

OUR CONTEXT

The funding and service environment is changing. Whilst this presents some challenges, it opens up very welcome opportunities...

for us to expand and improve our services, reduce the harms experienced by clients, families and the community; promote understanding and reduce stigma in the communities we work in; and diversify our income stream. Over the next 3 years we are looking forward to further developing our

services in the ACT and our newly established services in NSW – Murrumbidgee and Southern regions. This will include innovative ways of working with our clients and our other partners, expanding the reach and range of services we provide and increasing our support for vulnerable populations.

OUR VISION

Our services are **culturally responsive** and meet the **diverse needs** of our clients

Service providers are well-recognised and well-resourced

Models of care consider our clients' complex needs and cross-system effects

The **community** understand alcohol and other drug issues and supports a care-based approach

We support individuals and families to identify their goals and choose a path that is right for them.

Treatment prioritises early intervention and breaking the cycle of inter-generational trauma

Clients and families experience good access to timely and effective services

Evidence-based policies and programs extend across jurisdictions and agencies

OUR VALUES

Integrity **C**ompassion **A**cceptance **R**espect **E**xcellence



WHO WE ARE

Our mission is to instil hope without judgement; to work in partnership to maximise health and well-being.

Our services aim to reduce the harmful impacts of alcohol, tobacco and other drugs experienced by individuals, families and communities. Our relationships result in quality, responsive services that are relevant to our clients.

We are recognised as an innovative leader in the community by better meeting clients' needs through improved health services and early intervention. We inspire hope and creativity across the sector, nationally and globally.

OUR DIRECTION

<p>Tailoring Services</p>  <p>Ensuring our services are timely, responsive, culturally appropriate and meet the diverse needs of our clients and community.</p>	<p>Investing In Staff</p>  <p>Creating an inspirational environment, developing peer support and training for staff to retain and grow our professional workforce.</p>	<p>Tools and Data</p>  <p>Creating better resources for staff to deliver services, share knowledge and measure achievements.</p>	<p>Engaging Community</p>  <p>Building our community and media profile to diversify funding and change community attitudes.</p>	<p>Advocacy & Policy</p>  <p>Advocacy and support for strength focused, evidence-based policy, including harm reduction.</p>
---	--	--	---	--

OUR DIRECTION: Over the next three years, we will be improving the capability of our organisation through these five key initiatives.

WHAT	WHY	HOW	GOAL
<p>Tailoring Services</p>  <p>Ensuring our services are timely, responsive, culturally appropriate and meet the diverse needs of our clients and community.</p>	<p>Our clients are individuals and family members who may use, or are impacted by, alcohol and other drugs.</p> <p>We need to meet their individual needs, improve their resilience and help them to thrive.</p> <p>We need to innovate to address complex diverse needs across sectors and regions.</p>	<ul style="list-style-type: none"> • Conduct research and consult with clients and stakeholders to better understand client needs. • Develop a suite of services that are customer focused and consistently reviewed. 	<p>We better understand our clients and are able to better-match treatments to their needs.</p> <p>Clients are motivated and supported to reduce harm and achieve the outcomes they desire.</p>
<p>Investing in Staff</p>  <p>Creating an inspirational environment, developing peer support options and training for staff to retain and grow our specialist workforce.</p>	<p>We need a creative, supportive, innovative team to deliver the best possible outcomes for clients.</p> <p>We aim to be the employer of choice and retain a professional workforce.</p> <p>We would like to use the experience and expertise of peers to better support our clients.</p>	<ul style="list-style-type: none"> • Develop engagement initiatives to support staff. • Provide self care options and other services to staff to improve well-being and work health balance. • Establish learning and development programs to enhance capability and retain staff. 	<p>Our staff are specialised in a range of different therapeutic interventions and are culturally competent.</p> <p>Staff performance and well being is enhanced and staff feel supported by their colleagues.</p> <p>The expertise of peers is recognised and valued.</p>
<p>Tools and Data</p>  <p>Creating better resources for staff to deliver services, share knowledge and measure achievements.</p>	<p>We will improve and refine the resources we have to enhance service delivery, quality and effectiveness.</p> <p>We use data and knowledge to extract the best possible outcomes from every dollar invested.</p> <p>We can increase client engagement through use of social media, apps and other tools.</p>	<ul style="list-style-type: none"> • Better understand what staff need to deliver services and identify gaps. • Foster a culture of innovation to design and improve systems. • Consult with clients, staff and others to design better resources, share knowledge and measure achievements. 	<p>We have cutting edge technology that enhances and extends:</p> <ul style="list-style-type: none"> • Service delivery • Staff effectiveness • Knowledge development and knowledge sharing • Our ability to measure our performance <p>Clients can use knowledge to select treatment and support options and gauge progress.</p>
<p>Engaging Community</p>  <p>Building our community and media profile to change community attitudes and diversify funding.</p>	<p>We will work with the community, using our influence to change minds to change lives.</p> <p>We will raise awareness about our issues to increase support and become less dependent on government.</p> <p>We will expand the areas in which we work to better meet community need.</p>	<ul style="list-style-type: none"> • Develop partnerships and relationships with media organisations. • Maximise revenue from other income streams and fund raising activities. • Develop and implement a Reconciliation Action Plan. 	<p>Increased community awareness of Directions and the work we do.</p> <p>The community and other stakeholders support our aims and methods.</p> <p>We better engage and support diverse populations in our community.</p> <p>Diversified revenue base.</p>
<p>Advocacy & Policy</p>  <p>Advocacy and support for strength focused, evidence-based policy, including harm reduction.</p>	<p>We will become more politically agile, and advocate for better policy and services.</p> <p>We will give voice to our clients, and support the development of effective harm reduction strategies.</p>	<ul style="list-style-type: none"> • Explore opportunities for Directions clients to have a voice in policy and sector development. • Develop a range of mechanisms for more proactive involvement in Government policy-making and community advocacy. 	<p>We reflect the community's voice and attitude.</p> <p>Community AOD literacy and understanding is improved and stigma reduced.</p> <p>We are able to inform Government policy in the areas we work and have expertise to improve outcomes for our clients and the community.</p>