

STRATEGIC PLAN 2011-2014

Our Principal Objective

The relief of poverty, sickness, destitution, homelessness, serious economic disadvantage, distress, suffering and misfortune of Aboriginal persons, communities and groups within the Cairns & Tablelands area.

Our Vision

Kuranda: a happy, healthy and proud community where Aboriginal people are empowered through culture, employment and enterprise.

Our Goals

- 1. CREATE PRACTICAL TRAINING OPPORTUNITIES**
We will set up projects where people can access real training to get the jobs they want.
- 2. SUPPORT CULTURAL ACTIVITIES THAT BUILD MOTIVATION AND OPPORTUNITIES**
*We will help people create business from cultural knowledge.
We will help people build confidence, motivation and pride through connection to culture.*
- 3. GIVE ABORIGINAL BUSINESSES SUPPORT AND ADVICE TO SUCCEED**
*We will support realistic and genuine people to set up or develop a business.
We will help them to develop plans and apply for funding.
We will help them find mentoring and training opportunities to become self-sustaining.*
- 4. SUPPORT KIDS TO STAY IN FURTHER EDUCATION, TRAINING AND APPRENTICESHIPS**
We will set aside a sum of money each year to pay for mentors or family members to accompany young people when they attend courses away from home.
- 5. INVEST IN BUSINESSES TO GENERATE PROFITS TO MAKE A DIFFERENCE**
*We will use our money to invest in businesses that respect our values.
We expect business investments to make a profit within two years. The profits will be used to meet the vision of the organisation.*
- 6. ENSURE THE BOARD HAS THE EXPERTISE AND ADVICE TO MAKE SOUND AND FAIR DECISIONS**
*All investment propositions must have independently produced feasibility studies and business plans.
Our investment projects will report on agreed targets monthly.
All projects that have social outcomes must have clear business plans and report on agreed targets monthly.
We will appoint experts to the Board to assist us as required.*
- 7. CREATE A STABLE ORGANISATION THAT WILL LAST A GENERATION**
*We will follow a quality improvement plan and ensure sound corporate governance.
We will ensure that the majority of our money is not invested in high-risk activities.*
- 8. TELL PEOPLE ABOUT OUR WORK AND OUR VISION**
We will build and update a website, sponsor community events and speak passionately and positively about what we do.

