# Strategic Plan 2015 - 2020

#### Enhance parenting confi-Promote and provide educa-In meeting the evolving primary dence and competence tion services health care needs of families with CMS Identify emerging needs Promote research in primary young children: **Objectives** Work in collaboration health care and community development Vision: Values: Mission: In relation to children & families we The ACT community Towards Healthy Families place a high value on: promoting Why we knows, values and supphysical, emotional and psychologiexist Ija Mulanggari, Goodtha Mulanggari ports CMS cal wellbeing and strengthen family Expand programs resilience; enhancing confidence; & Thriving Mothers, Thriving Babies Maintain and develop achieving effective outcomes Ngunnawal meaning existing programs Strengthen links with In relation to service provision we place a high value on providing a government/non-governsafe, caring and supportive environment sectors ment 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 Stakeholders **Stakeholders ACT Community** Families of Members Child and family health and ACT Government Australasian Association of Parenting and partners young children social service providers Health Directoriate & 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. Queen Elizabeth II Family Centre Canberra Mothercraft Society Community Development Core Services & Research Governance & Membership Programs & Projects functions Workforce Community development programs that Service development improve the capacity of our clients to be strong and functioning families Review and monitor existing and new Program Research research, clinical and community Development Clinical programs that focus upon the development programs primary health care needs of the child and Staff development its primary carers Media relations Enhanced community relationships and Review, monitor, and develop community Community & Sponsorship raising awareness of CMS and its services and public relations activities **Public Relations** Involvement in community and government activities Financial sustainability in the short and Short term viability Develop, and evaluate finance, audit and Finance

Governance

& Audit

A forward thinking organisation that is demand driven, proactive and facilitates best health outcomes for families of young children

long term whilst achieving the strategic

objectives of CMS

Focus on the wider issues of organisational purpose, direction and achievement of strategic ends

risk management activities and plans

Contemporary best practice governance

Diverse membership base

Long term sustainability

Sound leadership by a skilled Board

Program	
Develo	pment

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

### 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