

Housing for the Aged Action Group Strategic Plan 2016-2019

Vision

A society where older people have secure, safe & affordable housing

Mission

We engage and work with older people through community activism, services & advocacy to achieve social change and housing justice

Guiding Values & Behaviours

The way we work and the behaviours which demonstrate that we mean what we say

Inclusiveness, Commitment, Respect, Integrity, Solidarity, Equity

PILLARS	Members/Older People	Leadership /Influence	People	Relationships	Funding
	Older people who are homeless or at risk are able to remain living independently in their community	HAAG are national leaders in the housing & homeless sector, influencing policy, practice & building awareness & understanding within the community	HAAG has high quality staff, members and a committee working together for common goals	HAAG has formal partnerships & relationships with Government, the sector and other stakeholders to achieve good communication and better outcomes for older people	HAAG has ongoing secure funding from a range of Government & other sources
STRATEGIES	<p>Develop relationships and formal partnerships with housing providers, including those outside HAAG catchment, to enable clear referral pathways & successful outcomes</p> <p>Provide direct service, outreach, tenancy and retirement housing and casework to support clients</p> <p>Review policy and clarify client service practice, including intake, assessment, referral, including caseload numbers</p> <p>Client data and stories captured to inform client service development</p> <p>Client charter developed, including feedback /client evaluation mechanism</p>	<p>Develop and implement a lobbying plan to engage state and federal politicians and public sector representatives. From the plan, develop and communicate Position Papers on issues of focus to government and the sector</p> <p>Specifically engage and formally collaborate with sector representatives to enable strong advocacy</p> <p>Review and enhance communication strategy to enable increased sector & community awareness, understanding and engagement</p> <p>Develop a national strategy and work to expand HAAG services and ways of working nationally</p> <p>Explore the option of an HAAG ambassador, clarifying the role of such a representative</p>	<p>Policies are developed, position descriptions and performance plans support staff and ensure manageable workloads</p> <p>Committee of management is skilled and well equipped to contribute strongly</p> <p>Membership is increased and members are actively engaged as volunteers</p> <p>Professional develop options are developed which support and enable staff, committee and members achieve success</p> <p>Candidates from diverse backgrounds are specifically recruited as HAAG staff, committee members or members</p>	<p>Retain, celebrate and communicate the uniqueness of HAAG</p> <p>Develop & implement a relationship development & management plan to engage State/Federal Government Public sector and Housing sector representatives</p> <p>HAAG staff and members are specifically trained in media communication</p> <p>Liaise and build connections with interstate agencies</p>	<p>Develop documents necessary for accreditation</p> <p>Develop a plan to secure funding from Government, grants, philanthropic organisations and other fundraising initiatives</p> <p>Develop data and evidence to build a compelling reason to advocate for funding</p> <p>Grants worker leads a working party to explore and advocate for non-financial options,</p> <p>Collaboration with other service providers to offer submissions for specific projects</p>
SUCCESS INDICATORS	<p>Older people are housed from a range of options that best suit their needs</p> <p>Data and client feedback demonstrate positive outcomes, sustainability of housing and client satisfaction. At least 60% of enquires are over 55 on low incomes</p> <p>Clear, streamlined, effective and effective service. Staffs have reasonable caseloads.</p> <p>Clients have adequate opportunity to communicate support needs to staff and are assisted to remain living in their community</p> <p>Data/stories used to inform funding proposals, communication & education</p> <p>Feedback collated, informs quality improvements</p>	<p>Areas of focus, key people to engage and methods of engagement & influence are clear</p> <p>Position Papers valued as evidenced by feedback. Papers influence government & sector thinking</p> <p>Effective promotion of need for affordable housing, rental benchmarks and tenancy rights</p> <p>Information on HAAG positions easily accessible</p> <p>Increased collaboration - advocacy initiatives seen as successful</p> <p>Older persons' homeless issues have more prominence in the public domain. Community perception of public housing is improved</p> <p>HAAG expands nationally</p> <p>Ambassador appointed</p>	<p>All staff are clear about their role and responsibilities and are motivated to achieve</p> <p>Specific skill sets are recruited onto the Committee. 100% increase in membership numbers. Increased volunteerism, membership of working groups and opportunities for members to meet and communicate with each other</p> <p>Staff are aware of the skills required for their role and aware of training opportunities. Staff take up professional development and confident in their roles. Clients report quality support and information from staff</p> <p>Quantifiable increase in the diversity of HAAG</p>	<p>HAAG's unique role, values and way of working is widely known and acknowledged. HAAG profile is raised within the community</p> <p>Regular structured interactions welcomed and valued by government & sector.</p> <p>At least one HAAG representation in radio, TV or print each month. Increased clicks, likes and shares</p> <p>Other States develop HOME AT LAST services</p>	<p>Accredited within timeframe</p> <p>Secure ongoing funding</p> <p>Clear and compelling data collated</p> <p>'In-kind' donations and Corporate Social Responsibility programs support the work of HAAG</p> <p>Successful, well-funded, collaborative projects</p>

