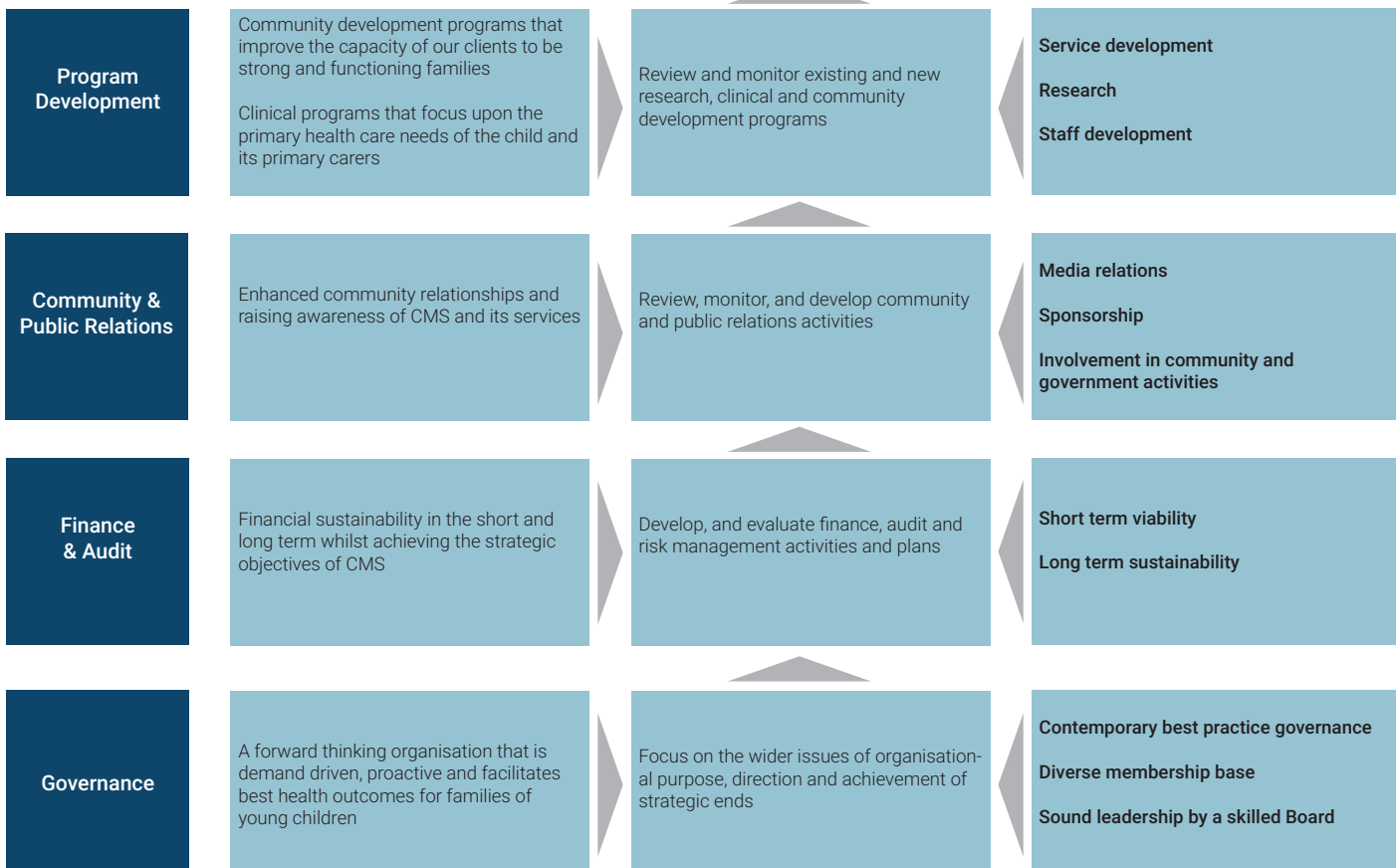


Strategic Plan 2015 - 2020

CMS Objectives	In meeting the evolving primary health care needs of families with young children:	<ul style="list-style-type: none"> Enhance parenting confidence and competence Identify emerging needs Work in collaboration 	<ul style="list-style-type: none"> Promote and provide education services Promote research in primary health care and community development
Why we exist	<p>Vision:</p> <p>Towards Healthy Families</p> <p>Ija Mulanggari, Goodtha Mulanggari</p> <p>Thriving Mothers, Thriving Babies</p> <p><i>Ngunnawal meaning</i></p>	<p>Mission:</p> <ul style="list-style-type: none"> The ACT community knows, values and supports CMS Expand programs Maintain and develop existing programs Strengthen links with government/non-government sectors 	<p>Values:</p> <p>In relation to children & families we place a high value on: promoting physical, emotional and psychological wellbeing and strengthen family resilience; enhancing confidence; & achieving effective outcomes</p> <p>In relation to service provision we place a high value on providing a safe, caring and supportive environment that: respects individual and cultural differences; promotes equity, access & empowerment; enables staff to achieve the highest professional standards; promotes cooperation and collaboration with other service providers; & advises government on health needs of families with young children</p>

Stakeholders and partners	Stakeholders				Partners	
	ACT Community	Families of young children	Members	Child and family health and social service providers	ACT Government Health Directorate	Australasian Association of Parenting & Child Health
	Be a recognised leader in the provision of progressive models of care and community development primary health care programs to families of young children.					

Core functions	Queen Elizabeth II Family Centre	Canberra Mothercraft Society	Community Development
	Services & Research	Governance & Membership	Programs & Projects
	Workforce		



Program Development

Community development programs that improve the capacity of our clients to be strong and functioning families

Clinical programs that focus upon the primary health care needs of the child and its primary carers

What we aim to do

Service development

Play area that fosters physical and emotional development

QEII operated at full capacity

Research

Engage in research related to primary health care

Staff development

Maintain an appropriately skilled and qualified workforce available to meet the needs of our clients

Responsive to emerging issues for families

How we will deliver

Service development

- Refurbish children's play area and equipment
- QEII commissioned at full capacity
- Expand community development programs

Research projects

- Identify the evolving challenges for families that affect parenting of young children
- Issues related to intercultural parenting
- Review C-Frame

Staff development

- Dynamic staff development program
- Award Scholarships for post graduate studies and research
- Maintain Scholarship Fund

Community & Public Relations

Enhanced community relationships and raising awareness of CMS and its services

What we aim to do

Media relations

Increase our visibility as and presence as an organisation

Sponsorship

Our work being seen as worthy of sponsorship

Involvement in community and government activities

Be an active participant in the development of plans & provision of services and programs for families of young children

How we will deliver

Media relations

- Brand recognition project

Sponsorship

- Attract new sponsors

Involvement in community and government activities

- Membership of Strategic ACT Government Committees
- Positions statements on social issues affecting families
- Active participants in our community