



# **Side By Side Advocacy Strategic Plan 2021**

## **Goal 1**

**Side By Side Advocacy will be a leader in provision of advocacy.**

## **Goal 2**

**Side By Side Advocacy will ensure that its advocacy is accessible to people with disability.**

## **Goal 3**

**Side By Side Advocacy will be well known and well supported by the community. Our functions will be understood by people with disability and their supporters, other advocacy organisations, service providers and the general public.**

## **Goal 4**

**Side By Side Advocacy will support campaigns that promote and uphold the rights needs and interests of people with disability.**



## Side By Side Advocacy Strategic Plan

### Goal 1

*Side By Side Advocacy will be a leader in the provision of advocacy.*

#### Actions

- Our actions will be strong and vigilant and based upon our Vision, Values and Statement of Purpose.
- We will strive for continuous improvement in all aspects of governance and operations.
- We will comply with the National Standards for Disability Services as a minimum, and we will strive for excellence in everything that we do.
- Our Citizen Advocacy Program will continue to support our current citizen advocacy relationships and strive to increase the number of citizen advocacy relationships that we support in the future.
- We will act in a mentoring role to other organisations who wish to start a Citizen Advocacy program.
- Our Individual Advocacy Program will continue to provide advocacy based on the rights needs and interests of each client.
- Side By Side Advocacy will continue to undertake projects and program initiatives that promote and uphold the rights needs and interests of people with disability.



**Side By Side Advocacy  
Strategic Plan**

## **Goal 2**

***Side By Side Advocacy will ensure that its advocacy is accessible to people with disability.***

**Actions:**

- **We will be available during office hours.**
- **We will be fully staffed to meet our operational needs.**
- **We will seek funding to extend our operation into the LGA of Ku-ring-gai.**
- **We will maintain premises that are accessible to people with disability.**



**Side By Side Advocacy  
Strategic Plan**

### **Goal 3**

*Side By Side Advocacy will be well known and well supported by the community. Our functions will be understood by people with disability and their supporters, other advocacy organisations, service providers and the general public.*

#### **Actions**

- We will distribute our brochures, in English and a variety of community languages, in suitable public locations across the LGAs in which we operate.
- We will publicise the work of By Side Advocacy Side through public speaking engagements, newspaper articles, media interviews and other suitable media forums.
- We will maintain an informative website.
- We will conduct community events to inform and publicise the work of Side By Side Advocacy.
- We will maintain and promote professional networks.



Side By Side Advocacy

## Strategic Plan

### Goal 4

*Side By Side Advocacy will continue to support campaigns that promote and uphold the rights needs and interests of people with disability.*

#### **Actions:**

- We will maintain and build networks which inform our organisation and which give us an avenue to influence policies and effect positive change.
- We will keep informed of changes to policy at all levels of government which affect people with disability and the operations of our organisation.
- We will speak out strongly and appropriately on issues that affect the rights needs and interests of people with disability.
- We will monitor the progress of the National Disability Insurance Scheme and individualised funding models and respond as needed.