



*Changing the game  
to make inclusion possible  
for all Australians*

# Strategic Plan 2021–2024



everyday independence



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## Foreword from our Founder and Chair of the Board

The Everyday Independence Board is pleased to present its 2021–2024 Strategic Plan.

This plan is an essential part of our organisational framework and outlines our strategic focus for the coming year and beyond, until 2024.

We are at an exciting juncture in Everyday Independence's journey, and the last six months have been pivotal in shaping our future as an organisation. We welcomed a new CEO and reshaped our teams around our shared single purpose of working together to achieve greater outcomes for the people we serve.

Having known nothing but Everyday Independence for 23 years, I have had the opportunity to step back and look at us through a different lens, with a fresh perspective.

I was curious as to whether we are meeting the needs of the disability sector and whether the social model is aligned with world-leading practices. The literature confirms that these models are considered best practices for people living with a disability.

We now have the opportunity to **boldly stride forward**. To change the way Australia looks at people living with disabilities, to commit to providing them with more equal opportunities to enjoy everyday life.

Our Strategic Plan will assist in delivering Everyday Independence's aspirations and priorities to ensure we deliver the vision of Australia's National Disability Insurance Scheme (NDIS). And we'll do this *the Everyday Way* to ensure that all Australians enjoy more of everyday life as valued members of their community.

**Leanne Healey**, Founder and Director



## Why we do what we do

# *Changing the game*

Over the next three years, we will be focused on growing an organisation that will work with people with a disability and the NDIA to address key challenges. Our goal is to change the game in Australia.

Success will be achieved when:

1. Waitlists for people seeking therapy are substantially reduced and our participants are supported to fully utilise their plans.
2. More participants and communities across Australia have access to world-leading therapy services that enable them to push beyond their comfort zones and become valued community members.
3. More participants are inspired to believe in the possibility of living an everyday life or have reached their potential, and communities better understand the value and benefits of the NDIS.
4. Our passionate and talented workforce is committed to growing and delivering trailblazing services and contribute to driving social change.





## Our Promise

*To build confidence, skills and remove social barriers to enable everyday independence.*

## Our Vision

*For every Australian to have the skills and confidence to engage in everyday life as valued community members.*

## Our Purpose

*We push harder to make inclusion possible for all Australians.*

## Our Why

*We strive everyday to lead and support individuals, their families, communities and our nation to become a global leader for inclusion.*



## Our strategic horizons 2021–2024

Over the next three years, our horizons are:

### Horizon 1: 2021–2022

Everyday Independence will steadily build our capability – continually increasing access to services, significantly reducing community waitlists, and building a culture of capacity building service delivery and leadership for our team and everyone we support.

### Horizon 2: 2022–2023

Everyday Independence is increasingly recognised for the way that our game-changing teams work to drive positive, life-long outcomes for participants, their supports, the industry and the community, as we work towards building a more inclusive Australia.

### Horizon 3: 2023–2024

Everyday Independence continues to grow evidence-based insights, tools, capacity building professional practices and excellent training needed to maintain our leadership and influence to create lasting value across Australian communities.



## Our four focus areas

1

### Increasing access

*We ensure more people can benefit from our life-changing support.*

2

### Demonstrating value

*We explore all available evidence-based best practices, support resources, innovations and technology to drive change and improve outcomes more cost-effectively.*

3

### Broadening reach and influence

*As an influencer, we reach and make a positive impact on communities and professional organisations across Australia.*

4

### Growing a trailblazing team

*We continue to grow a talented and a passionate team who embrace the Everyday Way, rock their roles and are committed to changing the game for participants.*

# 1 Increasing access

## HOW WE MAKE A DIFFERENCE

**An interdisciplinary service where wait lists do not exist and participants receive value for money.**

*We ensure more people can benefit from our life-changing support.*

- > We will continue to grow our services and access to interdisciplinary teams to broaden the range of professionals able to deliver our services, and make it easier for people to access more of them.
- > We will continue to extend our reach so more people can access life-changing services.
- > We will streamline our customers' journeys so they can access services quickly and their experiences are more memorable and valuable.
- > We will continue to operationalise the role of the Primary Therapist role and embed therapy planning practice so that our participants have ongoing access to our services and achieve life-changing outcomes from their funding.

