

Community Services Futures Forum Action Plan 2010 - 2011



The Community Services Futures Forum held its annual strategic planning meeting on 21 July 2010. At this meeting a revised statement of purpose was developed, which sits alongside the Shared Vision for the Community Services Sector from the *Queensland Community Services Sector Charter*.

STATEMENT OF PURPOSE

The Futures Forum is an independent coalition of state-wide human services, peak organisations, service providers and networks across the whole of Queensland.

The Futures Forum brings together the collective wisdom of the Queensland Not-for-profit Health & Community Services Sector (the Sector) to:

- Provide a forum for the exchange of ideas and information;
- Engage in strategic analysis and future thinking about where we want the sector to be, and how we can position ourselves for ongoing improvement; and
- Identify activities that can serve as vehicles for proactive change.

Promoting the contribution the Sector makes towards a fair and just society for all Queenslanders is a part of our core business.

A Shared Vision for the Community Services Sector

The Queensland community services sector will strive for a fair and just society for all.

We will do this by providing effective, inclusive human services; by supporting communities to build skills and find solutions; and by advocating to remedy disadvantage in our society.

Together we will build a community services sector that is strong and sustainable, comprised of organisations that are committed to shared values.

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Strategic Goal	Key Activities for 2010-11	Outcome	Timeline	Person Responsible
<p>Increase recognition of the unique contribution of the Community Services Sector by the broader community.</p> <p>Key Stakeholders:</p> <ul style="list-style-type: none"> • Government • Corporate Sector • Wider public 	<p>1. Develop and begin implementing a marketing and communications plan for promoting the sector.</p> <p>The plan should consider the following activities:</p>			
	1.1 Form a Marketing and Communications Working Group.	Key group of Forum members with relevant skills and experience develop the marketing and communications plan for the Forum, and progress relevant actions.	Group formed and Marketing and Communications Plan finalised by October 2010	Secretariat to convene working group.
	1.2 Developing/locating a common pool of data and evidence that can be used when advocating the value of the sector.	Development of a publically available database of information that is accessed by a variety of stakeholders. (evidenced using web-based metric tools)	Database made public by Feb 2011	Working group to consider key people to engage with around this – i.e. the CPNS Secretariat to collate usage data and report back to Forum.
	1.3 Developing a directory of Forum members and services with service profiles, issues and areas of work they focus on.	Development of an internal directory that is accessed by Forum members. (evidenced by number of requests for directory and number of times it is distributed to new members)	Directory made available by Feb 2011	All Futures Forum members to contribute to the directory and Secretariat to collate. Secretariat to collate data and report back to Forum.
	1.4 Examining how technology and social media can be used to promote the sector and to enhance communication and information flow within the sector.	Development and implementation of appropriate technology and social media engagement strategies for all communication initiatives. (evidenced by the inclusion of technology and social media in action development phases and the usage data when implemented)	Technology and social media used in at least one Futures Forum communication initiative by Apr 2011.	Working group to identify key opportunities for using technology and social media. Secretariat to collate usage data and report back to Forum.

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Strategic Goal	Key Activities for 2010-11	Outcome	Timeline	Person Responsible
<p>Increase recognition of the unique contribution of the Community Services Sector by the broader community. (cont.)</p> <p>Key Stakeholders:</p> <ul style="list-style-type: none"> • Government • Corporate Sector • Wider public 	<p>2. Examine the recommendations of the Productivity Commission Report (PCR) into the Contribution of the Not-for-profit Sector and identify key agendas to progress.</p> <p>This process will consider the following activities:</p>			
	<p>2.1 Form a PCR Response Working Group.</p>	<p>Key group of Forum members with relevant skills and experience identify and progress key advocacy areas as a result of the PCR.</p>	<p>Group convened by Oct 2010</p>	<p>Secretariat to convene a working group.</p>
	<p>2.2 Linking activities to the Forum's previous work in responding to the Queensland Auditor General's report.</p>	<p>Development of a cohesive response to the PCR that takes into account issues canvassed in previous work.</p>	<p>Response developed by Nov 2010, prior to the Compact Governance Committee (CGC) Meeting</p>	<p>PCR Response Working Group.</p>
	<p>2.3 Developing a system of monitoring the progress of government initiatives impacting on the sector.</p>	<p>Increased number of projects initiated as a result of sector advocacy. (evidenced by number of project initiatives started)</p> <p>Increased willingness to consult with the sector. (evidenced by number of consultation requests to the Forum, collection of evidence through discussions at Forum meetings)</p>	<p>First Report Cards developed by Nov 2010, prior to the CGC Meeting</p>	<p>PCR Response Working Group.</p> <p>Secretariat to collate number of consultation requests.</p> <p>Secretariat to collate new project initiatives as a result of this work.</p>
	<p>2.4 Inviting ministers and other politicians to meetings with Futures Forum members around key issues.</p>	<p>Ministers and politicians attend at least two meetings with Futures Forum members in the next twelve months.</p>	<p>Completed by June 2011</p>	<p>Chair and Secretariat.</p>