes focused programs and services that improve engagement and inclusion in the wider community	Greater opportunities for people with physical disabilities to participate in the wider community The wider community has more inclusive policy and programs
	1.3 To ensure the measurement and monitoring of all programs in order to provide evidence of success, and ensure responsiveness to changing need	Evaluation and monitoring measurements are rigorous and show evidence of success Socialsuite outcomes software implemented across all PDCN programs and services (as appropriate)
	1.4 Programs and services are innovative and driven by continual improvement processes	Our programs and services are continually adapting to support the needs of people with disability, and an ever changing market Innovative approaches are sought to deliver programs and achieve outcomes

	Goal	Strategies	Indicators of Success
2: Inform	Providing informed expert commentary on the issues that affect people living with physical disability	2.1 Develop communication tools and approaches that are up to date	Our communication and commentary is timely, proactive and responsive
		2.2 Engage with people with disability and the sector via a broad range of media	Our means of communication is inclusive and flexible to the needs of people with physical disability
		2.3 Proactively seeking opportunities to engage and inform government on the needs of people with physical disability	We demonstrate a leadership role in lobbying NSW and local government, on disability issues
		2.4 Proactively seeking opportunities to enact inclusion throughout the wider NSW community with a particular focus on specific projects within the following member identified priority areas: <ul style="list-style-type: none"> • Public transport access • Accessibility in public spaces • Accessible housing • Tourism • Health 	We effect positive change in inclusive processes in our identified priority areas, or steps towards same.

Goal	Strategies	Indicators of Success
3: Connect Develop and strengthen partnerships that enhance the work we do, and benefits people with physical disability	3.1 Researching and considering a diverse range of effective partnerships	A research informed list of potential partners who share the values of PDCN and can assist in our advocacy work The development of relationships with potential partners who actively support the work we do
	3.2 Developing partnerships that enable us to expand our resource capacity	An increase in the number of partnerships with other organisations to enhance and add value to the work we do
	3.3 Increase collaboration across the sector, government and the wider community	An increase in collaborations and community interactions throughout NSW, including regional and rural engagement
	3.4 Consult with people with physical disability, stakeholders and the wider community to ensure the work we undertake is relevant to their needs	Systemic advocacy priorities are driven by the collective voice of our members The work we do is informed by people with disability and the wider community and results in improved outcomes for people with physical disability

Goal		Strategies		Indicators of Success
4: Grow	Build a sustainable organisation that remains true to our vision and values	4.1	<p>Strengthening and diversifying our income streams</p> <p>Develop a strategy to diversify our income streams that considers our objectives, targets and capacity to resource</p>	<p>Increased income streams and a larger and more sustainable bottom line</p> <p>PDCN has a clear strategy to diversify its funding streams and associated marketing promotional and branding materials to support.</p>
		4.2	<p>Building on our reputation as a peak with expertise in physical disability</p>	<p>Greater brand recognition</p> <p>Broader recognition of and consultation with PDCN, by Government and related sectors</p>
		4.3	<p>Strengthened governance of PDCN to include a balance of skills based and representative Board personnel</p>	<p>Board membership includes both a representative and broad skill set</p> <p>Board has clear understanding of roles and accountability and remains true to our vision and values</p>
		4.4	<p>Increasing our reach, diversifying our membership base throughout NSW, and strengthening our engagement with our members</p>	<p>Increased reach throughout NSW and greater diversity of membership</p> <p>Deeper engagement with our members</p>