

DPA STRATEGIC PLAN – 2010-2012

VISION

A fully inclusive society

MISSION STATEMENT

Maximise the value, rights and choices of disabled people

PHILOSOPHY

Disabled people must have the right and opportunity to:

- Influence and shape policy at all levels.
- Enjoy equality and full participation.
- Make informed choices on issues.
- Enjoy dignity and respect as a person.
- Live as they choose with appropriate supports.

TREATY PARTNERSHIP

DPA acknowledges the importance of the Treaty of Waitangi and that every goal embodies this partnership.

KEY RESULTS AREAS

1. DPA sees NZDS, UNCRPD, Tiriti o waitangi, as core documents to its kaupapa and work.
2. DPA is the nationwide, credible, collective voice of disabled people
3. DPA is an independent, values driven organisation focused on disability rights
4. DPA decision making is driven by the unique experience and issues raised by its membership nationwide
5. DPA has strategic alliances for the advancement of its vision
6. DPA is responsive to all diversity.
7. DPA has a sustainable financial base to progress the work of DPA.
8. Disabled people have the freedom and opportunity to live life as they choose.
9. Disabled people are included in all decisions affecting their lives.
10. Disabled people are valued, included and participate in society.
11. DPA is culturally inclusive and responsive.

OVERARCHING FRAMEWORKS

DPA endorses the United Nations Convention on the Rights of Persons with Disabilities and the New Zealand Disability Strategy and advances their intent within this strategic Framework.

DPA will seek to achieve its stated Mission and Philosophy through the implementation of the following three strategic goals. These goals will determine the strategic development of DPA over the next 2 years. This framework will form the bases from which annual operational plans for the Assembly will be developed.

STRATEGIC GOALS

1. **Collective Voice:** DPA is the collective voice of disabled people
2. **DPA Capacity:** DPA's decisions are driven by a strong nationwide membership
3. **Changing Perceptions:** Disabled people live life as they choose to

STRATEGIC GOAL: 'COLLECTIVE VOICE'

DPA is the collective voice of disabled people

Strategic Objective	Essential Tasks	Status
1.1 To build strategic alliances to advance DPA's vision	Seek out, develop, support and manage working relationships with key people, Disabled People Organisations and other organisations where appropriate	
	Host collaborative forums on the key issues affecting the lives of disabled people	
1.2 To enhance the profile of DPA as the leading representational advocacy organisation of disabled people	Improve ease of access and effectiveness of DPA's website and develop social media capabilities	
	Raise the media presence of DPA	
	Update and develop DPA publicity materials	
1.3 To be an active global influence in the promotion of rights and opportunities for disabled people	Contribute to the activities and reports of Disabled People International (DPI), Rehabilitation International (RI) and the Pacific Disability Forum as applicable	
	Participate in assemblies and conferences as applicable	

STRATEGIC GOAL: DPA CAPACITY

DPA’s decisions are driven by a strong nationwide membership

Strategic Objective	Essential Tasks	Status
2.1 To have a strong diverse and culturally sensitive grass roots membership	Develop the leadership potential of DPA	
	Provide support, guidance and resources to strengthen regional participation in local communities and in DPA’s decision making	
	Re-look at the governance structures of DPA to ensure strong national and regional connections and relationships	
	Target strategic Maori and Pacific Island peoples networks and form reciprocal relationships with them nationally and locally	
2.2 To establish a sustainable financial base to realise DPA’s strategic goals and objectives	Develop new funding streams for DPA	
	Continue realistic Contracts with present providers	
	Review present banking and financial reporting procedures	

STRATEGIC GOAL: CHANGING PERCEPTIONS

Disabled people live life as they choose to

Strategic Objective	Essential Tasks	Status
3.1 To raise the consciousness of politicians, policy makers, community leaders and the public on the rights of disabled people to be valued and participate in society	Promote where ever possible the UN Convention on the Rights of Persons with Disabilities (UNCRPD) and the NZ Disability Strategy (NZDS) as the legal and moral framework for the right of disabled people to equal participation	
	Work with disabled people organisations and allies such as the Coalition to advocate for the inclusion of disable people in the design and monitoring of policies affecting their lives and for inclusive quality disability support services	
3.2 To focus on the agreed outcomes of a few priority issues for disabled people	Develop issue based advocacy plans in collaboration with allies e.g. disabled people in employment	

Strategic Objective	Essential Tasks	Status
3.3 To continue to be a primary partner with disabled people organisations in the monitoring of the UN Convention on the Rights of Disabled People	Develop the first monitoring research UNCRPD report and Shadow report as a member of the Convention Coalition	
	Follow up on the outcomes of the DPA Conference theme in November 2010 on “Implementing the Disability Convention”	
3.4 To be a primary partner in the Government’s Disability Attitudes Campaign initiative	Work with disabled people, allies and campaign organisers on the design and monitoring of the Attitudes Campaign	