

STRATEGIC PLAN

From the workshop
held 18 July 2023

BACKGROUND INFORMATION

Organisation: Carewest

Dated Created: July 2023

Developed By: Carewest Executive Team

Date Range: 2023-2026

Vision Statement:

Amplifying the voice of the/our WA NFP early years community.

Priority Areas for Strategic Plan:

- Sustainability
- Advocacy
- Membership
- Profile awareness

Mission Statement:

To be WA's lead early years advocate, acknowledging the vital role of the WA Not for Profit early years community, to ensure its sustainability.

We will support, inform and advocate for the WA Not for Profit community and strive for a resilient and vibrant sector that positively impacts children, families and local communities.

MEMBERSHIP

Goals	Actions	Responsible	Timeline
<p>To achieve attract and retain an increased number of active members through a targeted marketing campaign and increased sector representation over the next 12 months.</p>	<ul style="list-style-type: none"> Conduct a review of the Carewest constitution with the aim of expanding membership eligibility criteria to be more inclusive and access a wider range of early years professionals. 	<p>Executive Team</p>	<p>By Dec 2024</p>
	<ul style="list-style-type: none"> Develop a comprehensive membership campaign plan, ready to launch in 2024, to attract and retain members ready to launch in 2024. The plan will outline strategies, resources and timelines aimed at increases the number of active members. 	<p>Executive Team</p>	<p>By Dec 2023</p>
	<ul style="list-style-type: none"> Successfully finalise and implement the MS TEAMS sharing/process, ensuring collaboration and efficient communication with members. 	<p>Secretarial support (CHILD A)</p>	<p>By Dec 2023</p>

Goals	Actions	Responsible	Timeline
<p>By December 2025 establish Carewest as a visible, prominent, respected voice for the WA NFP early years sector, through clear messaging, building strong networks and actively participating in and representing the sector in collaborative opportunities.</p>	<ul style="list-style-type: none"> Conduct a review, update and development of Carewest collateral to ensure it aligns with the organisation's current mission, goals and messaging. 	<p>Secretarial support (CHILD A) and Executive Team</p>	<p>By Dec 2024</p>
	<ul style="list-style-type: none"> Organise a relaunch event for the new Carewest Strategic Plan during the Annual General Meeting, using this event to engage with relevant stakeholders to foster support for the organisation. 	<p>Executive Team</p>	<p>October 2023</p>
	<ul style="list-style-type: none"> Strengthen and increase Carewest's representations by actively participating in key sector events, fostering meaningful collaborations and increasing level of involvement within these networks. 	<p>Executive Team</p>	<p>By Dec 2023</p>

PROFILE CONT.

Goals	Actions	Responsible	Timeline
<p>By December 2025 establish Carewest as a visible, prominent, respected voice for the WA NFP early years sector, through clear messaging, building strong networks and actively participating in and representing the sector in collaborative opportunities.</p>	<ul style="list-style-type: none"> Foster strategic collaboration and partner with other organisations that share complimentary goals and values with Carewest to jointly undertake impactful projects. 	<p>Executive Team</p>	<p>By 2025</p>
	<ul style="list-style-type: none"> Develop, implement, monitor and analyse the effectiveness of a targeted advertising across various media channels to reach specific audiences through various media. 	<p>Executive Team and Secretarial support (CHILD A)</p>	<p>By end 2024</p>

Goals	Actions	Responsible	Timeline
<p>To take a proactive approach to seek, identify and pursue opportunities to represent members' interests and advocate on their behalf, through effective engagement with government and sector networks by Dec 2024.</p>	<ul style="list-style-type: none"> Assume a proactive role in facilitating the engagement with ECRU, includes fostering a collaborative environment that encourages active participation and includes Carewest's member's needs. 	<p>Chair</p>	<p>By 2023</p>
	<ul style="list-style-type: none"> Establish meaningful connect with elected government members through face-to-face meetings to advocate for Carewest member interests, by reaching out to elected officials, scheduling meetings, and briefing them about Carewest's mission, contributions and challenges. 	<p>Chair</p>	<p>By end 2024</p>
	<ul style="list-style-type: none"> Develop strategic partnerships with key stakeholders in the sector, leveraging existing relationships and networks including those of the Carewest's Executive Team and members. 	<p>Executive Team</p>	<p>By end 2024</p>

SUSTAINABILITY

Goals	Actions	Responsible	Timeline
By Dec 2024, establish and implement sound systems, practice and a clear strategic direction to ensure the long-term sustainability of Carewest, enabling us to fulfil our mission effectively.	<ul style="list-style-type: none"> Proactively seek funding opportunities to support Carewest initiatives and long-term viability, including grants, sponsorship, partnerships and donations. 	Executive Team	By end 2024
	<ul style="list-style-type: none"> Implement a targeted and comprehensive membership growth strategy to increase the number of active members at Carewest. 	Executive Team	Early 2024
	<ul style="list-style-type: none"> Establish and implement strong governance systems and processes to ensure effective oversight, decision making, and accountability. 	Executive Team	By end 2024
	<ul style="list-style-type: none"> Develop well defines roles and responsibilities for all members within Carewest to enhance clarity, accountability and overall effectiveness. 	Executive Team	By mid 2024

SUSTAINABILITY CONT.



Goals	Actions	Responsible	Timeline
<p>By Dec 2024, establish and implement sound systems, practice and a clear strategic direction to ensure the long-term sustainability of Carewest, enabling us to fulfil our mission effectively.</p>	<ul style="list-style-type: none"> Enhance and expand member benefits to provide added value and attract new members to Carewest. 	<p>Executive Team</p>	<p>By end 2025</p>
	<ul style="list-style-type: none"> ·Broaden the range of services offered to members at Carewest to meet a broader range of their needs and preferences. 	<p>Executive Team</p>	<p>By end 2025</p>
	<ul style="list-style-type: none"> Elevate Carewest’s profile and visibility across the sector by implementing a strategic profile building campaign. 	<p>Executive Team</p>	<p>By end 2025</p>