



Advocacy Law Alliance Inc.
Suite 3 Level 1, 408 King Street
Newcastle West NSW Australia 2302
Ph: 02 4927 0111 / 1300 365 085
Fax: 02 4927 0114
ala@advocacylaw.org.au
www.advocacylaw.org.au
ABN: 93 984 383 421



Advocacy Law Alliance Strategic Plan

November 2012

This strategic plan was developed in consultation with service users, staff and the board. It is a broad longer term strategic plan which is backed up by more detailed business plans developed by Disability Advocacy NSW and the Mid North Coast Community Legal Centre

Our purpose

ALA's purpose is to protect and defend the rights of disadvantaged people. We believe that by providing quality social and legal advocacy we can improve the lives of people affected by disadvantage.

Core Values

The Service believes that disadvantaged people, including people with a disability, have the same rights and responsibilities as others.

Core Aim

The Service aims to ensure that disadvantaged people obtain these rights in practice (through a variety of strategies detailed in the DA and MNCCLC Business Plans).

Our Focus

ALA focuses on advocating for disadvantaged individuals and from this coal face experience build evidence and innovative programs to advocate for fairness at a regional, state and national level.

Our major stakeholders are disadvantaged people, the community sector, funding organisations, politicians and the general community who have an interest in the rights of disadvantaged groups.

Our 'trademark' message will be to:

- Steadfastly work towards professional high quality social and legal advocacy.
- Embrace partnerships with like minded agencies.
- Think innovatively about finding solutions.

Our ultimate goal:

To ensure, in partnership with other like minded groups, that disadvantaged people have access to professional and high quality social and legal advocacy support across Australia especially in regional and rural areas.

3-5 year Goals:

1. Strive to improve service delivery of existing social and legal advocacy services.
2. Seek opportunities to expand the existing social and legal advocacy service delivery consistent with our purpose.
3. Strive to improve the cooperation between social and legal advocacy to ensure the best outcomes for clients.
4. Provide high quality management systems and support of ALA programs and staff.
5. Research and identify innovative ways to extend and uphold the rights of people with as disability and other disadvantages groups emerging in social trends.
6. Increase cooperation with agencies who share the values of ALA.
7. Research innovative ways to provide quality advocacy especially in regional and rural areas.
8. Seek opportunities to support indigenous people to access social and legal advocacy