WHAT WILL MINDA BE LIKE IN 2020?

The rapid rate at which the Australian disability sector is changing suggests our organisation will look and feel quite different over the course of time. And, as we broaden our focus to embrace aged care and seniors living, education, social enterprise, consultancy and advocacy, Minda will evolve to be much more than a disability service provider.

Certainly our physical space will transform as we progress the Master Plan with purpose-built accommodation and lifestyle precincts at the Brighton site. Our commercial enterprises will grow too, with greater diversity and new ventures to enable more people with disability to enjoy the sense of achievement and belonging that comes with meaningful employment and training.

On the technology front, the options are boundless. The digital future offers extraordinary possibilities for supporting older South Australians, and those with disability. At the same time, the NDIS, and the once-in-a lifetime national disability reform agenda, reinforces the kind of independence, choice, security and participation that people have craved, and deserve.

While much will change, our core values and approaches, such as Person-Centred Thinking, and the fundamental principles of human rights, will not.

The people we support will always remain at the heart of our planning and decision-making.

And amid the technological transformation, our staff—particularly the care workers who deliver 24/7 support—represent the lifeblood of our organisation, bringing passion and respect to their roles every day.

Minda is only as strong as the local community from which it has received such generous goodwill since 1898. We are always grateful for that enduring support and we invite our many participants, colleagues, family members, friends and partners to share our journey over the coming years.

This strategic plan is our road map to achieving our vision. I hope you’re as proud and inspired, as we are, to be part of Minda 2020.

Cathy Miller
Chief Executive Officer
VISION
Minda’s vision is for people with disability to live enriched lives of their choosing.

PURPOSE AND MISSION
Minda’s purpose is to be a progressive organisation of choice for people with disability, supporting them on their journey toward enriched lives with greater community participation and contribution.

OUR VALUES

PASSIONATE
We care greatly for the people we support and we work hard to create an environment where individuals live a life of their choosing.

RESPECTFUL
We learn from each other and celebrate diversity—we value each person as an individual.

ACCOUNTABLE
We are transparent and responsible in all of our actions and we promote open communication.

INNOVATIVE
We embrace new ideas, take smart risks and reward creativity and innovation.

SUCCESSFUL
We grow from our successes, and also our mistakes, and abide by all processes and procedures.

ETHICAL
We are true to our word and walk our talk. We encourage autonomy and self-determination.
PROVIDER OF CHOICE
People will choose Minda for support because we offer so much more than just what is reasonable and necessary.

EMPLOYER OF CHOICE
Attract and retain the best staff and make Minda a great place to work.

PARTNER OF CHOICE
Build collaborative and creative partnerships that benefit the Minda community.

SUSTAINABILITY
Earn more to do more and secure a sustainable future while developing new ways to add value in all that we do.

LEVERAGE OUR ASSETS
Make best use of our precious assets to improve the quality of life for the people we support.
People will choose Minda for support because we offer so much more than just what is reasonable and necessary.
Strategic Goal 1

PROVIDER
OF CHOICE

Provision of high-quality innovative service offerings that promote outcomes and exceed customer expectations.

Minda will develop a flexible, agile and responsive gateway to services – Disability Choices. The Minda brand and continuity of service offerings enable choice as well as ensuring control rests with people with disability.

Minda will continue to provide services that support the ageing process and profile of many of the people we support.

We will embrace the challenge of the transition to the National Disability Insurance Scheme.

Our Health and wellbeing program will underpin our accommodation, employment and lifestyle services to ensure people can live the lives of their choosing.

We place empowerment and decision-making with the person at the centre, so that they can achieve their full potential.
Attract and retain the best staff and make Minda a great place to work.
Attract and retain a dynamic workforce with a passion for, and commitment to, enriching the lives of people with disability.

Foster a culture of success through a positive, values-based working environment that celebrates achievements.

Promoting life-long learning and opportunities that support our people to achieve personal and professional growth.

Drive a proactive culture of safety, good health and wellbeing.

Ensure our staff have the knowledge and guidance to deliver outstanding service today, and into the future.
Building trust with our stakeholders and strategic partners to ensure our ongoing sustainability and growth.

Engage with government to stimulate growth and development opportunities for people with disabilities.

Collaborative partnerships are developed with those who share our interests as a means of achieving service growth.

1. Minda’s day program incorporates the MyPATH educational curriculum, an initiative of St Laurence Community Services.

2. Minda’s partnership with the AEIOU Foundation includes a new early intervention centre for children with autism at Minda’s Brighton site.
Build collaborative and creative partnerships that benefit the Minda community
Earn more to do more and secure a sustainable future while developing new ways to add value in all that we do.
Grow our capacity and capabilities to maintain a sustainable future.

Best practice enabling business processes, financial, asset, human resources, risk, quality and information technology.

Creative and new sources of funding to grow our services are identified.

Build a high performance organisation by working together to support our business.

Seek grants and new sources of funding to grow innovative and alternative services.

Incorporate sound risk management practises to minimise the likelihood and impact of things going wrong.
Make best use of our precious assets to improve the quality of life for the people we support.
Strategic Goal 5
LEVERAGE ASSETS

Deliver the Master Plan on time and within budget.
Effectively and efficiently use and maintain the asset base of Minda to maximise value.
Ensure facilities are maintained in accordance with statutory and preventative programs.
Create opportunities for people with disability through the provision of affordable and appropriate housing.
WHAT SUCCESS LOOKS LIKE

BY 2020, WE KNOW WE WILL HAVE ACHIEVED OUR GOALS WHEN:

• We are recognised not just as a leader in comprehensive disability services but also for our aged care and seniors living.

• The dedication, skill and passion of our great staff is enshrined as the cornerstone of our services.

• Our Master Plan has transformed the lives of many more people through state-of-the-art accommodation and lifestyle facilities that harness the best emerging technologies.

• Students choose Minda-based education and training first, while our outstanding graduates are in high-demand from employers across the sector.

• Our diverse social enterprise portfolio has grown to represent best-practice in disability employment and generated new revenue that adds value to our services.

• Through professional advocacy and consultancy we have provided leadership to the disability sector and helped families access the support and services they need, underpinned by the NDIS.

• As one community—the individuals we support and their families, staff, volunteers, donors and partners continue to believe in our vision and actively participate in achieving our goals.

Together, we meet the known and unknown challenges ahead, building on our history, confident in our ability, bold in our thinking and unwavering in our commitment to realise our vision.

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