



Welcome to the Strategic Plan 2023–2025 at a glance.

This document provides a summary of our strategic plan, highlighting our strategic focus, goals and actions required to achieve those goals. Our plan outlines our vision for the future and the steps we will take to achieve success.

Developmental Disability WA (DDWA) is a non-profit, member-driven organisation that advocates for the rights and inclusion of people with developmental disability and their families.

Established in 1985, DDWA has been committed to promoting equality and social justice for people with developmental disabilities in Western Australia.

DDWA's purpose is to empower people with developmental disabilities and their families through advocacy, knowledge and support for an inclusive community. The organisation provides a range of services, including information, referral, advocacy and training, to assist people with developmental disabilities to live fulfilling and independent lives.

In 2023–2025, DDWA is focused on advancing its strategic plan, which includes key objectives: building capacity, amplifying voices, achieving change and leading innovation. Through these objectives, DDWA aims to promote the rights, inclusion, and full participation of people with developmental disabilities in all aspects of society.

Our Vision

People with developmental disability and their families have the same opportunities as the rest of the community.

Our Purpose

Enhance quality of life for people with developmental disability and their families.

Our Values



Leadership

People are the experts in their own lives and have the right to self-determination and contribution.

Inclusion

All people are valued as equal citizens.

Responsiveness

We listen to people and respond to their needs.

Empowerment

People have the knowledge and confidence to speak up for themselves.

Collaboration

We work in mutually supportive relationships to share knowledge, skills and inspiration.

DDWA works in 3 main ways



ADVOCACY



KNOWLEDGE



COMMUNITY

To support people with developmental disability and their families to have a strong voice and seek change where needed.

To influence government and other decision-makers to achieve positive and lasting change.

To build the expectations and capacity of people with developmental disability and their families.

To inform people with developmental disability and families about their rights, choices and options in services and supports.

To support family and individual leadership so that people with developmental disability and their families can live their lives.

To partner with others to develop more connected and inclusive communities.

Our Strategic Goals

To make lives better for people living with developmental disability and their families (DDWA members and stakeholders), we aim to:

How?

1. **Be an influential voice of people with developmental disability and their families.**



Influence systemic issues.

Build comprehensive awareness of member and constituent issues to inform DDWA Issues Register.

Measure understanding of DDWA's impact on members and the people we represent.

Further develop Board Advisory Council made up of people with intellectual disability.

Develop specialist individual advocacy service for people with complex needs.

Conduct research to understand the perspectives of members and people represented by DDWA.

Maintain a register of main concerns of people with developmental disability and their families.

Inform services, agencies, policy makers and decision makers about these concerns.

Collaborate with peak bodies in Australia who represent people with developmental disability and their families and carers.

Assist staff and members with intellectual disability and/or complex communication needs to participate in consultations, co-design activities and strategic planning.

Develop DDWA position papers on key issues, with emphasis on communication disability and the NDIS.

Develop and implement a comprehensive quality practice guide and contribute to broader advocacy training strategies.

Develop specific guides and conduct low-level marketing campaigns to address communication disabilities, especially for individuals with complex communication needs (CCN).

We aim to:

2. **Become widely recognised as a peak body for developmental disability in WA.**



Build profile amongst our key members and constituents as a go to for information and support.

Build partnerships and alliances with related organisations and departments – public, private, not for profits as well as local, state and commonwealth government.

Build individual and organisational membership.

Fully develop customer relationship management (CRM) system.

Increase engagement with Culturally and Linguistically Diverse (CaLD) and Aboriginal and Torres Strait Islander (ATSI) people with disability and families.

Further develop Independent Support Coordination service.

How?

Develop communication and marketing strategies to support core strategic goals.

Undertake regular service evaluation to serve our community's needs and concerns.

Increase promotion to members and stakeholders via new/existing social media and communication channels.

Utilise system capabilities to amplify voices and increase impact.

Survey members to capture and update data.

Engage subject matter specialists for services and resources.

Include Acknowledgement of Country in all resources and at events.

Increase the number and diversity of people accessing all services.

Develop support coordination by creating a quality practice guide and introducing software to streamline service reporting.

We aim to:

3. **Be a leading source of knowledge and information for people with developmental disability and their families.**



Develop DDWA Disability Access and Inclusion Plan (DAIP).

Expand training opportunities for individuals, families and community members.

Expand support for families experiencing challenging behaviour.

Build awareness and capacity regarding complex communication needs (CCN).

Develop a register of research that is required in the developmental disability field.

How?

Undertake access audit to inform DAIP.

Develop annual workshop series and online learning modules to address recurring issues experienced by families.

Facilitate face-to-face sessions for people with intellectual disability and associated 'Easy Read' materials on a range of issues that are important to them.

Develop new online communication content for various channels (e.g. YouTube, website, social media).

Raise awareness and promote accessibility and inclusivity through marketing campaigns, training, coaching, and the creation of resources.

Expand resources for existing programs such as Side by Side (e.g. Family Leadership series) and develop new programs and/or roles to address gaps (e.g. regional local coordinator role).

We aim to:

How?

4. **Be financially sustainable.**



Attract recurrent government funding and seek funding for unfunded services.

Streamline expenses related to income streams.

Identify new income streams and determine their viability.

Review Cyber Security.

Seek funding from National Disability Advocacy Program and Education Advocacy Funding to support advocacy services.

Develop downloadable resources to generate income.

Introduce Support Coordination software to streamline financial administration.

Demonstrate demand for services and supports that are currently unfunded e.g. family workshop series, telephone support, advocacy and NDIS access/information.

Conduct risk assessment, Policies and Procedures, Staff Training, and Cyber Security Review are necessary measures to ensure sustainability.





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