

Strategic Plan 2019 - 2024

Introduction

We are pleased to introduce Arabic Welfare's 5-year strategic direction. In development of this plan we have had many opportunities to reflect on our achievements, program and service growth areas, and the strength of our networks and partnerships. It has also been an important time to focus on areas that require development in order to remain responsive to political and social environments and changing community needs.

Arabic Welfare continues to feel privileged to support the growing numbers of newly arrived and refugees from Arabic Speaking countries to settle into Australian society. Our strategic direction strives to ensure we can sustain provision of the necessary support services for these vulnerable members of our community and to address the growing needs of our established migrants and seniors.

We are proud of our committed staff who also have lived experience, and which enables our services to be more effectively tailored and culturally appropriate. We are thankful to our funders that provide us with the opportunity to continue our important work for the benefit of the Victorian community.

Arabic Welfare look forward to the continued collaborations and partnerships to meet the needs and support the wellbeing of individuals and families from diverse Arabic speaking countries.

About Us

Arabic Welfare is an Arabic speaking organisation that provides support services for newly arrived refugees and well-established migrants from Arabic speaking countries (our community).

All our services and programs aim to enable our community to realise their aspirations towards full participation in Australian life. We support our community through direct casework / case management, education and group work. We also work with community leaders and groups, as well as mainstream service providers to strengthen their capacity to support the wellbeing of our communities.

Arabic Welfare is unique in that we have qualified bilingual staff with lived experience as a migrant or refugee. Also unique to our service design is our holistic family approach to addressing intergenerational/ intercultural needs.

In addition to providing settlement advice and support, Arabic Welfare addresses several other key areas, including family violence, gambling, youth education and support, parenting, and specialist training in culture and language.

Our Values

Voice	Listen to our community and be their voice.
Respect	Treat all individuals with dignity and respect.
Quality	Strive for excellence in everything we do.
Connect	Connect our community to services they need.
Inspire	Inspire our community to achieve their goals and dreams.
Accountability	Be accountable to our community and partners.

Our Vision

For all Arabic speaking Victorians to be actively engaged and represented in Australian society.

Our Mission

To empower and foster the wellbeing of our community through education, capacity building, support services, advocacy and partnerships.

The Plan

Strategic Pillars – 2019 to 2024			
Consumer Focus	Capacity and Sustainability	Growth	Advocacy and Influence
Goal 1	Goal 2	Goal 3	Goal 4
Design and deliver place-based services that are responsive to community needs	Strengthen organisational capacity and ensure sustainability	Increase our capability to grow our programs and address service gaps	Influence decision making and raise awareness of the lived experience
Objectives	Objectives	Objectives	Objectives
<ol style="list-style-type: none"> 1. Support newly arrived refugees & migrants to settle in society. 2. Promote prevention of family violence within our community. 3. Promote prevention of gambling addiction and harm. 4. Increase youth participation through education and support. 	<ol style="list-style-type: none"> 1. Build organisational capability and development. 2. Explore opportunities to diversify income streams. 3. Foster strategic alliances and partnerships. 	<ol style="list-style-type: none"> 1. Extend existing programs to address service and geographical gaps. 2. Develop new services to address emerging community needs. 3. Explore opportunities to address the needs of seniors within our community. 	<ol style="list-style-type: none"> 1. Build our influence on issues of concern in our community. 2. Strengthen communication and reach through digital platforms. 3. Build our strategic presence and profile in the community.

The Plan

Arabic Welfare's strategic direction has been informed by both current and future community needs based on population projections. It also considers potential impacts from changing political, social and technological environments.

Four strategic pillars define our future direction:

- **Consumer Focus**
- **Capacity and Sustainability**
- **Growth**
- **Advocacy and Influence.**

Over the next 5 years we will continue to deliver quality services through our longstanding programs and build on our experience and knowledge to address new and emerging community needs.

Arabic Welfare will also make every effort to strengthen our influence and impact through fostering partnerships, advocacy and use of online technologies.

Consumer Focus

Goal: Design and deliver place-based services that are responsive to community needs

Support newly arrived refugees and migrants from diverse Arabic Speaking countries to settle in society

Address the settlement needs of communities from diverse Arabic speaking countries through our case work services, group education and peer-based support, and implementation of community capacity building initiatives.

Promote prevention of family violence within our communities

Increase community awareness of violence against women and its impacts, and work with community groups and leaders to build their capacity to respond and support affected families.

Promote prevention of gambling addiction and harm

Provide counselling for individuals and families affected by gambling addiction and support prevention strategies through information and education.

Increase youth participation through education and support

Create leadership, education, sport and recreation opportunities to increase youth engagement in school, employment, community, health and family environments.

Capacity and Sustainability

Goal: Strengthen organisational capacity and ensure sustainability

Build organisational capability and development

Develop staff capacity and skills and continue to foster a supportive and productive workplace.

Strengthen organisational governance to maintain provision of high quality and sustainable services.

Explore opportunities to diversify income streams

Establish a stronger financial foundation through diversified income streams such as fee for service and other sources.

Foster strategic alliances and partnerships

Develop and strengthen partnerships to enable achievement of strategic directions and meeting community needs.

Growth

Goal: Increase our capability to grow our programs and address service gaps

Extend existing programs to address service and geographical gaps

Build capacity to enable delivery of programs in local government areas where services are required.

Develop new services to address emerging community needs

Identify emerging community needs and develop tailored services to address them.

Explore opportunities to address the needs of seniors within our community

Consult with established migrants to develop a new support service that addresses priority needs.

Advocacy and Influence

Goal: Influence decision making and raise awareness of the lived experience

Build our influence on issues of concern for our community

Share community stories and advocate on key community issues to government, collaborators and other key stakeholders to raise awareness and foster support.

Provide cultural competency training and secondary consultation for mainstream service providers to build their capacity to effectively support people of disadvantage from Arabic Speaking countries.

Strengthen communication and reach through digital platforms

Utilise online communication platforms to enable our communities to access important information and services and increase wider community understanding of the support needs and experiences of communities from Arabic Speaking countries.

Build our strategic presence and profile in the community

Liaise with government representatives and other key stakeholders to build Arabic Welfare profile.