

# **Strategic Plan 2025 - 2030**

# Message from the Chair and CEO

The last five years have been a rollercoaster for Mansfield Autism Statewide Services. In 2020 we bought a 100 acre property on the outskirts of town and set out to achieve our dream of building a therapeutic care farm where we could deliver best practice supports and services to autistic children, young people and their families while engaging with nature.

We thought this would be a ten year plan. But now, at the end of 2024, thanks to a combination of government grants, philanthropic trusts, donations, fundraising events and our own contributions, we have completed the major stages of our development, with a total investment of \$36 million.

Our property now has a new school building, 12 retreat cabins where we hold family camps and carer retreats, three skill building stay houses, a meeting hut, a multipurpose activity centre and new office space, and a perimeter walking track.

We are thrilled to be providing supports and services from our new facilities, and to be seeing the benefits of being on 100 beautiful acres for our clients, students and families.

As we look ahead to the next five years, we work towards becoming a centre of excellence in autism service delivery. We have identified five strategic goals that are based on the core components of centres of excellence:

1. Deliver best practice supports and services
2. Provide clear leadership and develop staff
3. Deliver training and education to share what we know
4. Evidence informs everything we do
5. Financial sustainability

The purpose of this strategic plan is to provide a roadmap for our growth, development, and success. It outlines our vision, philosophy, values, and goals, and sets out how we will measure our progress.



Melanie Green  
Chair of the Board



Simone Reeves  
Chief Executive Officer



# About us

## Our Vision

Autistic people reaching their goals and aspirations

## Our Philosophy

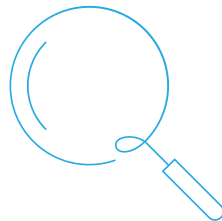
"The child's family is their most important teacher, and we aim to give them the understanding, the confidence and the determination necessary for the successful parenting of their child – that is our goal and nothing less is enough."

*-Joan Curtis, Founder of Mansfield Autism*



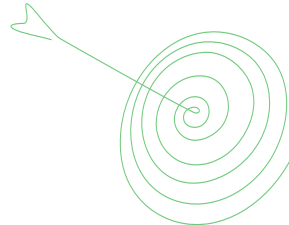
### Values

We are guided by our values: honesty, integrity, loyalty, dedication and a sense of fun.



### Focus

As driven by our history, our focus is on our clients and their family. We work together to build their capacity and confidence. We willingly share our knowledge and work in partnership with other services.



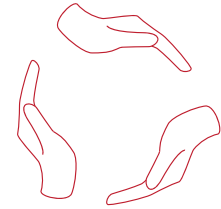
### Goals

We set clear goals and have high expectations. We actively model our approach, are willing to take calculated risks and have a will to succeed.



### Wellbeing

We promote health, wellbeing and time spent in nature, including exercise, healthy eating and sleep routines.



### Teamwork

Our staff work together, are open and willing to learn, support each other and are part of the bigger collective that is Mansfield Autism.

# Our five year plan

Our goal is for Mansfield Autism to become a centre of excellence in autism service delivery

## We deliver best practice supports and services

All our programs are best practice: informed by the goals of our community and by evidence

The programs we deliver from our therapeutic care farm and in the family home lead to positive outcomes

We deliver wrap-around services that support the whole family

## We provide clear leadership and develop staff

We have clear values and a strong organisational culture

All our staff and Directors are trained and supported to do their job effectively

We develop the next generation of autism leaders

## We deliver training and education to share what we know

We strengthen the capacity of parents and carers to support their autistic child or young adult

We invite visits and feedback, and exchange our knowledge with other organisations

We provide autism training for professionals

## Evidence informs everything we do

We have a clear and consistent evidence based autism strategy

We stay up to date with research and make sure our programs are evidence-based

We advocate for autistic people and their families based on what we know works

## We are financially sustainable

We maintain financial viability through careful planning, budgeting and monitoring

We identify opportunities for sustainable growth and development from a variety of sources

We continue to develop the infrastructure for our therapeutic care farm

We grow our philanthropic support



# How we will measure progress

Strategic Goal	Activities	Measuring progress
<b>We deliver best practice supports and services</b>	All our programs are best practice: informed by the goals of our community and by evidence	<ul style="list-style-type: none"> <li>• Programs show measurable progress towards client- and family-led goals</li> <li>• Annual review of evidence and best practice guides to inform our programs</li> <li>• Evidence summaries available for each service and program</li> </ul>
	The programs we deliver lead to positive outcomes	<ul style="list-style-type: none"> <li>• Validated outcome measures embedded in all services</li> <li>• Collect, analyse and incorporate regular satisfaction feedback</li> <li>• At least 90% of feedback is primarily positive</li> </ul>
	We deliver wrap-around services that support the whole family	<ul style="list-style-type: none"> <li>• Our services interact seamlessly to support autistic people in all aspects of their lives</li> <li>• Families and carers of autistic people are supported alongside their children</li> </ul>

