



Advocacy Law Alliance Strategic Plan 2017-2020





Advocacy Law Alliance Inc. operates under the business names Disability Advocacy NSW and Mid North Coast Community legal Centre.

Our Vision

All people experiencing disadvantage have a right to equality, fairness, and a good quality of life.

Our Mission

ALA provides high quality social/legal advocacy and support to people in need across NSW, with a commitment to servicing regional and remote communities. Our focus is to empower clients to navigate the legal and social systems and achieve fair outcomes in the pursuit of their goals.



Our Values

Trustworthy - we are committed to an independent, professional and ethical approach in all our dealings with clients and stakeholders.

Persistent – we are committed to strong advocacy and support for those in need, and recognise this involves persistence when navigating the system.

Empathic – we acknowledge that people experience difficult times in their lives, and recognise support can have a positive impact.

Innovative – we believe in continually striving to improve.



Our Strategic Goals: 2017-2020

The Board undertook a review of the previous strategic goals (2013-2016) to determine their relevance in moving the organisation forward. It was decided to develop a new set of strategic goals for 2017-2020, as follows;

1. Foster high quality, client-centred services.
2. Promote a positive team culture and high morale.
3. Develop a sustainable funding base for the organisation to operate and grow.
4. Strengthen collaboration between internal service arms.
5. Provide management systems and internal infrastructure to support optimal business performance.
6. Research new initiatives to expand legal, advocacy and support services.
7. Develop partnerships and possible mergers with external agencies sharing the ALA value base to increase service reach, with a particular focus on indigenous agencies.
8. Ensure a diverse and culturally safe workplace.



Strategic Scorecard – 2017 – 2020

Strategic Goals	Performance Measures
1. Foster high quality, client-centred services.	<ul style="list-style-type: none"> • % of clients matters with positive outcome rating in social advocacy • % of clients with positive satisfaction rating with service delivery across all programs. • Meet accreditation standards and audits.
2. Promote a positive team culture and high morale.	<ul style="list-style-type: none"> • Level of satisfaction rating by staff. • No. and type of team development and planning initiatives undertaken annually. • No. of staff self-care and well-being initiatives implemented annually
3. Develop a sustainable and diverse funding base for the organisation to operate and grow.	<ul style="list-style-type: none"> • Maintain or increase in funding bases (revenue) (%). • No. of new funded programs, including new geographical locations or expansion of programs into existing areas.
4. Strengthen collaboration between internal service arms.	<ul style="list-style-type: none"> • No. of ‘internal’ joint initiatives (including education initiatives).

<p>5. Provide management systems and internal infrastructure to support optimal business performance.</p>	<ul style="list-style-type: none"> • Budget targets met. • Funding and performance reports completed. • Assessment and Achievement of improvement in IT efficiencies.
<p>6. Research new initiatives to expand advocacy and support services.</p>	<ul style="list-style-type: none"> • No. of research project plans developed. • % of research projects resulting in service delivery outcomes.
<p>7. Develop partnerships and possible mergers with external agencies sharing the ALA value base to increase service reach, with a particular focus on indigenous agencies.</p>	<ul style="list-style-type: none"> • No. and type of external partnerships that increase service reach explored. • No. of external partnerships implemented.
<p>8. Ensure a safe and culturally diverse workplace.</p>	<ul style="list-style-type: none"> • % increase in Indigenous and CALD staff. • Policies and procedures supporting cultural awareness and diversity reviewed annually to ensure relevance. • Assessment and achievement of improvement in WH&S practices. • Assessment and achievement of equitable workplace practices.