

Enabling, enriching and empowering people with
disabilities



Ending the isolation.

A Summary of the 2009 - 2014 Strategic Plan

Our Vision To be locally, nationally and internationally respected as an innovative provider of disability services, and for our unique services for people who are deafblind.

Our Values To respect each person as an individual of value.
To act honestly and with integrity.
To be innovative.
To pursue excellence.

Our Mission To provide services to people with disabilities including unique services for people who are deafblind.

Respect Integrity Innovation Excellence

About Senses Foundation

Senses Foundation is a not for profit charity providing disability support services to people of all ages throughout Western Australia. Senses Foundation's uniqueness results from its provision of specialist services to people who are deafblind.

We had our origins 110 years ago as the Royal WA Institute for the Blind, then amalgamated with the WA Deafblind Association in 2001 to become the Senses Foundation Inc.

Today we provide the following services to our clients and their families.

Respite	Occupational therapy
Supported Recreation	Speech pathology
Alternatives to Employment and Post School Options	Social Work
Supported Accommodation	Advocacy and
Communication support	A Consultative Services to other health professionals working with people who are deafblind
Physiotherapy	

We have undergone considerable change and development during the period of our first Strategic Plan, 2004 – 2009. The most important change has been the increase in client services. In 2004, we provided just over 35,000 hours of service to our clients. By June 2008, we were providing over 69,000 hours of client service per annum, an increase of 97% in four years.

Senses Foundation is a sustainable, person centred, community based, disability organisation with its primary focus on services to our clients.

Senses Foundation is governed by an elected Board of between 7 and 10 members. The current Board Members are;

Mr James Thom, President,
Ms Anne Bourke, Vice President
Mr Craig Billings Ms Deidre Willmott
Mr Rick Matich Mr Bill Cutler
Mr John Groppoli Ms Sue Rowell
Mr David Halge

Senses Foundation is managed by;
Ms Debbie Karasinski Chief Executive Officer
Mr David Snape Senior Manager, Corporate Services
Ms Elvira Edwards Senior Manager, Client Services

Senses Foundation has 106 substantive positions with 52 full time equivalents. 75% of the workforce is employed in client services.

2009 – 2014 Strategic Directions

From the President

A total of 29,100 people in Western Australia have been identified as vision impaired with additional disabilities. 8,800 are deafblind. Almost half of these people have a profound or severe disability, and only 2% currently receive services. Despite our organisation making huge strides over the last four years there is clearly still much to do!



This plan reflects the collective wisdom of clients and their families, employees, managers and senior managers, members and Board members. Considerable consultation involving these key stake holders and including formal questionnaires and workshops; discussion; analysis; and observation informed the strategic planning process.

Senses Foundation welcomes this new Strategic Plan and plans to move our organisation further along the road towards being the well governed, well known, quality service provider that we want Senses Foundation to be.

A handwritten signature in black ink that reads "James Thom". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

James Thom
PRESIDENT

Strategic Objectives 2009 - 2014

1. Leadership in Service Delivery

The provision of disability services in Western Australia, separate from health and social services, away from an institutional model and towards a community based model is relatively young and is still evolving. Senses Foundation will lead in the provision of quality services for people with disabilities and will set the standard for disability services best practise.

Our Objective in 2009 – 2014 To lead in the provision of quality services to our clients.

2. Sustainability

Sustainability is a critical issue for the non government disability sector as a whole and no less so for Senses Foundation. For Senses Foundation, sustainability relates to making the right decisions to ensure our financial viability; to recruit and retain the workforce we need; and to grow into the future to meet the needs of our clients.

Our Objective in 2009 – 2014 To grow our organisational capacity for long term sustainability.

3. Governance

A robust corporate and client services governance structure is imperative to ensure that appropriate decisions are made; monitoring and reporting structures are in place; and services are provided in a manner which ensures the safety of clients. In addition, Senses Foundation will meet its corporate and clinical governance responsibilities and will act within the Incorporations Act, the Disability Services Act, the Charitable Collections Act, and the Privacy Act.

Our Objective in 2009 – 2014 To consistently apply the principles of good governance.

4. Uniqueness

While Senses Foundation has many similarities with other organisations within the disability sector, it is unique, being the only provider of disability services to people who are deafblind. Senses Foundation must continue to develop and provide these unique services in a manner which is world's best practise and which meet the full range of needs of the individual, as a result of their deafblindness. It will provide its unique services equitably throughout Western Australia and will be a strong advocate for people who are deafblind.

Our Objective in 2009 – 2014 To value and promote our uniqueness.

5. Communication

Engagement with key stakeholders is critical if Senses Foundation is to be effective in achieving its vision and purpose. Senses Foundation needs to listen and respond to its clients and their families; to keep its current and potential funding bodies and sponsors and supporters apprised of its activities and its worth; to communicate its points of difference and similarity within the disability sector; and to maintain a relationship with its staff which encourages open communication and respectful debate.

Our Objective in 2009 – 2014 To communicate effectively

6. Brand Awareness

The issue of Senses Foundation not being known in the community is critical and is constantly raised by key stakeholders. The strategic imperative for Senses Foundation is to manage the decisions around how much of its funds should be directed to brand awareness and how much should be directed to its client services. The main targets of brand awareness strategies must be the general public, potential sponsors and supporters, both individual and corporate, health professionals and other professional intermediaries.

Our Objective in 2009 – 2014 To build our brand awareness.

The Strategic Plan in full is available on the Senses Foundation Website.

www.senses.asn.au
