



Hopefield

Strategic Plan

Summary
2018-2021

BACKGROUND

01

In the last two decades Hopefield has built a strong reputation for delivering effective social and relational services and programs. The organisation's strengths include constant innovation, accessibility, commitment to excellence and a grass roots approach to community need.

02

More recently the organisation has been able to demonstrate its ability to operate to best practice standards by attaining accreditation as a NDIS provider and expanding its DGR status.

03

Coupled with a successful social enterprise pilot, significant income growth and a vision for the future, the organisation has all the foundations for taking its next steps.



Hopefield is now poised to make a significant difference in the local community.

OUR GOALS

Over the next three years, Hopefield will maintain and build on these existing areas of strength. Hopefield will aim to become a community organisation where:

01

Our clients experience exceptional support and make real progress in their social, emotional and mental health goals.

02

We become a sought after resource (for both the sector and wider church). Our expertise is recognized and we openly share our knowledge.

03

Our "neighbours" in the community will flourish because we are here.

PRIORITY AREAS

In order to achieve these goals, our key priorities are:



01 TO CREATE A CLINICAL CENTRE OF EXCELLENCE (CoE):

The CoE will be a highly impactful, effective and affordable clinical centre that services the local community, with specific access points for the vulnerable and marginalised

02 TO ESTABLISH A COMMUNITY HUB (The Hub):

A centre that offers a comprehensive suite of services through specialist case managers in an easily accessible manner.

03 TO INVEST IN SOCIAL ENTERPRISES:

The social enterprise initiatives will ensure longevity, self-sustainability and "give-back" to the community.

04 SEEK VALUE DRIVEN PARTNERSHIPS:

To selectively partner for long term, mutually beneficial outcomes. To work collaboratively with individuals and organisations that choose to partner and invest in the Hopefield vision and strategy.



CLINICAL CENTRE OF EXCELLENCE (CoE): EFFECTIVE, AFFORDABLE AND PROFESSIONAL

The clinical team will expand to establish specialisations aligned to the profile of our local community needs. This will include but not limited to new areas of focus such as seniors and NDIS. It will continue to include the investment in existing services for children, families, individuals, and couples. With specialisations in relationship support, support for domestic and family violence, child programs (behavioural, social, developmental, psychometric assessment, literacy, school engagement and group support programs), community programs (including schools, parenting and workplace) and on-going support for general mental health issues.

The Centre of Excellence will operate according to best practice standards, investing in the professional development of all staff. The CoE will be accessible for the vulnerable and marginalised. The CoE will expand to equip and empower other organisations (including the broader sector and Christian based organisations) to better support their communities. This includes a range of specific training and education pathways for practitioners offering supervision, support and internships.



COMMUNITY HUB: A COMPREHENSIVE SUITE OF SOCIAL SERVICES

Case management will expand beyond the existing programs with specialised case managers offering a range of holistic services through a Community Hub. The easily accessible hub will offer services that will support the client from the time they enter the program (assessment stage) through to post exit of the program. Specialised workers will work with a broad cross section of the community including older women and men, young mothers, those with mental health concerns, women escaping domestic violence, families and those

experiencing homelessness. The Hub will support clients with in-house case managed services as well as legal, financial, NDIS support, housing partnerships and Centrelink assistance. Programs will also address social isolation, seniors, meals, mentoring and re-skilling programs through social enterprise initiatives (such as Hopefield Op Shop, offering retail, and barista skills training)



SOCIAL ENTERPRISES: BUILDING SUSTAINABILITY AND SERVICING THE COMMUNITY

The organisation will build a sustainable set of social enterprise initiatives to fund the on- going programs and expansion of service both now and into the future. The social enterprise initiatives will grow such that the community flourishes because they exist. This will include the expansion of the Hopefield Op Shop to incorporate programs aligned with the Community Hub (re-skilling, drop-in centre, social groups).

Additionally other new social enterprise initiatives will be explored (such as a digital content pilot) that will leverage the capability of the organisation to act as a trusted provider. The organisation will leverage the intellectual property and resources within Hopefield to scale and reach a generation whose preferred means of communication is digital.



VALUE DRIVEN PARTNERSHIPS: BETTER TOGETHER

To selectively partner with organisations and individuals who align to the Hopefield values, vision and strategy. Hopefield will do this through both financial partnerships and collaborating with other organisations in order to deliver a broader, more comprehensive range of services. These services will extend and compliment

the range of services offered directly through Hopefield. This will include partnerships with housing pathway services, to create a "blueprint" of the Hopefield model for deployment and replication into other regions.