

B-Attitudes Inc

Strategy 2007-2010

Our Vision:

walking in partnership towards recovery from drug
addiction

B-Attitudes is a Public Benevolent Institution
and has Deductible Gift Recipient Status

B-Attitudes Inc

- is a small not-for-profit organisation driven by a strong God given foundation
- is committed to provision of community based addiction recovery and family care
- has operated in Western Australia since 2002, evolving from Churchill Community Care which commenced in January 2001 initially as a voluntary service
- is strongly committed to a recovery process that facilitates restoration of the physical, mental, emotional, social and spiritual lives of people affected by substance misuse and empowerment of young people
- works in partnership with other organisations in the WA network of Alcohol and Other Drugs Services.

Mission

An organisation's Mission describes its reason for being.

B-Attitudes Inc facilitates recovery, hope and nurturing for individuals whose own lives, or the lives of their friends, family or children have been affected by substance misuse.

B-Attitudes Inc values:

- Faith in God
- Professionalism, integrity and accountability
- Respect
- Empowerment
- Community
- Abstinence
- Productive partnerships and collaboration

B-Attitudes operational goal is by 2010 to have the financial and people resources to increase outreach across the metropolitan area, double the number of clients it engages with annually, and ensure a service into the future.

To achieve this goal, B-Attitudes has identified the following Business Activity Areas for 2007-2010.

1. Responsible governance and management
2. Financial sustainability and growth
3. Quality services
4. Effective communication

Strategy 2007-2010

Activity area 1: Responsible governance and management

No	Key Action	Measure/Targets	When	Who
1.1	Operate within a transparent governance and management organisational framework	Annual review of Committee decisions and processes	Ongoing	Chairperson
1.2	Adopt a strategic approach to the management of the organisation	Strategic plan endorsed and reviewed annually	Annually in July	Committee
1.3	Develop a policy for working in partnership with other compatible organisations and establish criteria for assessing opportunities for partnerships.	Policy developed and in place Policy reviewed annually	June 2007 Ongoing	Working Group
1.4	Develop and document business practices that will facilitate development of partnerships	Current policies and procedures reviewed and updated New policies and procedures documented	August 2007 and ongoing	Working Group
1.5	Review existing policies and procedures and develop and document new policies and procedures as required	Annual review completed Revised and new policies documented and endorsed	September 2007 and ongoing	Working group Committee
1.6	Further develop current risk management framework that can be used to assess risk associated with current and future activities and inform decision making	Risk management framework developed.	October 2007 Ongoing review	Designated Committee Member

Activity area 2: Financial sustainability and growth

No	Key Action	Measure/Targets	When	Who
2.1	Develop realistic break even budgets that include administration costs in the design of all programs and projects, including all proposed new initiatives (1)	Budgets developed for all projects and new initiatives	Ongoing	Staff develop Committee review
2.2	Monitor funding and grant opportunities and assess consistency with B-Attitudes directions and capacity to fulfil the legal and service delivery requirements of project briefs.	Opportunities identified and assessed	Ongoing	Staff
2.3	Develop submissions in line with requests for tender.	Completion of submissions for selected projects	Ongoing	Staff
2.4	Review unsuccessful submissions and identify lessons learned that can be incorporated into future submissions.	Reviews completed	As needed	Staff
2.5	Develop a fundraising plan including annual targets for capital and operational funding and criteria for assessing sponsorships.	Fundraising plan completed. Targets set Criteria developed	July 2007 ongoing	Staff develop, Committee review
2.6	Implement fund raising plan.	Annual sponsorship fundraising target achieved	Review quarterly	Designated Committee and staff members
2.7	Undertake an annual environmental scan of available DAO services to determine service gaps and opportunities to expand B-Attitude's services.	Annual scan completed	Annual	Staff to initiate
2.8	Develop fee scales for potential user pay services	Fee scales developed	Ongoing	Staff

(1) Applies to all unfunded activities including Community Education Program, Events, weekend marathons, for example as well as all new initiatives proposed.

