

**Ella Centre Strategic Directions**

**2016-2017**

**About The Ella Centre**

The Ella Centre was established by members of St David’s Presbyterian (later Uniting Church), Haberfield in 1974, to support the local community. Henry Ella, a local resident and member of the

Church, along with his brother Norman, made a significant donation and established a trust fund for the Centre. With a grant from the Whitlam Government, The Ella Centre purchased the former

Haberfield Methodist Church land and buildings and began operating in 1975.

Set out in its constitution, the objectives of the Ella Centre are to provide a range of community

services to meet the needs of the people of the Inner West, regardless of race, creed or religion.

Governance of the Ella is vested in the Church Council of St David’s and exercised by a Board of St

David’s and community representatives. Registered as a charity by the Australian Charities and Not- for-profits Commission, the Ella Centre is an entity within the NSW Synod of the Uniting Church in

Australia.

The Ella Centre continues to be supported and anchored by St David’s Uniting Church. Other funding is provided through donations and grants from individuals, local councils, clubs and associations, along with recurrent government program funding.

In the last fifteen years The Ella Centre has grown to be a major provider of services to those living in the Inner West community who are frail aged or have a disability, and their carers.

**About our strategic directions**

The Ella Centre is now focused on preparing for the introduction of the National Disability Insurance Scheme (NDIS), a new way of providing individualised support for people with permanent and significant disability, their families and carers.

NDIS will replace the current system of program funding to organisations and will place buying power and choice in the hands of the service user. Providing choice and control, through a whole‐of‐life approach to support, the scheme will deliver greater independence to service users as they seek to achieve their life goals.

The NDIS will be rolled out in the Inner West from July 2017. This roll-out brings a number of strategic challenges for The Ella Centre which are addressed in this plan. They include:

1. Understanding and responding to changes associated with NDIS and My Aged Care reforms;
2. Delivering a truly person centred care, human rights framework at The Ella Centre;
3. Managing the cultural change associated with these reforms;
4. Managing the commercial implications of these reforms (service packaging, unit costing, marketing);
5. Managing the infrastructure requirements of these reforms (workforce planning, systems; and processes, partnerships, finance, IT, buildings, equipment and vehicles);
6. Exploring opportunities to grow our services.

**Our vision**

People in the Inner West with support needs are enabled to lead fulfilling and socially connected lives.

**Our purpose**

The Ella Centre exists to provide people with disabilities, dementia, older people and their carers with activities, services and supports which increase their enjoyment of life and enable them to participate in the community. We provide our service users with valued and fulfilling activities and services respecting their dignity and independence. We ensure carers are valued, supported and have confidence in their futures.

**Our values**

* Inclusion
* Integrity
* Innovation
* Accountability

**Our services**

The Ella Centre, offers a range of services and activities for people in the Inner‐West and

surrounding areas including:

1. Social support services for older people, people living with dementia and adults with a

Disability;

1. Respite social inclusion and support coordination (including recreation and leisure activities);
2. Community participation support for adults with a disability;
3. Individual support for people with a disability;
4. Systematic and individual advocacy;
5. Carer support and information.

**What success looks like**

1) Service users say that our services and activities help them to:

a. Build relationships with family and friends

b. Be engaged with and contributing members of their community

c. Feel in control and able to exercise choice;

2) Families and carers feel supported and have confidence about the future;

3) Our staff (whether paid or volunteers) understand our strategy and the important role they play in delivering to service users.

**Strategic priorities**

**Our strategic goal is to successfully implement the NDIS and Aged Care reforms providing excellence for our service users. We will achieve this through the following 2016 – 2017 strategic priorities:**

**Our service users**

We will have an overarching Service Charter for The Ella.

Each service user will have a person centred plan and agreements, developed through a collaborative process.

**Our services**

We will develop innovative services and activities, appropriately packaged and tailored to meet the needs identified by our service users.

We will investigate opportunities to grow in ways that better service our target market and leverage the goodwill of our partners.

**Our people**

We will develop, and recruit where necessary, our people to provide quality professional support with flexibility, energy and vibrancy.

We will ensure our people are valued, supported and appreciated both individually and in teams.

We will provide the systems and processes to support our people to do their jobs well.

**Our partners**

We will work with the local community, Uniting and other service providers and businesses in building goodwill through partnerships which better provide support to our service users.

**Our systems and processes**

We will have the systems and processes in place that are fit for purpose and ensure quality and

continual improvement in:

* Person centred care for service users;
* Organisational efficiency;
* Value for money;
* Buildings, equipment and vehicles that enable us to deliver high quality services and activities.

**Governance**

Our Board will have the right mix of skills and processes to ensure the leadership, quality and sustainability of what we do as an organisation.