

CHI.L.D. Association

STRATEGIC DIRECTIONS

2011 - 2014



DISCUSSION PAPER

- ◆ Focus for 2011-2014
- ◆ Priority strategic areas
- ◆ Priority projects
- ◆ Feedback opportunity

OCTOBER 2010

MISSION

It is CHI.L.D.'s mission to support children and young people with language disorders to achieve their educational and personal potential.

OBJECTIVES

- To enhance the reputation of CHI.L.D. (Glenleighden & LET'S TALK) as 'centres of excellence'.*
- To contribute to advancements in understanding of primary language disorders.*
- To provide assistance to children/young people with primary language disorders and their families who are unable to access appropriate and/or adequate programs and/or support.*
- To highlight CHI.L.D. Association's contribution as a valued partner in the formation and implementation of policy or initiatives regarding primary language disorder.*
- To ensure the ongoing sustainability and growth for quality and diversity of services.*

LONG TERM ASPIRATIONS

- National and international recognition as a 'centre of excellence'.*
- A reputation for cohesive, knowledge-sharing staff and the high standards associated with its professional development program.*
- Expansion in facilities.*
- Informative high quality research centre.*
- Acknowledgment of educational programs as being at the leading edge.*
- A stable and growing funding base for operations.*

FOCUS FOR DISCUSSION PAPER

2010 saw the evolution of the strategic planning process introduced by the CHI.L.D. Executive Committee in 2005. With input from key stakeholders, participation of Board members and leadership staff involved in a process facilitated by Insight Plus, the following priority areas and projects were identified for the organisation for the 2011-2014 period. This discussion paper is provided to the community of CHI.L.D. to offer constructive feedback on the directions, priorities and projects before full implementation.

Please use the space provided on the back of this form and fax or email your valued comments directly to vikki.rosegraydon@childassoc.org.au by Friday 26th November 2010.

A final Strategic Directions paper will be distributed when all comments have been considered.

MODELS OF SERVICE



- Examining different models of service for the future sustainability of the school, clinic and outreach*
- Ensuring recurrent funding by meeting accreditation and accountability requirements*
- Providing quality and targeted professional development for all staff*
- Reviewing policies and procedures to ensure accessible, quality services*
- Reflecting on annual operational plans to improve future services*

EXTENSION OF SERVICES

- Recruiting staff proactively to account for growth of services*
- Investigating post-school services focusing on vocational education real world life skills*
- Investigating the provision of a pre-preparatory program for early identification and intervention services*
- Continuing development of eTherapy services*



INCOME



- Expanding income generating services such as professional development*
- Formalising a bequest programme*
- Establishing a "Glenleighden Foundation" as part of an investment strategy*
- Developing an income plan including a fundraising target for the next 5 years*

INFORMATION COMMUNICATION TECHNOLOGY

- Establishing sustainable, reliable ICT infrastructure*
- Reducing costs of telephone/fax by upgrading to new technology*
- Expecting staff to upskill in ICT user competency*
- Explicitly integrating ICT to enhance program delivery*



PROFILE BUILDING

- Developing and implementing a lobbying strategy, particularly for the political arena*
- Reinforcing links between the aims and activities of the organization & the external community through fundraising and public relations*

RESEARCH

- Allocating funding for research*
- Creating a Research & Training Centre*
- Developing clarifying purposes for a database*
- Fostering mutually beneficial relationships with quality external research partners*
- Supporting staff presentations in a variety of forums*



FEEEDBACK ON 2011-2014 STRATEGIC DIRECTIONS DOCUMENT
 Please provide practical ideas about how these projects could be implemented and/or
 useful comments about strategic directions generally.

Strategic Direction	COMMENTS
Models of Service	
Extension of Services	
Income	
Information Communication Technology	
Profile Building	
Research	

Phone: +61 7 3378 8625

Fax: +61 7 3378 8873

E-mail: vikki.rosegraydon@childassoc.org.au

C-/ The Glenleighden School
 33 Cubberla Street
 Fig Tree Pocket QLD 4069