

Mildura Disability Support

Business Plan

Date: February 2025

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1. Key details

1.1. Registration details

Entity name:	AUS DISABILITY SUPPORT PTY LTD
Business name:	Mildura Disability Support
Business structure:	Australian Private Company
Australian business number (ABN):	61 684 083 574
Australian company number (ACN):	684 083 574
Business location:	VIC

2. The Business

2.1. Objectives

- Provide person-centred support services that align with each participant's unique needs and goals.
- Achieve a high participant satisfaction rate, measured through feedback and reviews.
- Expand our service offers to cater to a broader range of disabilities and needs.
- Ensure compliance with all NDIS Practice Standards, regulations and industry standards.

2.2. Products/Services

In-Home and Community Supports

1. Assistance in Coordinating or Managing Life Stages, Transitions And Supports
2. Daily Personal Activities
3. Assistance with Travel/Transport Arrangements
4. Innovative Community Participation
5. Development of Daily Living and Life Skills
6. Household Tasks
7. Participation in Community, Social and Civic Activities

Supported Independent Living/Respite Care/Short Term Accommodation/Group

3. Assistance with Daily Life Tasks in a Group or Shared Living Arrangement
4. Group and Centre Based Activities

Employment Related Supports

1. Assistance to Access and Maintain Employment or Higher Education
2. Specialised Supported Employment

4.1. Operations

4.1.1. Technology and Information Management

- Website
- Social media
- Accounting software
- Cloud based storage

4.1.2. Communication channels

- Email
- Phone
- Website
- Social media

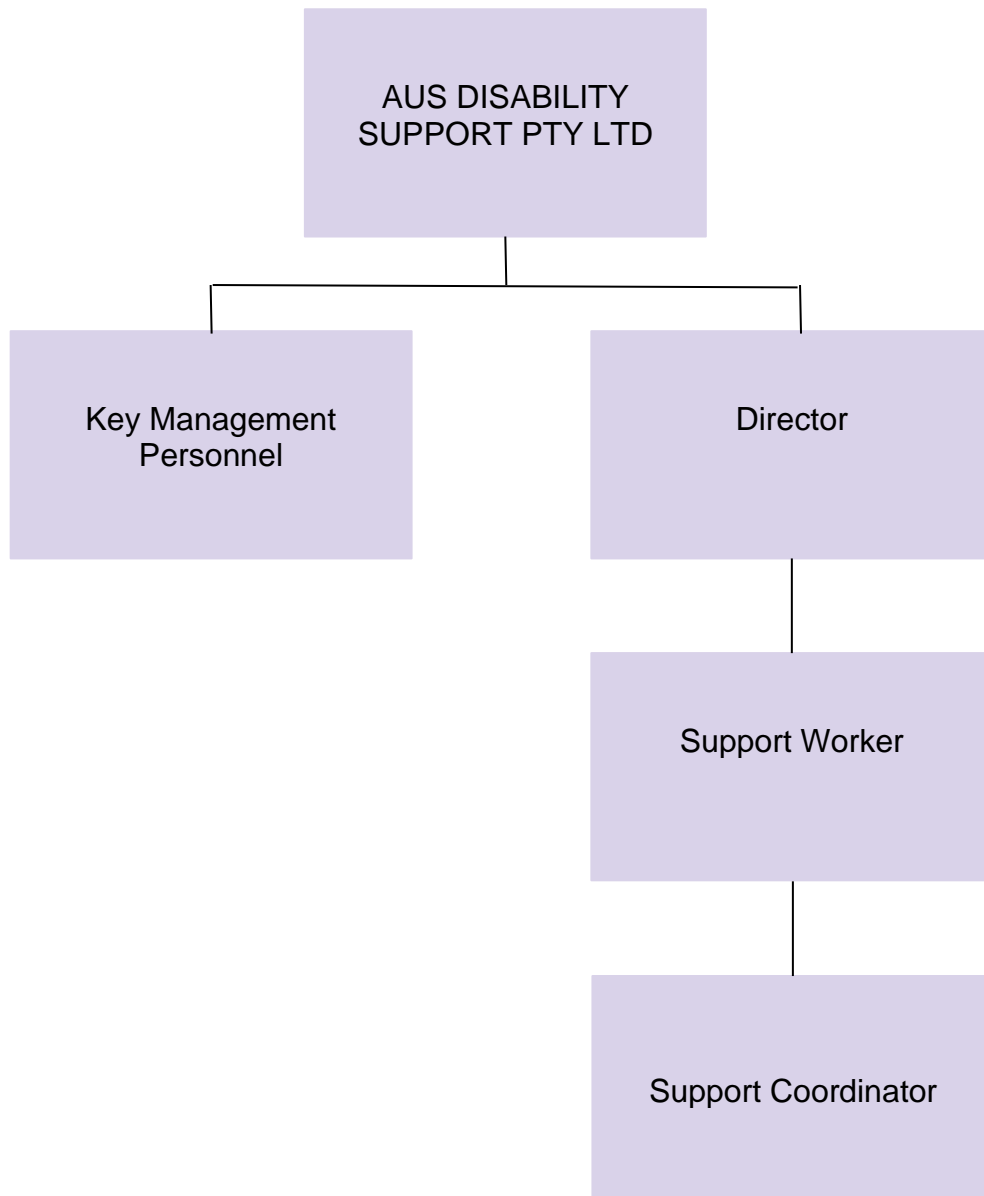
4.2. Key people

4.2.1. Management

Names of key management personnel: Narelle Margaret Fraser

Skills and qualifications: Refer to resumes attached.

