

Strategic Plan 2025–2030

Innovate • Elevate • Empower






Contents

- 03 Our vision
- 04 Introduction
- 05 We Acknowledge
- 06 Strategy
- 07 Our Priorities

- 08 Implementing Our Strategic Plan
- 09 An advocate for change
- 10 Our People
- 11 Our People Strategy

- 12 Our Service Delivery
- 13 Our Service Delivery Strategy
- 14 Our Organisation
- 15 Our Organisation Strategy



Our Vision is a community in which everyone feels safe, belongs and has the chance to reach their full potential.



Introduction

How our values drive our work to protect the rights, wellbeing and safety of children each and everyday.



INNOVATE

We seek to continually grow and expand, building on established foundations in order to effect real and lasting change.



ELEVATE

We will support individuals and communities to rise up for the benefit of everyone, now and into the future.



EMPOWER

We will demonstrate the power within individuals and communities to reach their full potential.

We Acknowledge

SunnyKids acknowledges the Traditional Owners of the land on which we work, live and rest.

We appreciate the importance of building stronger relationships with Aboriginal and Torres Strait Islander peoples to foster a culture of understanding and respect.

By listening to their voices, understanding their need and collaborating we promote healing, mutual understanding and progress towards reconciliation.

Sunnykids continues our commitment to embrace diversity, equity and inclusion.



Strategy

Our Mission is to work to ensure every child, family and individual who needs help can get it.

Appropriate allocation of resources to ensure services remain consistent or expand each year by:

- Balancing program growth with comprehensive analysis of complexities within cases.
- Evaluating continued congruence of messaging, brand management and service provision to ensure authentic application of expertise.

Measure efficacy of programs at a strategic and frontline level formally while ensuring our commitment to the safety and wellbeing of children is paramount:

- Reviewing community need, changes and dynamics continually to ensure programs remain targeted.
- Committing to community education and seeking opportunities to share knowledge to effect change.
- Expanding our reach to children, individuals and families across the region as a priority goal while ensuring safety of children remains at the heart of our work.



Our Priorities

SunnyKids Virtual Village



Strong Governance

An effective board of management, appropriately skilled to evaluate strategy, community need and organisational alignment in an ongoing capacity.

We take our technological and financial responsibilities seriously by committing to appropriate and transparent management of all financial decisions and use digital technology to support transformative and future focused practices, improve access to data and information, enable more efficient business activities and deliver safe and secure environments for collaboration and administration.

Diversity and Inclusion

Grow capacity in our programs, workplace and community which values, celebrates and responds to individual identity and cultural diversity for all individuals including children.

Attraction and Retention of Expertise

Embrace, encourage and sustain a well established, high performing team in all corners of service provision, leadership and operations. Invest in professional development for all staff and create meaningful opportunities for leadership.

Business, Community and Sector Partners

We believe that a strong community needs the participation of all individuals. We aim to partner with like minded business and community leaders to build financial capacity, program sustainability and sector development by providing educational opportunities at all levels.



Implementing Our Strategic Plan

In developing the SunnyKids strategic plan, three phases were identified, along with priority actions and time frames for each of them.

PHASE 1

0 – 12 months

Focus on establishing benchmarks and baselines, completing existing projects and operational refinement of processes and tasks. This is the foundation from which we will build.

PHASE 2

12 – 36 months

Builds on phase 1 and focuses on actions that deliver changes which contribute to the achievement of the strategic plan. This stage includes finalising and formalising content for training platform,

PHASE 3

36 – 60 months

This is where we capitalise on the changes and achievements from phase 1 and 2, and we focus energy and resources on the remaining activities needed to achieve our strategic goals.

This phase calls upon us to look back on what we have achieved and lessons learnt, and look forward to determine what is still to be done. This is the foundation to begin the process of planning for 2030 and beyond.

Advocate for change

In developing the key focus areas and the activities under each, we recognise the intertwined and interconnected nature of the focus areas of the plan.

We acknowledge how together they all contribute to guide SunnyKids to build and maintain a strong workforce, deliver quality services to clients, build resilient and purposeful partnerships, and be an advocate for change.

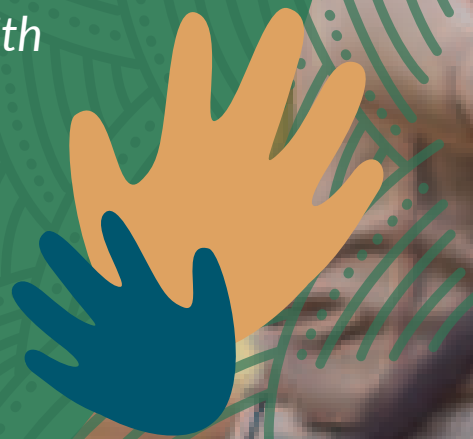


Our People

*"I feel my work is making a difference,
Adding value and has a purpose."*

*A skilled, passionate and sustainable workforce
will be built through recruiting, retaining,
training and supporting our staff.*

*We will connect, communicate and monitor our
internal and external environment to ensure
our processes and structures remain in line with
sector expectations, policies and practices.*



