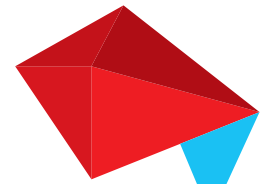


ShelterSA
Strategic Plan
2016 to 2018



ShelterSA
Housing: a basic human right!

Vision

Shelter SA's vision is for all South Australians to have an affordable, safe place to call home, especially people living on low incomes and minority groups.

Context

The policy context for the Shelter SA Strategic Plan includes:

- ▲ National Affordable Housing Agreement
- ▲ National Partnership Agreement on Homelessness
- ▲ South Australian State Strategic Plan
- ▲ Housing Strategy for South Australia 2013-2018
- ▲ Department for Communities and Social Inclusion Strategic Plan
- ▲ Department for Communities and Social Inclusion Service Agreement with Shelter SA
- ▲ Shelter SA Objects of the Association
- ▲ Shelter SA Constitution

Goals & Objectives

1 Advocacy & Policy

Positively inform and influence government decisions about housing and homelessness policy, funding and service delivery:

- 1 Collaborate with governments, other peak bodies, service providers, business and community members to achieve advocacy goals through participation in consultations, joint submissions and letters and information-sharing on up to five current issues each calendar year.
- 2 Successfully utilise a range of advocacy tools and engagement methods to raise political and public awareness about systemic housing and homelessness policy, funding and service delivery issues using on-line metrics to monitor engagement and reach.
- 3 Consistently seek external evaluation of our policy and advocacy work to demonstrate a 75% or greater participant satisfaction rating.
- 4 Ensure representation of issues relevant to regional South Australia through visiting at least two regional centres annually and advocacy activities directly related to policy, funding and service delivery in the regions through briefings to senior public servants and the media.
- 5 Advocate on a Federal level regarding the housing and homelessness policy and funding frameworks that affect South Australia, both independently and collaboratively by participating in National Shelter and contributing to their relevant campaigns, submissions and planning, as allowed by our resources.

2 Stakeholder Engagement

Utilise a range of engagement and communication methods to increase the number of people we engage across South Australia, including people living in regional areas:

- 1 Participate in up to 25 external forums, consultations, committees and meetings to ensure Shelter SA representation each calendar year.
- 2 Develop and implement a social media strategy directly linked to Shelter SA's vision to build our supporter base and use on-line metrics to demonstrate growth in the reach of our work.
- 3 Maintain strong relationships with Shelter SA stakeholders including ministers, ministerial advisors, members of parliament, senior public servants, community leaders, business and the community sector and participate in at least 25 briefings and requests for advice each calendar year.
- 4 Continue to strengthen and build our networks, paid memberships and supporter base evidenced by the number of subscribers held on our database, number of paid memberships and supporters via social media and an overall increase of 10%, from 2015 levels, for the life of this Plan.
- 5 Develop a specific cultural advice strategy by December 2016 and undertake ongoing activities to consult with people from Aboriginal communities to ensure that Shelter SA's operations, governance and engagement activities are culturally appropriate.

3 Leadership & Innovation

Demonstrate leadership by exploring new ideas, policies and funding models and progressing innovative solutions related to housing and homelessness issues:

- 1 Keep up to date with technology and undertake innovative projects to ensure Shelter SA remains a relevant, credible and reliable source of knowledge and information.
- 2 Communicate our achievements through public and targeted electronic communication, website, media and social media at least four times annually.
- 3 Implement the use of the Shelter SA Dashboard and Advocacy Progress Planners and supply results to the Shelter SA Board twice annually.
- 4 Share innovative advocacy tools, sector development ideas and research with our members, supporters and other stakeholders at up to five workshops and forums each year.

Reporting

Shelter SA has developed a Dashboard to report to the Shelter SA Board. The Dashboard is also used to report progress to the Department for Communities and Social Inclusion on the Shelter SA Service Agreement. Advocacy Progress Planners supplement the Dashboard for key operational initiatives. Where the Shelter SA Strategic Plan contains objectives additional to the Service Agreement, SMART¹ benchmarks are contained within the Shelter SA Operational Plan and reported to the Board by exception.

¹ SMART – Goals that are Specific Measurable Achievable Realistic Time-bound