

JFA PURPLE ORANGE

# Strategic Plan 2024 - 2027



Purple Orange

# Table of Contents

Message from The Board Chair	<b>3</b>
JFA Purple Orange	<b>6</b>
Five Focus Areas	<b>8</b>
Building Leadership	<b>9</b>
Influencing Systemic Change	<b>10</b>
Influencing Community Change	<b>11</b>
Partnering with Regional Communities	<b>12</b>
Strengthening Organisational Capacity	<b>14</b>

# Message from Trish Spargo

Chair of the JFA Purple Orange board



I feel a deep sense of connection to the mission of JFA Purple Orange, where we work to create a more inclusive world for people with disability.

This is partly because I grew up with a disability in the 1980s and 90s at a time when segregated systems were legitimised in law, government policy and practice and I had to fight for the right to grow up like any other child, surrounded by family, friends and community.

At nine, doctors suggested I leave my local primary school to attend a segregated special school for kids with disability, so I could focus on physical therapy. At a time when there was no National Disability Insurance Scheme, my parents were forced to make a difficult choice between my education and my disability supports. They were also advised to send me to an institution, to live away from my family, friends and community, with warnings that my disability would burden my family. The normalising of segregation undermined my sense of self and belonging. For years I was made to feel ashamed of who I am.

In my lifetime I have seen government policy shift, with the closure of large institutions and the promise of community inclusion. Yet despite these advances, social and economic segregation has persisted for many of us with disability.

Fifteen years since the release of the 2009 *Shut Out* report, its findings are still as painfully relevant today. Where once we were physically segregated, we now find ourselves socially, culturally, financially and politically isolated. Systems and services such as education, employment, healthcare, transport, housing, justice and child protection continue to either exclude or target those of us with disability.

The landmark Royal Commission into Violence, Abuse, Neglect and Exploitation of People with Disability and the independent NDIS Review revealed the historic failures of our systems and institutions to end the segregation and abuse of people with disability and deliver authentic access and inclusion. Coupled with current societal challenges ranging from rising costs of living and housing shortages to the lingering effects of the COVID19 pandemic, these barriers have increased, creating new traumas for many in our community.

At no time has the mission and work of JFA Purple Orange been more important. As we look forward with resolve, I am pleased to present our Strategic Plan for 2024-27 that will guide our work over the next three years to advance and defend a more inclusive Australia.

This plan has been shaped by extensive engagement with our disability communities, allies, peer networks, management, staff, and board. All have contributed considerable time in codesigning its content. I am immensely proud of our collaborative efforts, and everyone involved should rightfully feel ownership of our strategy and the future direction of our organisation.

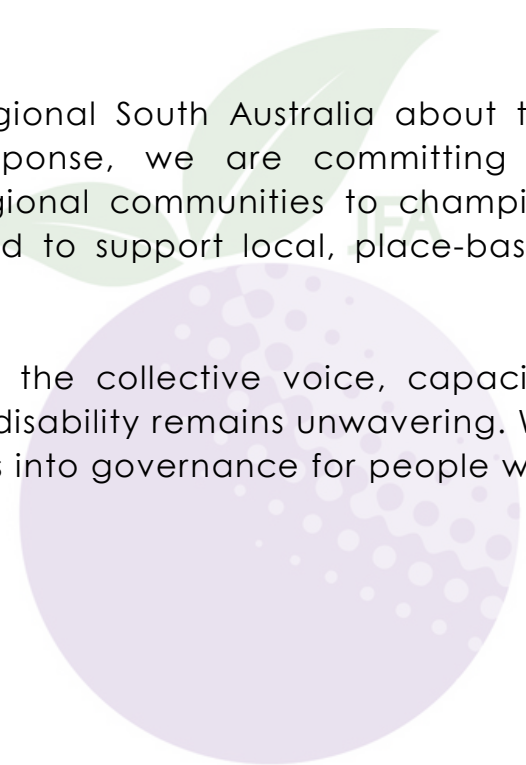
Our peer networks including Enabled Youth Disability Network (EYDN), Our Voice SA, Disability Elders of All Ages (DEAA) and SKILL networks in Kangaroo Island and the Bhutanese community were crucial contributors, ensuring our strategy reflects the needs and aspirations of people with disability.

Stakeholder input has also helped to shape new approaches to our work.

Our staff asked for greater flexibility, agility and adaptability in how we respond to emerging policy issues. So, instead of defining rigid three-year themes, our strategy will enable us to address critical issues as they arise, focusing on the evolving needs of the disability community and broader government agendas.