*"Every person with a disability and every community deserves access to life-changing therapy services.*

*There are still many communities without access to quality therapy services, which is why we will be extending our reach into metro South Australia and Western Australia in 2021, and more locations across Queensland in 2022.*

*We know that communities in regional areas face challenges when it comes to accessing services, so we are exploring extending our services into regional communities in New South Wales and Queensland, in addition to our existing footprint in regional Victoria.*

*We will keep reaching into communities, no matter how remote, where we believe we can make a difference."*

**Mal Healey, Director**





## 2 Demonstrating value

### HOW WE MAKE A DIFFERENCE

Be a leading voice in broadening community knowledge of the social model and its many benefits, for both, those living with a disability and the communities they are an important part of.

*We harness all available evidence-based best practices, support resources, innovations and technology to drive change and improve outcomes more cost-effectively.*

- > Our services will create lasting value and have a positive impact across Australian communities.
- > We will build awareness and understanding by demonstrating emotive and powerful evidence of how much can be achieved with the right therapy and support.
- > We will move from selling services (outputs) to selling capacity building (outcomes) as the most impactful way to bring about societal and economic change.
- > We will invest in creating world-leading technology that contributes to the body of evidence around social model therapy efficacy.
- > Our Habit Coach program demonstrates the innovative ways that we deliver cost-effective supports.

Everyday Independence pioneered a unique service offering in early 2021 – Habit Coaches.

Habit Coaches have helped our participants to practise skills they learn during therapy sessions, building their confidence to make changes to routines so they can achieve daily goals, live with greater independence, and participate more in everyday life.

For 38-year-old Marc, this has resulted in building stronger connections with his family.

Marc lives in group accommodation and was looking for ways to overcome his communication difficulties, so he could better connect with his family. After only a few weeks, his Habit Coach inspired him to take regular photos and document his day, enabling him to share a story through his photos.

*“With the use of photos that he’s taken, he’s more able to remember the things he’s done and talk about the things that he has seen during the week that had been interesting to him, which I think is powerful.”*

Jade, Marc’s Speech Pathologist



### 3 Broadening reach and influence

#### HOW WE MAKE A DIFFERENCE

Increase community knowledge and changing the perception on what quality therapy services look like, where they can be conducted and what standard they should expect from service providers.

*As an influencer, we reach and make a positive impact on communities and professional organisations across Australia.*

- > We will grow our influence through evidence, education and advocacy for why social model therapy delivers the most cost-effective, capacity building outcomes available to NDIS participants.
- > We will continue to advocate for the people we support and create social impact through collaboration and innovation.
- > We will continue to scale our model into those communities needing access to life-changing services.
- > We will continue to attract overseas talent to enable our continued growth into regional and remote locations across Australia.
- > We will build strategic partnerships and community links to make a greater impact together.
- > Our teams, participants and commercial partners will benefit from our digital mindset.



*“Everyday Independence recently partnered with Gymnastics NSW in line with our belief that we can make inclusion a possibility for everyone.*

*By choosing to partner with like-minded organisations, that share a deep commitment to developing people’s potential, we know that together, we can influence change.*

*Launched in June 2021, this partnership has seen GNSW implement strategies to give people a chance to participate in gymnastics at the level of their choice and ability, in addition to creating a more inclusive environment within gyms.*

*Athletes have been supported to attend classes through the NDIS framework, giving everyone an equal opportunity to benefit from all that gymnastics has to offer.”*

**Liz Pearson**, National Chief Operations Officer



## 4 Growing a trailblazing team

### HOW WE MAKE A DIFFERENCE

Growing a team of change-makers who deliver extraordinary service to our participants in a talent-short competitive environment.

*We continue to grow a talented and passionate team who embrace the Everyday Way, rock their roles and are committed to changing the game for participants.*

- > We continue to create a values-led culture that places the participant at the heart of everything we do.
- > Our culture of learning and collaboration enables team members to explore, assess and develop their career and personal strengths, to enable us to change the game for participants.
- > We have become a magnet for prospective talent looking to drive positive, life-long outcomes for our participants.
- > Our team members feel that they belong at Everyday Independence and are strong advocates for our brand and our participants.
- > We work smarter and use quality systems to improve efficiency.

*"We are incredibly humbled to work with more than 1350 families across Australia who have young children with a disability or developmental delay.*

*We know there are families across Australia who are waiting for early childhood intervention services. By bringing educators to Everyday Independence, we can meet the full range of children's and families needs and accelerate the support we provide."*

**Tania Houghton**, Early Childhood Intervention Lead



*It's why the team at Everyday Independence have always thought bigger, worked smarter, reached further and pushed harder to become the only organisation in Australia with the scale and reach, working in a social therapy model – the Everyday Way – to improve the lives of people with disability.*

**Leanne Healey,**  
Founder and Director, Everyday Independence



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