4.2.2. Organisation Chart



4.2.3. Required staff

Role	Name (if role is filled)	Skills and experience	Date required
Support Worker(s)		Refer to Support Worker Position Description	Upon registration
Support Coordinator(s)		Refer to Support Coordinator Position Description	Upon registration

4.2.4. Recruitment

- Training and upskilling of existing staff
- Online advertising - e.g. Seek, LinkedIn, Indeed

4.2.5. Skill and staff retention strategies

- Provide thorough onboarding processes to ensure that new staff members are equipped with a clear understanding of our values, policies, and participant-centered approach.
- Ongoing training opportunities are provided to enhance skills, stay updated with industry best practices, and promote continuous professional development
- Staff contributions are celebrated, fostering a sense of pride and motivation.
- Accommodations are made to support work-life balance and individual preferences.
- A culture of open communication is fostered, where staff are encouraged to share their ideas, concerns, and feedback.
- Regular team meetings to facilitate dialogue and collaboration.

5. The Market

5.1. Market research

The National Disability Insurance Scheme (NDIS) has fundamentally transformed the disability support sector in Australia. With an estimated annual budget of over \$35 billion for 2022-2023, the NDIS aims to provide tailored and individualised support to approximately 610,500 Australians, as of June 2023, with disabilities.

Mildura Disability Support Services has identified the substantial business opportunity the NDIS market presents, with the demand for disability related supports and services currently high and forecast to continue to grow. Mildura Disability Support Services aims to prioritise participant well-being, deliver exceptional services and contribute positively to the lives of individuals with disabilities and their families.

5.2. Target market

Participants in the following NDIS participant groups who require the services and supports:

- Acquired brain injury
- Autism
- Dementia
- Intellectual disability
- Mental health
- Physical disability including sensory disability
- Spinal injury

Participants in the following age groups who require the services and supports:

- 0 - 6 years
- 7 - 16 years
- 17 - 65 years
- Over 65 years

5.3. Service areas

Victoria and New South Wales

5.4. Sales and distribution channels

Channel	Used for	Details
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Online presence	All services	<p>Website: maintain a user-friendly website with comprehensive information about services, testimonials and contact details.</p> <p>Social media: utilise platforms like Facebook, Instagram and LinkedIn to share success stories, informative content, and engage with the community</p> <p>Online advertising: invest in targeted online ads, such as Google Ads and social media promotions, to increase visibility among potential participants and their families</p>
Online directories	All services	List business on local directories, as well as NDIS provider directories and databases to increase online visibility among those seeking disability services - e.g. MyCareSpace or Clickability.
Referrals and partnerships	All services	<p>Support Coordinators: collaborate with NDIS registered support coordinators who can refer participants.</p> <p>Local organisation: partner with disability support organisations, community centres, and local government agencies to gain referrals and enhance visibility.</p>
Collaborative efforts	All services	<p>Allied Health Professionals: collaborate with other allied health professionals to cross-refer participants who require specific services.</p> <p>Support groups: engage with disability-specific support groups to connect with</p>

		potential participants and share information about services.
Print materials	All services	Brochures and flyers: create informative brochures and flyers highlighting services and distribute them at community centres, medical offices and relevant events.

5.5. Pricing strategy

Our pricing strategy will be in line with the NDIS Price Guide.

5.6. SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Mildura Disability Support's key personnel are highly skilled in their area of expertise ● Highly trained staff and ongoing training and development programs ● Our commitment to person-centred care ensures that our services are tailored to the unique goals, preferences and aspirations of each participant, promoting their independence and well-being ● Our adherence to NDIS regulations, industry standards and continuous quality improvement practices ensures the delivery of high-quality services that meet or exceed participant expectations 	<ul style="list-style-type: none"> ● Limited brand awareness compared to more established competitors ● Limited marketing budget ● As a new provider, we may face resource constraints that could limit our capacity to expand rapidly and meet growing demand ● High demand for skilled professionals in the disability support sector could potentially lead to challenges in staff recruitment and retention, affecting service consistency
Opportunities	Threats
<ul style="list-style-type: none"> ● The expanding NDIS market presents significant growth opportunities, as increasing numbers of individuals with disabilities seek specialised support and services 	<ul style="list-style-type: none"> ● Shifts in NDIS regulations or funding models could impact our operational processes and financial sustainability ● Economic downturns or financial instability could influence participants'

<ul style="list-style-type: none"> • Increased funding by the government, providing greater access for participants to access our services • Embracing innovative technologies and digital solutions could enhance service delivery, improve participant engagement, and streamline administration processes • Collaborating with a broader range of stakeholders, including community centres, could extend our service reach and diversify our participant base • Referral opportunities 	ability to access and afford our services
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6. Risk Management

6.1. Risk assessment

Refer to the WHS Risk Management Matrix and Risk Register.

6.2. Insurance

Insurance type	Details
Public liability insurance	Y
Professional Indemnity	Y
Workers compensation	Y

6.3. Legal considerations

Refer to the Legislation Register.

7. Goals and Actions

Goal	Status / Expected date of	Person responsible
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	completion	
Register business/company	Complete	Director
Recruit qualified skilled professionals	Complete	Director
Apply to become a registered NDIS provider	February 2025	Director
Receive approval to become a registered NDIS provider	2024	Director
Begin onboarding participants	2024	Director