



BERRY STREET **STRATEGIC PLAN** **2019–2022**





Berry Street's Vision

Together we will courageously change lives and reimagine service systems

For over 140 years, Berry Street has adapted to a changing world, and we will continue to adapt to achieve our Purpose. By 2022, we will have advanced our aspiration: together we will courageously change lives and reimagine service systems. We will listen to, and work alongside children, young people and families and our actions will be informed by their views and needs.

Berry Street will continue to be a strong and independent voice for the children, young people and families with whom we work. In collaboration with others, we will advocate for increased government investment in early intervention and prevention services that enable families to be safe and stay together.

We will use approaches that are culturally safe and informed by the best evidence available. We will measure and learn from the impact of our work, and we will continually contemporise our models of practice. Our purpose-driven approach will foster a culture of positivity and accountability, and we will engage with our people and service users through new digital channels and innovative approaches.

We look forward to working with children, young people, families, carers, staff and partners to achieve this Vision. Together.



Berry Street's Purpose

We believe children, young people
and families should be safe,
thriving and hopeful

Berry Street's Goals 2022

Reimagine the Future

We will work with others to reorientate the child and family system towards early intervention and prevention

Make an Impact

We will use the best knowledge available to deliver contemporary models of practice and measure their impact

Support Our People

We will value our people and support them to ensure that together we courageously change lives

Future Growth & Sustainability

We will be sustainable and responsive, build on our brand and form partnerships to better meet client needs



1. REIMAGINE THE FUTURE

We will work with others to reorientate the child and family system towards early intervention and prevention

Outcome: Increased federal and state government investment in prevention and early intervention services

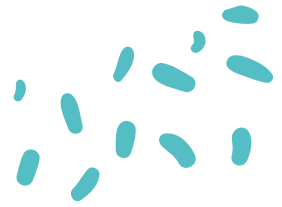
Priorities:

- Identify effective early intervention and prevention initiatives from Australia and around the world
- Define the required investment, as well as the economic and social returns
- Continue to invest in our relationships with Aboriginal Community Controlled Organisations and support Self-Determination
- Forge a far-reaching coalition of stakeholders and influencers around the need for early intervention and prevention
- Influence government to significantly increase investment in early intervention and prevention

Strategic Initiatives:

- 1.1 Coalition of Stakeholders: We will work with partners and influencers to build a case for increased investment in early intervention and prevention in the child and family system.
- 1.2 Public Influence Campaign: Together we will establish a campaign to build public awareness, make the case for change and secure a commitment from government.

2. MAKE AN IMPACT



We will use the best knowledge available to deliver contemporary models of practice and measure their impact

Outcome: By being measurably better at what we do, we will create positive and lasting change in the lives of children, young people and families

Priorities:

- Develop and implement an evidence-informed practice model that is culturally safe and embraces diverse communities
- Bring data and service user voices together to demonstrate impact and lasting change
- Put in place organisational enablers that support collaboration and continuous improvement
- Enhance and grow our early intervention and prevention service offerings
- Challenge the status quo to ensure that service systems work to achieve positive lasting change

Strategic Initiatives:

- 2.1 Evidence-Informed Practice Model: Review practice models and implement an evidence-informed approach to the delivery of services.
- 2.2 Outcomes Framework: Put in place an organisation-wide Outcomes Framework to measure and monitor impact.
- 2.3 Knowledge Management: Develop a long-term strategy to support a culture of learning.
- 2.4 Early Intervention & Prevention: Identify key service user needs and target investment in developing this capability and service offering within Berry Street.

3. SUPPORT OUR PEOPLE

We will value our people and support them to ensure that together we courageously change lives

Outcome: Our people are highly engaged, connected and have the skills and support to excel in their work

Priorities:

- Be a leader in the employee and carer experience
- Create learning and development pathways for our people
- Identify and develop existing and future leaders
- The safety and wellbeing of our people underpins what we do

Strategic Initiatives:

- 3.1 People & Performance Development: Creation of a strategy that enhances our approach to attracting quality candidates, leadership development, supervision, learning pathways and workforce planning.
- 3.2 Review our Culture Journey: We will refresh our organisational values and behaviours.
- 3.3 Work Health & Safety: Development of a new WHS framework that responds to our continually changing environment and the wellbeing of staff.
- 3.4 Streamlining Systems: We will examine our systems and clear process roadblocks to support our people and their effectiveness.



4. FUTURE GROWTH & SUSTAINABILITY

We will be sustainable and responsive, build on our brand and form partnerships to better meet client needs

Outcome: Our work is enhanced by improved infrastructure, resources and systems

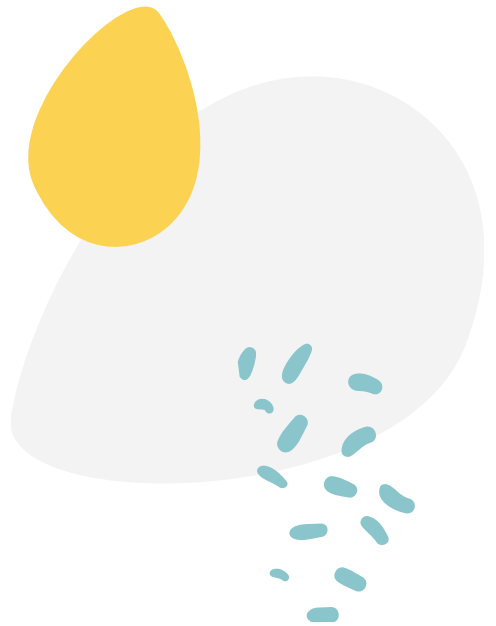
Priorities:

- Build financial sustainability through diversification and growth in income
- Map and refine the journeys and experiences of our service users to better meet their needs
- Forge strategic partnerships and alliances to increase the impact of our work
- Invest in systems that underpin and add value to the work we do

Strategic Initiatives:

- 4.1 Financial Strategy: Map income streams and prioritise new income generating initiatives for further development.
- 4.2 Client & Carer Experience: Understand and refine service-user and carer journeys by focusing on partnerships and improved digital engagement to enhance their experience.
- 4.3 Partnership Strategy: Map existing partnerships and create a strategy that includes identifying priority areas, our approach to partnering and measures for assessing 'partnership health'.
- 4.4 Enhance Technology Support Systems: Improve ITC systems and related processes across the organisation.





Central Office

1 Salisbury Street, Richmond VIC 3121

supportus@berrystreet.org.au

1800 237 797

www.berrystreet.org.au