

Independent Living Centre NSW Strategic Plan 2009 – 2012

VISION: To change lives through assistive technology

PURPOSE: To inform people's choices of assistive technology by providing impartial advice & information

VALUES: Leadership, Independence, Connectedness, Choice, Expertise

GOAL 1: *To grow our range of services to reach more people in more ways*

Success will mean

- ✚ Knowing our markets and increasing the numbers of those who use our services;
- ✚ We provide a range of flexible services that meet their changing needs;
- ✚ We innovate in the way we deliver our services to those that require them.

GOAL 2: *To advise on systemic changes that lead to a wider use of assistive technology and a responsive, accessible built environment.*

Success will mean

- ✚ We have actively procured changes to the built environment;
- ✚ We are recognised as a thought leader in the area of access and design and AT;
- ✚ We participate in key initiatives that impact on the built environment and the use and application of AT.

GOAL 3: *To increase the brand awareness, public perception and knowledge of the ILC NSW*

Success will mean

- ✚ We have a recognised and clear brand;
- ✚ Our brand and associated marketing activities has led to us being more relevant to those who need us, fund us and support us;
- ✚ We are recognised as a leader in our field.

GOAL 4: *To develop viable, alternative sources of revenue to support our operations*

Success will mean

- ✚ We have a mix of fee-for-service and non fee paying services;
- ✚ We receive revenue from activities as well as sponsorship and/or grants;
- ✚ We have secure and profitable partnerships with others who share our vision and values.