# How we will measure progress

Strategic Goal	Activities	Measuring progress
<b>We provide clear leadership and develop staff</b>	We have clear values and a strong organisational culture	<ul style="list-style-type: none"> <li>• Annual staff survey results show awareness of and adherence to our values and culture</li> <li>• Client satisfaction surveys show awareness of our values and culture in the delivery of our programs</li> </ul>
	All our staff and Directors are trained and supported to do their job effectively	<ul style="list-style-type: none"> <li>• 100% of new staff undergo our induction program</li> <li>• 100% completion of required professional development training</li> <li>• Board of Directors complete annual compliance and development training</li> <li>• 80% of staff report they feel confident and well supported in their role in the annual staff survey</li> </ul>
	We develop the next generation of autism leaders	<ul style="list-style-type: none"> <li>• Implement a development plan for staff that supports further education, training and mentoring</li> <li>• Implement a succession plan that supports people to take on additional leadership roles and responsibilities</li> </ul>

# How we will measure progress

Strategic Goal	Activities	Measuring progress
<b>We deliver training and education to share what we know</b>	We strengthen the capacity of parents and carers to support their autistic child or young adult	<ul style="list-style-type: none"> <li>• Parents and caregivers are better equipped to support their child as a result of our training and education</li> <li>• Create information brochures and evidence snapshots for families</li> <li>• 80% of parents and carers report feeling more confident in supporting their child in satisfaction surveys</li> </ul>
	We invite visits and feedback, and exchange our knowledge with other organisations	<ul style="list-style-type: none"> <li>• Invite visits from at least 3 organisations per year, and invite their reflections and feedback</li> <li>• Visit at least 3 other similar organisations to exchange knowledge</li> </ul>
	We provide autism training for professionals	<ul style="list-style-type: none"> <li>• Design and deliver training on understanding autism for professionals</li> <li>• Develop a program to support internships, traineeships and industry placements</li> <li>• Investigate feasibility of becoming a Registered Training Organisation</li> </ul>

# How we will measure progress

Strategic Goal	Activities	Measuring progress
<b>Evidence informs everything we do</b>	We have a clear and consistent evidence based autism strategy	<ul style="list-style-type: none"><li>• All our services are underpinned by a clear, documented autism strategy based on what works</li></ul>
	We stay up to date with research and make sure our programs are evidence-based	<ul style="list-style-type: none"><li>• Subscribe to updates from the Autism CRC and the National Disability Research Partnership</li><li>• Attend relevant conferences, webinars and seminars</li><li>• Adapt our programs accordingly</li></ul>
	We advocate for autistic people and their families based on what we know works	<ul style="list-style-type: none"><li>• Contribute to national conversations and consultations about optimising disability systems, policies and practice, based on what our data tells us works</li></ul>



# How we will measure progress

Strategic Goal	Activities	Measuring progress
<b>We are financially sustainable</b>	We maintain financial viability through careful planning, budgeting and monitoring	<ul style="list-style-type: none"> <li>• Maintain debt to asset ratio of less than 1</li> <li>• Maintain a Current Ratio of 1 or higher</li> <li>• Maintain debt to equity ratio of 0.5 or lower</li> <li>• Set annual operational surplus budget</li> </ul>
	We identify opportunities for sustainable growth and development from a variety of sources	<ul style="list-style-type: none"> <li>• We receive income through the National Disability Insurance Scheme, federal, state and local governments and philanthropists</li> <li>• Our growth and development is financially sustainable</li> </ul>
	We continue to develop the infrastructure for our therapeutic care farm	<ul style="list-style-type: none"> <li>• We partner with funders to continue developing the infrastructure that support the delivery of our services</li> <li>• We work towards completing remaining key parts of our therapeutic care farm masterplan and vision</li> </ul>
	We grow our philanthropic support	<ul style="list-style-type: none"> <li>• We meet or exceed our fundraising target</li> </ul>

## Acknowledgement of country

In the spirit of reconciliation, Mansfield Autism Statewide Services acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today. Mansfield Autism is based in Mansfield where Taungurung people have been caring for the mountains, lakes and rivers for thousands of years.

## Thank you

We want to say a special thank you to all Mansfield Autism staff – it is because of their incredible enthusiasm and adaptability that we can continue to offer high quality, best practice supports and services.

## Contact us

Mansfield Autism Statewide Services  
81 Highett Street  
Mansfield Vic 3722  
E: [info@autismmansfield.org.au](mailto:info@autismmansfield.org.au)  
P (03) 5775 2876  
F (03) 5775 3006  
ABN 14 006 171 580  
Registered School No. 1935

