

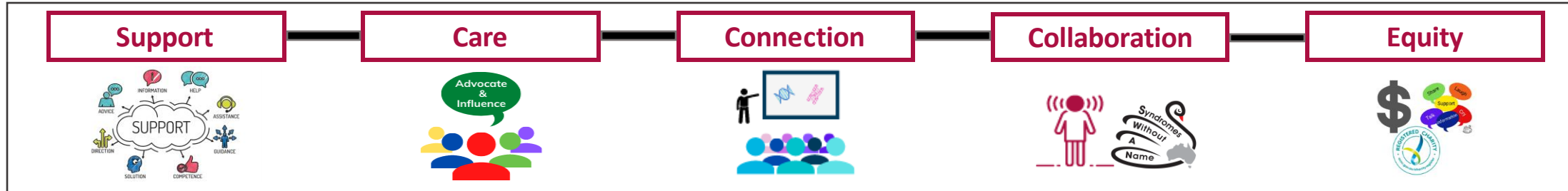


SWAN STRATEGIC PLAN: 1 JANUARY 2022 – 31 DECEMBER 2024

VISION

Every SWAN family feels **SUPPORTED** and **EMPOWERED** to **CONNECT** and **ADVOCATE** and has access to **GENETIC AND GENOMIC TESTING, HEALTHCARE** and **DISABILITY SUPPORTS**.

VALUES



PRIORITIES

Improved Outcomes

Advocate & Influence

Educate & Inform

Awareness

Sustainability

DELIVERY

- Support our members and drive ongoing engagement
- Evaluate our approach to refine what we do and the resources we offer
- Collaborate with partners to further support and ensure our members can access appropriate care
- Advocate for improved health and disability supports (including the NDIS)
- Support our members through transition phases, e.g. paediatrics to adult care

- Build our representation, raise our profile and create awareness through targeted key stakeholder engagement
- Focus on evidence generation and how we communicate and use this to advocate for better outcomes for our families
- Write submissions and meet with key decision makers to represent the voice of SWAN families

- Inform all our stakeholders about the challenges SWAN families face and the work we do in supporting our families.
- Deliver a range of education and information seminars, workshops, information sessions and resources to key stakeholders

- Raise awareness within the wider community of SWAN and the work we do in supporting families, this includes among:
 - Health professionals
 - Allied health professionals
 - NDIA
 - Funders
 - Decision makers
 - Potential SWAN families
 - General public
 - Potential collaborators

- Engage in fundraising activities and diversify revenue streams
- Facilitate succession planning and build capacity of staff and volunteers
- Work with purposeful collaborators on joint projects to support our members
- Ensure marketing including social media is current and appropriately aimed at our target audience

GOALS

- ❖ Increase the number of SWAN families we support
- ❖ Complete a satisfaction service delivery evaluation report
- ❖ Increase the number of events we hold each year

- ❖ Explore and utilise our members lived experience
- ❖ Respond to consultations within our capacity
- ❖ Address and promote key issues for systemic change
- ❖ Raise SWAN's profile among governments and other stakeholders

- ❖ Develop tool kits to support our key stakeholders
- ❖ Increase the number of presentations and education opportunities we have each year to key stakeholders

- ❖ Increase events and story telling opportunities to raise awareness with our target audiences
- ❖ Increase media opportunities and engagement to raise our profile and increase awareness

- ❖ Expand workforce, enabling SWAN to build its capacity to grow, evolve and support more members
- ❖ Strategies and tools developed to ensure the longevity of SWAN