Activity area 3: Quality services

No	Key Action	Measure/Targets	When	Who
3.1	Review the current service model, research and evidence-based directions to inform development of future services and potential partners	Annual review completed	October 2007 and ongoing	Staff
3.2	Operate in accordance with the WA Alcohol and other Drug Sector Quality Framework	6 monthly internal review against standards	Annually July and January	Staff
3.3	Maintain schedule for professional supervision and training	Professional supervision and training undertaken	Ongoing	Staff
3.4	Develop service to include an increased number of professionally qualified recovery facilitators	Additional qualified recovery facilitators engaged in service.	Ongoing – funding dependent	Staff, overseen by Management Committee
3.5	Develop existing mobile service to include a vehicle facility to complement the flexible service, increase accessibility, equity and responsiveness to individual, family and community needs.	Acquisition of suitable vehicle	Achieved 2008 and ongoing mobile office use development	Management Committee
3.6	Internal monitoring of service delivery	Reports produced to inform quality improvement process	Quarterly	Staff
3.7	External evaluation of services	External evaluation completed annually	Annual	Staff to arrange external evaluator
3.8	Examine the feasibility of developing and implementing a Community Education Program on a user pay basis.	Feasibility study completed	December 2007 and ongoing	Designated Committee and staff members

Activity area 4: Effective communication

No	Key Action	Measure/Targets	When	Who
4.1	Develop a communication plan linked to fund raising and promotion of B-Attitudes	Plan developed and progress reviewed regularly	August 2007 ongoing Quarterly review	Management Committee
4.2	Finalise printed promotional material	Brochures printed	July 2007 draft brochure, ongoing	Staff
4.3	Develop and implement a project plan and budget for production of a DVD	Project plan developed DVD produced	Plan developed by July 2007 Implementation by June 2008	Staff
4.4	Establish a fixed physical base as a means of raising B-Attitudes' profile with potential sponsors/donors.	Physical base established	August 2008	Staff
4.5	Establish a vehicle facility as a means of raising an innovative and tangible project profile with potential sponsors/donors.	Acquisition of vehicle	Plan developed 2006 Ongoing Achieved 2007	Management committee/staff

B-ATTITUDES INC – STRATEGIC PLAN 2007-2010 : OUR VISION: Walking in partnership towards **recovery from drug addiction**

OUR MISSION: B-Attitudes facilitates recovery, hope and nurturing for individuals whose own lives, or the lives of their friends, family or children, have been affected by substance misuse.

OUR VALUES:

- Faith in God
- Respect
- Community
- Productive partnerships & collaboration
- Professionalism, integrity & accountability
- Empowerment
- Abstinence

PRIORITIES			
Activity area1 Responsible governance and management	Activity area 2 Financial sustainability and growth	Activity area 3 Quality service	Activity area 4 Communications and profile
1.1 Operate within a transparent governance and management organisational framework. 1.2 Adopt a strategic approach to the management of the organisation. 1.3 Develop a policy for working in partnership with other compatible organisations and establish criteria for assessing opportunities for partnerships. 1.4 Develop and document business practices that will facilitate development of partnerships. 1.5 Review existing policies and procedures and document new policies and procedures as required. 1.6 Further develop current Risk Management Framework that can be used to assess risk associated with current and future activities and inform decision making	2.1 Develop realistic break even budgets that include administration costs in the design of all programs and projects, including all proposed new initiatives. 2.2 Monitor funding and grant opportunities and assess consistency with B-Attitudes directions and capacity to fulfil the legal and service delivery requirements of project briefs. 2.3 Develop submissions in line with requests for tender. 2.4 Review unsuccessful submissions and identify lessons learned that can be incorporated into future submissions. 2.5 Develop a fundraising plan including annual targets for capital and operational funding and criteria for assessing sponsorships. 2.6 Implement fund raising plan. 2.7 Undertake an annual environmental scan of available DAO services to determine service gaps and opportunities to expand B-Attitudes' service 2.8 Develop fee scales for potential user pay services and set a target for income from user pay services	3.1 Review the current service model, research and evidence-based directions to inform development of future potential services and partnerships. 3.2 Operate in accordance with the Western Australian Alcohol and Other Drug Sector Quality Framework. 3.3 Maintain schedule for professional supervision and training. 3.4 Develop service to include an increased number of professionally qualified recovery facilitators. 3.5 Develop existing mobile service to include a vehicle facility to complement the flexible service, increase accessibility, equity and responsiveness to individual, family and community needs. 3.6 Internal monitoring of service delivery. 3.7 External evaluation of services. 3.8 Examine the feasibility of developing and implementing a Community Education Program on a user pay basis. 3.9 Assess the feasibility of proposed new activities taking account of all costs, resources required and available funding sources	4.1 Develop a communication plan linked to fund raising and promotion of B-Attitudes. 4.2 Print promotional material 4.3 Develop an implement a project plan and budget for production of a DVD. 4.4 Establish a fixed physical base as a means of raising B-Attitudes' profile with potential sponsors/donors 4.5 Establish a vehicle facility as a means of raising an innovative and tangible project profile with potential sponsors/donors.