We heard from disability leaders in regional South Australia about the distinct challenges they face. In response, we are committing to strengthening our partnerships with regional communities to champion disability leadership and advocacy, and to support local, place-based initiatives.

Our commitment to and investment in the collective voice, capacity-building, and leadership of people with disability remains unwavering. We will extend this work to include pathways into governance for people with disability.



We are deepening the intersectional approach to our work. While our previous plan focused on strengthening relationships with First Nations and culturally and linguistically diverse Communities, this new strategy expands our lens. We are now broadening our focus on how disability intersects with various identity factors such as gender, sexual orientation, age, culture, race, geographic location, and socioeconomic status. This comprehensive view will help us foster more inclusive and responsive practices that reflect the diverse experiences of our communities.

The board has resolved to deliver a Disability Action Plan and a Reconciliation Action Plan in the first year of our strategy. These plans will include clear goals, regular evaluations, and accountability measures, ensuring that inclusion and reconciliation remain actionable priorities.

With rapid technological advancements, we are preparing for the future by focusing on cybersecurity, data privacy, and adapting to digital and AI transformation. We must do everything we can to make sure that people with disability are involved in decisions about AI as well as machine learning algorithm training to ensure ethical development and transparency.

Furthermore, we are looking for opportunities to diversify our income streams to ensure we have a sustainable financial foundation to support our important future work.

As we embark on this next chapter, I am confident that JFA Purple Orange will continue to be a catalyst for positive change. Together, we will drive progress toward a more inclusive, accessible and fair state and nation for all, with people with disability remaining at the centre of all that we do.

A handwritten signature in black ink that reads "Trish Spargo". The signature is written in a cursive, flowing style.

Trish Spargo - JFA Board Chair

# JFA Purple Orange

## Who we are:

We are a social profit organisation with a mission to create a more inclusive world where people with disability have access to the same opportunities as everyone else.

## Our values:

All our work is driven by a commitment to rights-based inclusion.

We are deeply committed to:

- The value of **Personhood**, where people with disability are able to exercise personal authority.
- The value of **Citizenhood**, where people with disability are active citizens in the life of their communities.
- The value of **Capacity Building**, where the capacity of people with disability is enhanced at the individual, family and community levels.





## How We Work:

Our organisation strives to be a strong ally to the disability community, a collaborative contributor to the disability sector, and a partner in policy to government.

### **Our team is committed to:**

- Applying co-design principles.
- Treating everyone with honesty and respect.
- Working collaboratively.
- Being innovative and creative.
- Seeking new opportunities.
- Understanding and responding to intersectionality.
- Telling stories from the disability community.
- Applying a trauma-informed practice framework.
- Keeping the voice of people with disability at the centre of everything we do.

# Five Focus Areas:

**1. Building Leadership**

**2. Influencing Systemic Change**

**3. Influencing Community Change**

**4. Partnering with Regional Communities**

**5. Strengthening Organisational Capacity**





# Building Leadership

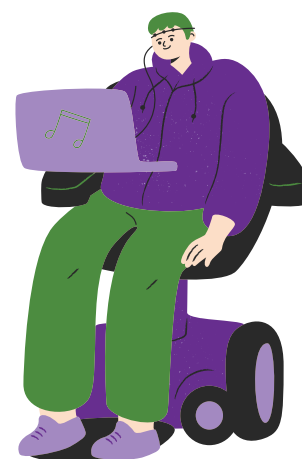
*We will build capacity, connection, and leadership in the disability community.*

## **Success looks like:**

- People with disability are active citizens in the life of their communities.
- People with disability assume leadership roles.
- People with disability influence policy and practice that affects their lives.

## **We seek to achieve this by:**

- Delivering capacity-building projects for diverse audiences in the disability community, including through peer networks and workshops.
- Supporting the work and reach of the agencies we host, Our Voice SA and Enabled Youth Disability Network.
- Ensuring our communications and information are accessible and culturally appropriate.
- Developing pathways into governance for people with disability.
- Providing small grants that improve quality of life and connection to community for people with disability.



# Influencing Systemic Change

*We will influence policy and practice at a systemic level in support of inclusion on matters important to the disability community.*

## **Success looks like:**

- Government decisions reflect the views and wants of the disability community.
- Policies and practices actively support inclusion and remove segregation.
- The NDIS is well-designed, effective and easy for all to navigate.
- There is greater community awareness about disability and inclusion.

