

*Northern Futures Strategic Plan 2014 – 2016*

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**NORTHERN FUTURES INC.**

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# *Northern Futures Strategic Plan 2014 – 2016*

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## **Our Purpose**

Northern Futures is an incorporated association driven to improve education, employment and learning for people across the northern Adelaide region.

## **Our Vision**

To be the best in what we do to help our community.

## **Our Mission**

To improve the employability of people across the northern Adelaide region by providing professional career services, communicating information and programs, creating and facilitating connections and partnerships and being the best we can at what we do.



NORTHERN FUTURES

# Organisational Values



## **Our Region**

The northern Adelaide region covers the Cities of Playford, Salisbury, Tea Tree Gully and the northern ward of Port Adelaide Enfield. This region covers in excess of 300,000 residents, large scale manufacturing, approximately 15,000 local business/industry and 150,000 people in employment. Industry clusters in the region include Defence, Advanced Manufacturing and Logistics.

## **Introduction**

Northern Futures was incorporated on 30<sup>th</sup> April 2002. The organisation originally established in Salisbury and after several locations (in kind support of several local organisations toward rent free accommodation) it eventually became self sufficient, opening a professional shop front in the Salisbury Town Centre in 2009. In 2011 a second office was opened in the Elizabeth Shopping Centre to service the northern part of the region as over 40% of clients were from Elizabeth and surrounds. The organisation has public benevolent status with the Australian Taxation Office.

As an incorporated association the organisation is governed by a Constitution which contains the objects for the Association:-

The objects of the Association shall be:

- Work with people from the northern region, particularly those from disadvantaged background to advance education, training and employment
- To provide a central point of information, advice, referral, support and services to enhance workforce and skill development in the Northern Adelaide Region about:
  - Workforce development;
  - Employment programs;
  - Career Development.
- Establish and facilitate collaborative partnerships between the education, industry, business, employment, training and community sectors for the benefit of the people who live, study and work in the Northern Adelaide Region.
- Provide strategic leadership in the development and implementation of vocational and enterprise education, skills formation, employment and social inclusion in the Northern Adelaide Region.

The current Board is representative of business, industry, local and state government and includes:-

*Kelvin Trimper Chairman, Northern Economic Leaders; Greg Ratsch City of Salisbury; Lynn Davis RM Williams; Warren Tudor Peter Kittle Motors; Dr Bev O'Brien Northern Connections; David Royle Tafe; Rob Thomas St Patricks Technical College; David O'Brien DECD; Gail Sulicich CEO Northern Futures.*

Northern Futures operates in the not for profit sector with a conservative Board however the members bring with them a great deal of commercial acumen. All insurances are in place, finances are managed to Australian standards and as a registered charity with Public Benevolent status with the Australian Taxation Office Northern Futures is registered with the ACNC. The organisation has comprehensive Policy's in place to ensure legislative obligations are met.



## **Northern Futures Today**

People across northern Adelaide continue to suffer unemployment, under employment, low levels of numeracy and literacy, low levels of problem solving in a community of social disadvantage.

In 2010 Northern Futures as the lead partner with DFEEST (\$50,000 funding), Delfin Lend Lease, City of Salisbury, City of Playford, Mining and Energy and Engineering Academy, DEEWR, Xavier College and UniSA commissioned the Northern Adelaide Skills, Workforce and Employment Blueprint. The Blueprint identified the issues such as poor education outcomes; early school leaving; low uptake of post-school education; unemployment and disengagement from the labour force as being significant barriers to increasing the economic and social wellbeing of the region as a whole.

Barriers to employment for around 20% of northern Adelaide residents included:- being of Indigenous or Torres Strait Islander status; being from CALD communities; low literacy and numeracy as being quite significant or young people with young children having significantly low levels of numeracy and literacy as to prevent / or reduce future employment opportunities.

The Blueprint was launched to the regional community in April 2011 and the six Pillars have formed the basis of recovery for the region, adopted by state and local government, agencies, business and Northern Futures as a way forward.

The six Pillars are:-

- 1) Increasing the Engagement and Aspirations of the Community;
- 2) Increasing Learning and Literacy;
- 3) Coordinated Career Development;

- 4) Links between Industry and Education, Training and Employment Providers;
- 5) Establishing an Accessible Evidence Base; Creating a regional skills and employment observatory;
- 6) Regional Governance structure – Creating an authoritative and adequately resourced planning body.