Our People Strategy

Priority	What success looks like	How we will measure success	We will hear
Internal Communication.	Increased staff awareness of key SunnyKids changes. Staff are actively involved in the communication loop through opportunities for ideas, innovation and feedback.	Participation in supervision. Staff feedback. Annual reviews. Exit interviews. Internal newsletter	"SunnyKids keeps me informed of any relevant changes that impact my role and communicates these clearly and promptly." "I can access information about changes in a way that I understand." "I feel heard and valued."
A confident and competent team.	All staff receive supervision on a bimonthly /quarterly /as needs basis. Program Team supervision occurs at least twice times per annum. Staff receive and access regular training and development opportunities.	Staff feedback. Annual reviews. Training register. Number of team /staff meetings. Number of training sessions held internally. Number of external trainings attended.	"I feel respected and supported." "I get regular supervision and debriefing." "I receive the training and support to be the best practitioner I can be." "The identified needs I have raised on
Grow our own.	Students and interns at SunnyKids have a positive experience during their placement, which contributes to their academic achievement and career decisions. A high number of students/interns seek employment at SunnyKids post placement.	Number of students supervised on placement. Placement closeout and supervision reports. Feedback from universities.	"SunnyKids supports local universities to develop their students' knowledge and understanding of SunnyKids." "My placement at SunnyKids was informative and inspiring, and I was supported." "As a student, I had a clear understanding of the project or role I was undertaking during my placement."

Our Service Delivery

We will articulate and utilise this framework to guide our decision making and service delivery.

On the occasions when we need to step out of our established processes, we will step into our ethical decision making framework and document our rationale for doing so and our subsequent actions.

We are committed to seeking out and listening to feedback about service delivery from our clients, and to modifying our processes and practices accordingly.



Our Service Delivery Strategy

Priority	What success looks like	How we will measure success	What clients and stakeholders will say
Client guided and evidence informed service.	<p>A service response that meets clients' identified needs.</p> <p>Annual service planning is scheduled and happening.</p>	<p>Client feedback.</p> <p>Tools: QR codes, online surveys, focus groups.</p>	<p>"I felt heard and believed."</p> <p>"SunnyKids listened to what I wanted and centred my concerns in their support and responses."</p> <p>"They called me back and followed up."</p>
Demonstrated alignment in all HSQF and Regulatory framework, Child Safe standards, Human rights and Universal principles.	<p>Demonstrated continuous improvement.</p>	<p>Audit results including immediate and transparent responses to any non conformities.</p> <p>Independent stakeholder feedback.</p>	<p>"I'm aware of SunnyKids 's full range of services, and they're easy to refer into and partner with."</p> <p>"SunnyKids have a clear commitment to children's safety and wellbeing."</p>
Building sector capacity through training and professional development.	<p>SunnyKids recognised as a experts within the sector.</p> <p>Broad reaching communication strategy developed and implemented.</p>	<p>Increased requests for PD, training and resources.</p> <p>Training evaluation/feedback.</p>	<p>"SunnyKids improved my ability to deliver a non judgemental, improved response to clients."</p> <p>"I better understand safety and risk."</p>

Our Organisation

We will build a sustainable and scalable organisation that considers ours and the communities current and longer term needs.

We will look to diversify our revenues with multiple funding streams, while meeting our contractual and legislative obligations and demonstrating strong governance protocols.



Our Organisation Strategy

Priority	What success looks like	How we will measure success	What clients and stakeholders will say
Diverse funding streams.	Alternative funding/revenue sources identified that align with SunnyKids values and mission.	Report additional funding through Integrated Financial Management System and Annual Reports, including comparison performance on previous three years.	"SunnyKids is a credible organisation that I trust as a partner in fulfilling my purpose and aims."
Demonstrate our value.	<p>Increased capacity and awareness among sector partners about our services.</p> <p>Policy and decision makers seek and value our input.</p> <p>We can see the impact of our contributions in policy and funding decisions by government.</p>	<p>Invitations to panels, boards, research committees, working groups.</p> <p>Requests for presentations and information sessions.</p>	<p>"The words of SunnyKids carry a lot of weight in the sector."</p> <p>"SunnyKids coordinates the collective voice to advocate for change and to continually respond to systemic gaps."</p> <p>"SunnyKids is a reliable source of good information that can be supported by documented evidence and data."</p>
Embed strong governance protocols.	<p>Sound financial decisions made regarding investments and financial risk management balanced with appropriate program growth.</p> <p>Board induction process, training and documentation in place for incoming directors.</p>	Board Directors have a keen and thorough understanding of the organisations mission while reviewing and utilising financial expertise of third party stakeholders when required.	"SunnyKids provides all necessary Service Agreement compliance documentation and financial data within the timeframes requested."
Advocacy.	<p>We can confidently and comprehensively communicate the SunnyKids message.</p> <p>Increased social media presence.</p> <p>Increased sharing of the content we create.</p> <p>High engagement and activation around our website.</p>	<p>Google analytics.</p> <p>Social media analytics and measurement.</p> <p>Feedback from social media.</p> <p>Evaluation from training.</p> <p>Feedback emails.</p> <p>Survey and focus group feedback.</p>	"SunnyKids tells women's and childrens stories accurately, respectfully and without exploitation for the benefit of increasing understanding, raising awareness and advocating for change."



CALL SunnyKids 07 5479 0394

EMAIL admin@sunnykids.org.au

sunnykids.org.au
