

**Cairns Regional Community Development and Employment (ATSI) Corporation – Strategic Plan 2016 – 2019**

<b>OUR VISION</b>	<b>OUR PURPOSE</b>
Is to build a healthy and proud community empowered through culture, employment and enterprise in line with the Regional Agreement	Is the relief of poverty, sickness, destitution, homelessness, serious economic disadvantage, distress, suffering and misfortune of Aboriginal persons, communities and groups within the Cairns and Tablelands area.

**GOALS:**

- **Raise our Voice**
- **Broaden Our Impact**
- **Deepen Our Value**
- **Strengthen Our Core**

## RAISE OUR VOICE

<b>Why</b>	To build the recognition and influence of the collective impact of our work
<b>Our Organisational Priorities</b>	<ol style="list-style-type: none"><li>1. Tell people about our work and vision (<i>Goal 8 from previous Strategic Plan</i>)</li><li>2. Demonstrate our commitment to engaging Traditional Owners and Indigenous organisations across Cairns and the Tablelands about our business activities in their area</li><li>3. Use our established links with Indigenous groups to demonstrate our point of difference</li><li>4. Develop or join networks relevant to our vision and business activities</li></ol>
<b>The Way We Measure Our Successes</b>	<ul style="list-style-type: none"><li>• Brand recognition (eg surveys, qualitative and quantitative statistics)</li><li>• Number of places and frequency with which we showcase our products and services</li><li>• Engagement of others (eg MOUs, visitors to the Hub)</li><li>• Increased knowledge and information for our business decision making.</li></ul>

## BROADEN OUR IMPACT

**Why**

To create and implement innovative and sustainable solutions to address social and economic disadvantage

**Our Organisational  
Priorities**

1. Expand our influence in our community through collaboration and relationship building
2. Broaden our businesses and develop new opportunities by increasing the impact, scale and reach of our products and services (*incorporates 5, and 7 from the old Strategic Plan*)
3. Identify emerging opportunities where there is value in diversification

**The Way We  
Measure Our  
Successes**

- Diversified sources of funding
- New opportunities initiated
- Secured business/programs
- Increase in range and number of collaborations/relationships with organisations/individuals

## DEEPEN OUR VALUE

<b>Why</b>	To ensure we are the leading provider of services within our community
<b>Our Organisational Priorities</b>	<ol style="list-style-type: none"><li>1. Support cultural, training and business activities that build motivation and opportunities (<i>combines 1-4 in the old Strategic Plan</i>)</li><li>2. Build new and enhance existing relationships within our community</li><li>3. Build compelling value propositions for our members and stakeholders</li></ol>
<b>The Way We Measure Our Successes</b>	<ul style="list-style-type: none"><li>• The number of industry partnerships</li><li>• Strong cultural, training and business activities</li><li>• Client focused data</li></ul>

## STRENGTHEN OUR CORE

*Why*

To build resilience and safeguard our future

*Our  
Organisational  
Priorities*

1. Make industry engagement our strength
2. Build capacity and resilience through our structures, systems and activities
3. Attract, develop and retain the internal capability required to achieve our goals
4. Always operate transparently, ethically and within our means

*The Way We  
Measure Our  
Successes*

- Effective and efficient structures, systems and practices
- Increased market penetration
- Broad revenue base
- Good corporate governance