



Permanent Care and Adoptive Families (PCAF)

Strategic Plan

July 2023 to June 2026

Purpose:

We empower families to provide stable culturally relevant permanent homes for children and young people who cannot live with their birth families.

Our strategic intent is to:

- Aspire to achieve the highest quality in all our work and focus on delivering meaningful outcomes to the people that we serve
- Work to reduce inequities and ensure that all children regardless of their order receive the support they need
- Address what needs to be done to create a service system that works for the people we serve
- Listen to the voices of those with lived experience and embed lived experience into all that we do
- Transform and strengthen the way we work and the value that we deliver to the people we serve

Strategic Pillars

Advocating and amplifying the voice of lived experience

PCAF will:

- Collaborate with Aboriginal and Torres Strait Islander Peoples, communities, and organisations to ensure programs and services are determined by Aboriginal families, young people and children, and are culturally safe.
- Raise awareness about the importance of investment in Permanent Care, Kinship Care and Adoption
- Build the capacity of members to mobilise on the ground, grass roots local advocacy activities
- Work with people with lived experience and key stakeholders to influence government policy and sector reform
- Assist families to understand and navigate the service system

Increasing membership and developing a meaningful membership proposition

PCAF will:

- Develop a value proposition and suite of offerings that are meaningful to our membership
- Review and expand membership categories and consider a fee structure

Innovation and creating the evidence base

PCAF will:

- Partner for research and build the evidence of what works to enable best practice in programs and services
- Strengthen our position as a developer of 'greenfield' and innovative ideas with the capacity to conduct demonstration projects
- Influence, interpret and translate policy into action
- Make every effort to deliver meaningful outcomes for the people we serve in the most effective way possible

Growth and sustainability

PCAF will:

- Develop an effective Growth and Sustainability Strategy that will strengthen our market position, create efficiencies, diversify our revenue, explore alternative opportunities to improve our viability and increase access to services
- Raise, receive, and distribute funds in a manner that best attains PCAF's purpose
- Develop models that deliver financial sustainability over the long term
- Identify, build, and nurture strategic partnerships that add value to the work that we do

Investing in a capable organisation

PCAF will:

- Model integrity in governance in all organisational operations
- Build a workforce that is ready and enabled to accommodate growth, diversification, sector change and future ways of working
- Support a capable well-performing, responsive workforce and measure outcomes to assess workforce performance
- Achieve the highest quality in all our work and focus on delivering meaningful outcomes to the people that we serve
- Consolidate existing programs and services to ensure ongoing viability
- Ensure robust systems and processes, are embedded across the organisation