



2024- 2027 **STRATEGIC PLAN**



AN AUSTRALIA THAT VALUES AND SUPPORTS ALL CARERS

Introduction

More than 850,000 people in NSW are carers, providing care and support to a family member or friend. This unpaid care makes it possible for people to remain part of their communities throughout metropolitan, regional and remote NSW.

Carers come from all walks of life and cultural backgrounds. Carers can be any age and include children and young people. Being a carer can bring great satisfaction, but it often comes with emotional, physical and financial impacts, and for many it is a 24 hour a day job.

Carers NSW is the peak non-government organisation for carers in NSW and we operate with a single focus – to improve the lives of all carers.

We have deep and extensive connections with carers, are recognised for our expert knowledge of contemporary research and evidence and we collaborate with partners in Australia and internationally.

Our vision is
for an Australia
that values
and supports
all carers.

Our goals are to

- Be a leading carer organisation in which carers have confidence
- Actively promote carer recognition and support
- Actively support carers to navigate a changing service landscape that will be characterised by ongoing policy reform
- Promote connected community experiences and opportunities for carers that are inclusive of diverse carer groups
- Lead and advocate for carer-specific and carer-inclusive policy making, research and service delivery
- Continue to be a quality-driven, responsive and carer-focused organisation

Our work reflects our values of

- Carer focus
- Respect
- Openness & Inclusivity
- Accountability

This Plan is built around five Strategic Directions:

1

Informed and supported carers and responsive communities

2

A policy and research environment that supports carers

3

Excellent service delivery

4

A sustainable, diverse and inclusive organisation

5

Strong stakeholder engagement and partnerships

Each Direction is supported by Strategies, a statement of the Outcomes sought and a description of Priority Projects to be undertaken.



1

Informed and supported carers and responsive communities

- 1.1. Maintain Carers NSW as the preeminent source of accurate, comprehensive and current information for carers
- 1.2. Develop information for diverse carer groups, including First Nations carers, and deliver it in culturally effective ways
- 1.3. Identify and reach more carers, including at the point they first become carers
- 1.4. Help people to feel recognised, valued and supported in their caring role
- 1.5. Create carer-friendly communities which recognise the value of caring and respond to carers' needs
- 1.6. Support carers in employment, their pathways to employment, and employers who recognise and support carers

Outcomes

- Carers NSW is a recognised and valued peak organisation and source of comprehensive information and advice for all carers across NSW
- Carers are recognised and supported in their caring role, including when their circumstances change
- Communities, government, service providers, workplaces and education and training providers, are responsive to the needs of carers

Priority Projects

- Develop a model of carer support that identifies the points and pathways that will make intervention and support most useful
- Develop and deliver bespoke information that reflects the diversity of carers and how different cohorts access and consume information

2

A policy and research environment that supports carers

- 2.1. Engage in systemic advocacy that is informed by the voices of carers
- 2.2. Promote the social and economic value of caring to governments and to the community
- 2.3. Support carer wellbeing by leading the sector in advocating for policy change and service systems that meet carer need and demand
- 2.4. Utilise Carers NSW's service delivery expertise to inform its policy and research role
- 2.5. Conduct and disseminate primary research to inform policy and service delivery and contribute to the broader evidence base
- 2.6. Collaborate with other researchers and organisations in conducting, informing, and applying research

Outcomes

- The policy environment supports and encourages governments, communities, and service systems to recognise and support carers and maintain their wellbeing
- Government policies are carer-inclusive, and programs effectively support carers throughout the carer journey
- Carers NSW is recognised as the leading expert in carer research that is informed by practice and applied widely

Priority Projects

- Within the context of the *NSW Carers (Recognition) Act 2010*, develop guidance on Carer Impact Statements and promote their use in major government decisions
- Increase the impact of the National Carer Survey by expanding its reach, uptake and the awareness and use of the resulting data

3

Excellent service delivery

- 3.1. Develop and deliver services that are carer-informed and give carers the skills and support they need
- 3.2. Ensure delivery is supported by strong systems and infrastructure
- 3.3. Embed continuous quality improvement in all programs, including Carer Gateway, by evolving models of service that respond to the needs and environments of all carers
- 3.4. Keep carers and other stakeholders updated about the use and impact of information they share through consultation and research
- 3.5. Use Carers NSW's evidence-based practice model to strengthen service design and delivery and share this knowledge with a broad range of stakeholders and peers
- 3.6. Identify innovation and excellence in other service providers and sectors, and learn from this

