

## Strategic Direction 1

### Organisational Sustainability

1. Reviewing all operations, policies, procedures, governance, financial and business models and staffing requirements.
2. Reviewing and diversifying our income generation activities.
3. Continuing to attract and retain highly skilled people.
4. Resourcing and skilling our governance committees including branches.
5. Working towards building an asset base which continues to promote the independence of ACWA.

## Strategic Direction 2

### Build a community of community workers

1. Building a variety of communities of interest for community workers generally and for special interest groups based on geographic or specialist practice.
2. Supporting communities of interest to add value to each others practice.
3. Working with other organisations to encourage the uptake of technology, particularly by organisations which may have a predominantly older voluntary workforce to better meet the needs of clients and reduce workloads.
4. Engendering pride in the profession and innovation in the practice.
5. Advocating to government and other relevant stakeholders to enhance knowledge of the depth of skills, experience, and qualifications with Australia's human services sector.

## Strategic Direction 3

### Strengthen Community Services Education & Learning

1. Providing clear and updated educational standards articulated to educational providers.
2. Engendering student expectations of high quality community service teaching and field work practice to assist educational providers with feedback and data for continuous improvement.
3. Greater understanding and reinforcement by policy makers (including funding bodies and regulatory authorities) of the professional requirements for community work education and graduates.
4. Clarifying and promoting career pathways for professional community workers.
5. Providing long-term upskilling, academic and experiential learning (includes Continuing Professional Education; mentoring programs; and field supervision).
6. Increasing employer expectations of quality education provision for staff and students.

## Strategic Direction 4

### Sector Leadership

1. Informing government and other stakeholders about the professional opportunities and needs of community workers.
2. Advocating on behalf of community workers in relation to professional practice particularly where this is related to organisational and systemic culture issues relating to client service delivery.
3. Working in partnership with other peak professional, advocacy and industrial organisations to improve the training opportunities, wage levels and service provision expectations for community workers across Australia.
4. Advocating for structural change in the manner in which government and other funding is allocated which constrains the ability of professionals to meaningfully provide services to individuals, families, groups and communities.

## Our role is to:

- Support community workers to enhance their level of professionalism by actively influencing future directions for our profession.
- Inspire leadership through improved skills, education, innovation and service delivery excellence within the community services sector.
- Encourage community organisations to adopt models that sustain positive social impact, quality and value through a culture of professional rigour and innovation.
- Create and engage networks and implement professional development opportunities valued by community workers, their organisations and clients.
- Set and reinforce the standards for high-quality education and training required by future community workers to provide high quality service delivery.
- Increase the number of community workers practicing under a professional Code of Ethics.
- Facilitate innovation and quality service delivery for ongoing enhancement of the community services and education sectors and our society nationally.



## ACWA Strategic Plan Summary 2011-2014

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## Vision

Actively promoting  
and supporting  
professionalism  
within the  
community sector