## **What We Want to Achieve**

Northern Futures has remained true to its beginnings – striving to deliver the best possible services to ensure the best possible outcomes for our community. These are our key strategic principles for the organisation into the future and we take these challenges head on and tackle them through:-

- ✦ Delivery of government funded training and employment programs;
- ✦ Partnering with local schools, business and industry;
- ✦ Actively seek opportunities to create sustainability through a social enterprise to reinvest in our community needs;
- ✦ Develop collaborative mature working relationships with regional stakeholders that enhance our purpose.



## Our Strategic Plan 2014- 2016 Six Key Themes

Our clients are individuals and as such will be treated with respect and dignity. Our services will be professional and the very best we can deliver every time to everyone.

- ☛ *Quality customer service* - as a service provider of choice, clients choose our services above others.
- ☛ *Independence* - Northern Futures will create its own destiny through a social enterprise model and sustainable contract management.
- ☛ *Constant improvement*- Development of services to meet our customers needs. Northern Futures will constantly strive to be better and improve services and delivery through best practice.
- ☛ *Connecting, communicating* - Positioning the organisation and its purpose to ensure we communicate and inform our stakeholders, create ongoing strategic partnerships and collaborative relationships across the region.
- ☛ *Great people* - Building strong organisational systems in an inclusive and supportive working environment. Being an employer of choice where people want to work and feel supported.
- ☛ *A strong voice* - Advocate for people who don't have a voice on unemployment and social disadvantage and want to achieve more with their lives.

## How will we get there?

Our strategic plan 2014-2016 identifies a number of priorities under each of our six key messages. These will be reviewed annually by the Board and staff of Northern Futures.

Our Organisational Values will help drive our future directions through the commitment of our people and a workplace that respects and values everyone:

- ☛ Commitment to teamwork - *ensure dignity and value individuals talents*
- ☛ Responsive and innovative - *design and implement new ways of doing things better*
- ☛ Professional and inspirational - *encourage individual responsibility and life long learning*
- ☛ Creative in achievement - *reward high achievers and support all to strive*
- ☛ Leadership and diversity - *be accepting of everyone's different styles and values*
- ☛ Empathy with compassion - *understanding of what people have been through to get where they are*
- ☛ Collaboration and partnerships - *robust relationships lead to better outcomes*

## **Vision**

To be the best in what we do to help our community.

## **Mission**

To improve the employability of people across the northern Adelaide region by providing professional career services, communicating information and programs, creating and facilitating connections and partnerships and being the best we can at what we do.

## **Key Themes**

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1. Quality customer service
  2. Independence
  3. Constant improvement
  4. Connecting, communicating
  5. Great people
  6. A strong voice
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## Strategic Direction 2014 - 2016

<b>Strategic Priorities</b>	Deliver the best service and outcomes for our customers, clients and stakeholders	Transform to self sustainability through diversification and innovation to ensure ongoing delivery of our services	Be innovative while operating within a strong governance model	Engage and communicate effectively with our stakeholders	Create a high performance work culture where our people perform at their individual best	Be the regional leader in unemployment initiatives for the broader community
<b>Key Messages</b>	The individual is the centre of everything we do	Develop more of what the marketplace needs	Build a compliant and stable team	Communicate, connect, build relationships	Professional people with professional support	A strong voice on unemployment and social disadvantage
<b>Strategic Objectives</b>	Achieve contracted targets	Establish new quality services and markets	Ensure efficient financial reporting	Ensure effective communication with all stakeholders	A workplace that aligns with best practice	Be an effective advocate for the region
	Develop reporting systems to measure and evaluate our service delivery	Expand delivery of existing services	Ensure ethical and diligent behaviour	Promote our purpose and reason for being	Effective systems that support our people	Engage in relevant research
		Lead innovation in service design and delivery	Progress a board of leaders that are fit for purpose	Encourage partnerships and collaboration with like type organisations	A workplace culture that embodies our values	Share learning from our experiences
		Develop income from non government initiatives			Be seen as an employer of choice	Use 'storytelling' to share good news stories

## Our Values

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- ✦ Commitment to teamwork
  - ✦ Responsive and innovative
  - ✦ Professional and inspirational
  - ✦ Creative in achievement
  - ✦ Leadership and diversity
  - ✦ Empathy with compassion
  - ✦ Collaboration and partnerships
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## How will we know when we are there?

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- ✦ Achieving compliance to contract milestones and outcomes
  - ✦ Growth in demand for our services
  - ✦ High level of awareness of our brand, objects and purpose
  - ✦ Strong balance sheet with self sustainability from diversified income
  - ✦ Strong collaborative partnerships supporting our objects and purpose
  - ✦ A safe, secure working environment where people are valued
  - ✦ A measured level of satisfaction of our service delivery
  - ✦ Community awareness of our good news stories that support our role
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