



Ngala

Parenting with Confidence

Strategic Directions 2010 – 2015

Ngala works towards a community where:

- Children are healthy, safe, respected and develop to their full potential
- Parents are knowledgeable, skilled, confident and supported
- Parents and children enjoy positive interactions and relationships

Vision

(What we want Ngala to be)

A financially sustainable and accessible Ngala supporting confident parenting across the Western Australian community.

Purpose

(What we do)

Ngala works with and for families to enhance their experience of parenting and the development of young children.

Principles

(What we are committed to and focus on)

- Best outcomes for children are the focus of Ngala's services.
- Innovation in Ngala's services is driven by the views of families, practice experience and research.
- Ngala's approach is inclusive and focuses on the strengths of communities, families, children, our staff and volunteers.

Outcomes

(What we want to achieve)

1. Ngala's range of parenting and early childhood services are accessible and integrated.
2. Parents value the services and support provided by Ngala.
3. Ngala's growth and sustainability is underpinned by research and partnerships with parents, communities, funders, NGOs, tertiary institutions and business.
4. Ngala values and invests in a skilled and interdisciplinary workforce.
5. Ngala uses smart processes and systems to meet the needs of its clients, funders and stakeholders.

Outcome	Strategy (How we are going to get there)	Performance measures (How we are going to measure progress)
<p>1. Parents value the services and support provided by Ngala.</p>	<ul style="list-style-type: none"> • Actively seek and consider the insights and experience of parents and service users to assist in improving Ngala’s current services, planning future activities to help plan and shape our future role and advocating for parents and young children. • Develop and implement a framework for qualitative and quantitative evaluation of the client experience in Ngala’s parent and early childhood services. • Develop and implement mechanisms to collect feedback from parents on Ngala’s services and the views of parents about their parenting experience. 	<ul style="list-style-type: none"> • Parent assessment of Ngala services including online, in person, on the phone or on-site in terms of: <ul style="list-style-type: none"> ○ Accessibility ○ Responsiveness ○ Quality ○ Seamlessness ○ Affordability ○ Satisfaction ○ Impact

Outcome	Strategy (How we are going to get there)	Performance measures (How we are going to measure progress)
<p>2. Ngala’s range of parenting and early childhood services are accessible and integrated.</p>	<ul style="list-style-type: none"> • Finalise the scope, content and marketing approach for Ngala’s early childhood and parenting online services. • Appropriately position and structure Ngala’s intensive services including Overnight Stay and Day Stay for vulnerable families integrated within a range of targeted and universal services. • Pursue opportunities to provide innovative services in the community and through partner organisations. • Maintain an active and influential role in shaping practice direction and policy settings for early childhood and parenting services. 	<ul style="list-style-type: none"> • Improved reach both geographically and to targeted populations. • Proportion of Ngala clients utilising both parenting and early childhood services. • Increased use of online to access Ngala, obtain information and receive services. • Increase in the range of targeted and intensive services offered in the community. • Families utilising intensive services meet appropriate selection criteria. • Proportion of Ngala clients referred to other more appropriate service providers.

Outcome	Strategy (How we are going to get there)	Performance measures (How we are going to measure progress)
<p>3. Ngala’s growth and sustainability is underpinned by research and partnerships with parents, communities, funders, NGOs, tertiary institutions and business.</p>	<ul style="list-style-type: none"> • Implement an active, rigorous research agenda to provide evidence that guides innovation and income generation strategies. • Develop and implement a <i>Future Ngala</i> income generation plan to provide resources for continued innovation. 	<ul style="list-style-type: none"> • Service development and practice show evidence of research and innovation. • Number and contribution of long term funding, service and commercial relationships established or maintained with partners. • Growth in discretionary revenue from fundraising, sponsorship, bequests, membership, commercial activity and interest earned on reserves. • Increased proportion of funded services where full cost of provision and overheads is met by funding partners.

Outcome	Strategy (How we are going to get there)	Performance measures (How we are going to measure progress)
<p>4. Ngala values and invests in a skilled and interdisciplinary workforce to ensure best client and organisational outcomes.</p>	<ul style="list-style-type: none"> • Completion of a Human Resource Management Plan to ensure that the Ngala of the future is able to: <ul style="list-style-type: none"> ○ Attract and retain staff, volunteers and community partners appropriate to the business model and role of Ngala; ○ Invest in practitioner and leadership skills and competencies; ○ Ensure succession, labour market and skill mix are able to be sustained from across the resource and service base of the organisation; ○ Promote a role for volunteers and community partners in Ngala services. 	<ul style="list-style-type: none"> • Annual staff survey outcomes against baseline or prior year measures. • Investment in human resource processes and professional development as a proportion of total Ngala Budget. • Succession Plans have been implemented for key management and leadership positions. • Annual audit of skill mix assessed against organisational future needs. • Qualitative assessment of whether planning and service development reflect a mix of knowledge and skills.

Outcome	Strategy (How we are going to get there)	Performance measures (How we are going to measure progress)
<p>5. Ngala uses smart processes and systems to support sound governance and meet the needs of its clients, funders and stakeholders.</p>	<ul style="list-style-type: none"> • Tri-annual review and assessment of the effectiveness, prioritisation and planning for business services, processes and capability that address the needs of a rapidly growing business. • A framework is developed and implemented to report on service processes and systems. • Conduct an Annual Board Evaluation. 	<ul style="list-style-type: none"> • Improvement in level of satisfaction with processes and systems. • Principle external accountability, assurance and compliance processes are maintained with improved conformance. • Outcomes of annual Board evaluation are utilised in Board operations and Executive planning.