Outcomes

- Carers NSW services meet the needs of carers when they become carers, and offer timely support
- Carer Gateway services are strengthened by new approaches
- Carers NSW is a leader in practice by developing models that meet the needs of carers
- Carers NSW's knowledge and expertise is shared and positively influences carer support and wellbeing

Priority Projects

- Continue to develop Carer Gateway services and secure Carers NSW as a valuable part of the service system
- Strengthen the framework used to ensure that services delivered through contractual partners are high quality, by defining outcomes and referral pathways and by using emerging systems to better monitor performance

4

A sustainable, diverse and inclusive organisation

- 4.1. Strengthen the profile of Carers NSW as an employer that prioritises inclusive business practices as well as attracting, developing and retaining a high calibre and diverse workforce
- 4.2. Attract and retain First Nations staff with culturally sensitive approaches to recruitment, skill development programs and career paths throughout the organisation, including in its governance
- 4.3. Further develop and integrate financial systems to deliver increased resilience and financial strength
- 4.4. Manage risk to safeguard the organisation and the wellbeing of staff and carers
- 4.5. Continue to improve Carers NSW's environmental sustainability and reduce its carbon footprint
- 4.6. Continue to invest in Carers NSW's digital future by ensuring systems are fit for purpose, secure and accessible
- 4.7. Build staff capability so that digital systems provide maximum utility and efficiency

Outcomes

- Carers NSW has quality systems that support service delivery and the organisation's functioning
- Carers NSW is a culturally safe and inclusive organisation

Priority Projects

- Develop Carers NSW's next Reconciliation Action Plan in collaboration with First Nations staff, carers, and partners
- Continue the transformation of Carers NSW's Information Technology including its financial systems
- Develop and implement Carers NSW's Workforce Strategy

5

Strong relationships with partners and stakeholders

- 5.1. Maintain Carers NSW's profile as the leading expert in carer policy, research and education
- 5.2. Build and maintain connections to increase inclusion of carers who are isolated or disadvantaged, including with Aboriginal Community Controlled Organisations to enhance access and service outcomes for First Nations carers
- 5.3. Build and maintain partnerships to increase the resilience and future growth of Carer Gateway services
- 5.4. Strengthen engagement in project delivery, expanding collaborative partnerships and connecting stakeholders with each other to create communities of practice
- 5.5. Grow the Carers + Employers Network and the number of organisations seeking accreditation
- 5.6. Bring contemporary evidence and the voice of carers to the NSW Government to help shape its policy and positioning
- 5.7. Build and maintain strong relationships with government agencies and proactively support them to ensure the obligations of carer-related legislation are widely understood and that their services are carer-inclusive
- 5.8. Work to build partnerships across the National Carer Network (including Carers Australia)

Outcomes

- NSW Government recognises and supports carers through its policies and funded programs
- Carer Gateway partnerships, including with Aboriginal Community Controlled Organisations, are consolidated, and expanded to improve accessibility, service delivery approaches and options
- Carers NSW builds on and expands its collaborative partnerships
- Annual growth in the number of organisations in the Carers + Employers Network

Priority Projects

- Develop a Carers NSW Partnership Engagement Strategy together with guidance and tools to support its implementation
- Implement a comprehensive communication and promotional strategy that helps people recognise their caring roles, and that demonstrates the value of caring and the support available to carers
- Develop Carers NSW's Client Relationship Management system and embed it in all engagement activities

Implementing the Plan

The Strategic Plan 2024-2027 reflects Carers NSW's ambition to increase its influence and impact to improve the recognition, support, inclusion, and wellbeing of all carers living in NSW.

The staff of Carers NSW will implement the strategies by working closely with carers, with governments, businesses, its sector partners, national and international carer organisations and with the community.

Progress and performance will be monitored and reported on and used to keep the Plan dynamic and focussed.



Carers NSW Limited

Level 10/213 Miller Street
North Sydney NSW 2060
Tel: 02 9280 4744
Email: contact@carersnsw.org.au
Web: www.carersnsw.org.au

 @CarersNSW

 carersnewsouthwales