## **We seek to achieve this by:**

- Listening to the disability community and providing opportunities for diverse voices to be elevated in the work we do.
- Undertaking research, developing ideas, and formulating submissions to respond to matters important to the disability community.
- Focusing efforts on major reforms and emerging opportunities with the greatest potential for impact.
- Developing and/or sustaining relationships with decision-makers and key stakeholders including ministers and government officials.
- Developing stronger relationships and common understandings with like-minded organisations and individuals to combine advocacy efforts.
- Ensuring that our systemic advocacy work draws on our project work as examples of best practice.
- Leveraging media and communications to build community awareness of issues.

# Influencing Community Change

*We will influence policy and practice at the community level in support of inclusion on matters important to the disability community.*

## **Success looks like:**

- Organisations and services in our community are inclusive of people with disability and respect individual choice and control.
- People with disability are included in mainstream community life, including through employment, education and housing.
- Support workers have strong skills to deliver high-quality, culturally safe supports to people with disability, bringing both transactional and transformational benefits.

## **We seek to achieve this by:**

- Delivering innovative projects that demonstrate and promote inclusive practice and outcomes (for example, Road to Employment and Quality Disability Support Project).
- Continuing to develop and deliver our training programs, designed and delivered by people with disability, to positively influence attitudes and practice.
- Partnering with universities and other organisations to create new ideas and demonstration projects.
- Collaborating with organisations that amplify the voice of people with disability in marginalised communities.
- Building relationships with decision-makers and organisations to influence their practice and strengthen leadership.
- Showcasing best practice through videos, podcasts, and other forms of content creation.

# Partnering with Regional Communities

*We will support regional people with disability to thrive in their local communities and to have access to inclusive and accessible communities and services.*

## Success looks like:

- Regional people with disability are active citizens in their local communities.
- Regional communities are inclusive and accessible to people with disability.
- Inclusive and accessible supports and services are available and affordable in regional communities to meet the needs of people with disability.
- Regional people with disability have opportunities to influence decision-making at the local, state and national levels.
- Local, state and national policies and practices are designed to meet the specific needs of people living in regional communities.



# Partnering with Regional Communities

## **We seek to achieve this by:**

- Strengthening our policy and project work to engage further in regional South Australia, including through creating place-based opportunities.
- Fostering and championing leadership, advocacy and development opportunities for people with disability in regional areas.
- Supporting regional storytellers, content creation, and media opportunities.
- Diversifying funding sources to sustain and enhance a regional focus.
- Strengthening our regional workforce, understanding gaps and opportunities in communities, and building relationships with stakeholders.
- Recognising and responding to the unique challenges for border, remote, island, and intersectional communities in regional South Australia.



# Strengthening Organisational Capacity

*We will strengthen our organisational capacity in line with contemporary practice.*

## **We want to be:**

- An organisation that is contemporary in practice, responds to new challenges and ideas, and sustainably delivers long-term outcomes.
- An organisation that staff are proud to work at and which values, supports, and celebrates disability and all other forms of diversity.
- A best-practice inclusive employer that others in the community look to for leadership and advice.

## **We will do this by:**

- Cultivating a diverse and inclusive culture and implementing processes to support this (including developing an organisational Disability Action Plan (DAP) and a Reconciliation Action Plan (RAP)).
- Implementing best practice in inclusive recruitment and building a diverse workforce at all levels of our organisation, with a particular focus on lived experience of disability.
- Ensuring all our work is accessible to people from a range of disability community demographics.
- Deepening values-based practice and ethics to strengthen how we plan, deliver, and review our work.
- Engaging with emerging research, issues, and technologies to ensure we remain at the forefront of contemporary practice.
- Deepening our understanding of diverse communities and intersectional issues and using this knowledge to influence how we work.
- Diversifying our income sources, reducing reliance on any single funding stream, and building a sustainable financial foundation to support our mission and work.

*“Our organisation strives to be a strong ally to the disability community, a collaborative contributor to the disability sector, and a partner in policy to government.”*





## Purple Orange

### JFA Purple Orange

104 Greenhill Road  
Unley SA 5061 AUSTRALIA



**Telephone:** + 61 (8) 8373 8333



**Email:** [admin@purpleorange.org.au](mailto:admin@purpleorange.org.au)



**Website:** [www.purpleorange.org.au](http://www.purpleorange.org.au)



**Facebook:** [www.facebook.com/jfapurpleorange](http://www.facebook.com/jfapurpleorange)