

**Association for the Blind of WA
Guide Dogs WA**

STRATEGIC PLAN

2007 to 2012

confidence wellness connection

Introduction

For almost a century, since its establishment in 1913, the Association for the Blind of WA has been at the forefront in responding to the needs of people who are blind or vision impaired throughout Western Australia. There are 35,000 Western Australians who are blind or have a serious vision impairment. The Association has taken the lead in areas including Braille literacy, mobility, vision management, advocacy, and in training for new technologies. One of the Association's most significant achievements was the establishment of Australia's first Guide Dog training program in Perth in 1951.

Confidence, wellness and connection underpin the Association for the Blind's approach to providing quality services in order to achieve our vision that people who are blind or vision impaired share a quality of life equal to other Western Australians.

Confidence.....learning new skills and focusing on
technology and self management of vision loss

Wellness... providing emotional support and focusing on
health, physical fitness and personal development

Connection.....ending isolation and engaging fully in the life
of the community

In 2007, the Association will take another historic step when it opens its Centre of Excellence. This Centre of Excellence is located in Victoria Park on the site first purchased by the Association in 1922, and from which the Association services have operated for 85 years. Through the very generous support of individuals, small and large companies, governments and Lotterywest, we look forward to providing our services to the Western Australian community from one of the most innovative buildings of its kind in the world.

This strategic plan, resulting from consultations with clients, members, staff and key stakeholders throughout the State, will guide the work of the Association as we work to achieve our vision that people who are blind share a quality of life equal to other Western Australians.

Mrs Elizabeth Needham
President

Dr Margaret Crowley
Chief Executive Officer

Association for the Blind of WA

Our vision

That people who are blind or vision impaired share a quality of life equal to other Western Australians.

Our mission

Our mission is to maximise the quality of life of people who are blind or vision impaired by building confidence, promoting wellness, and creating connection.

Our Values

We believe in a service and working environment that promotes excellence, honesty, dignity, respect, integrity, courtesy and fairness.

Our Objectives (what we want to achieve)

Objective one: **Participation**
Increase the participation of people who are blind or vision impaired.

Objective two: **Sustainability**
Ensure continuity of service delivery

Objective three: **Community Awareness**
Raise community awareness of blindness and vision impairment and work with others to reduce preventable blindness.

OUR STRATEGIES (HOW WE WILL DO IT)

OBJECTIVE 1: PARTICIPATION

Increase the participation of people who are blind or vision impaired.

- Strategy 1.1: From our Australasian Centre of Excellence we will provide services based on client priorities and evidence-based practice.
- Strategy 1.2: We will provide quality services and supports for children, young people and their families.
- Strategy 1.3: We will better meet the needs of adult and senior clients.
- Strategy 1.4: We will offer training through our Industry Skills Centre that contributes to independence and participation.
- Strategy 1.5: We will better support clients and carers in remote and regional areas of Western Australia
- Strategy 1.6: We will operate and deliver our library and information services in innovative ways
- Strategy 1.7: We will support and encourage the use of assistive technology by people who are blind or vision impaired
- Strategy 1.8: We will increase the number of Guide Dogs working in Western Australia

OBJECTIVE 2: SUSTAINABILITY

Ensure continuity of service delivery

- Strategy 2.1: We will ensure governance and management processes are functioning effectively and efficiently.
- Strategy 2.2 We will ensure the Association is sufficiently resourced and prudently managed.
- Strategy 2.3: We will maintain a culture of excellence, innovation and continuous improvement.
- Strategy 2.4: We will encourage and nurture the goodwill and trust of Association supporters, donors and the Western Australian community.
- Strategy 2.5: We will provide an environment which encourages staff to maximise their contribution.

Strategy 2.6: We will recognise the valuable contribution of volunteers.

OBJECTIVE 3: COMMUNITY AWARENESS

- **Raise community awareness about the abilities and needs of people who are blind or vision impaired**
- **Raise community awareness of blindness and work with others to reduce preventable blindness.**

Strategy 3.1: We will increase knowledge of blindness within the community.

Strategy 3.2: We will raise awareness about the abilities of people who are blind or vision impaired.

Strategy 3.3: We will be recognised as an authority on blindness related matters.

Strategy 3.4: We will work with others to reduce preventable blindness.