



Strategic Plan 2020-2023


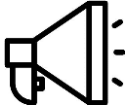


The plan aims at continuing to grow KMA at a sustainable rate. It focusses on continuing the awards and scholarships, as well as growing and supporting an online community of teachers interested in Aboriginal literacy. Funding will be sourced through one or two additional grants.

Our Vision

Through improved literacy Aboriginal students will enjoy the same opportunities and choices as all other Australian students

Our Values

Respect for Aboriginal culture
 Passion to enable Aboriginal students to walk both worlds
 Professionalism, collegiality & authenticity in all we do

Pillars	We will always	Our Goals	Key Strategies
Supporting Teachers 	<ul style="list-style-type: none"> Keep teachers at the centre of everything we do Work with all sectors of education (Catholic, State, Independent) Favour support to regional and remote education Actively look for partners with shared values 	<ul style="list-style-type: none"> Excellence in literacy education of Aboriginal students More Aboriginal teachers 	<ul style="list-style-type: none"> Kate Mullin Teacher Awards Kate Mullin Scholarships Promoting leading teaching practice & teaching support Developing an online community of teachers interested in Aboriginal literacy Provision of professional development to teaching staff Map out potential partner organisations & Seek opportunities for partnership for literacy initiatives
Promotion 	<ul style="list-style-type: none"> Show respect for Aboriginal experiences Target teachers, like-minded organisations and potential funders in communications Accumulate a range of content for promotional purposes 	<ul style="list-style-type: none"> To be known by teachers and education professionals as a credible organisation Have a reputation for delivering value for funds received 	<ul style="list-style-type: none"> Develop better quality branding Continue Newsletter Successfully complete Oral Health Project with the KDT Online Strategy <ul style="list-style-type: none"> Revitalise the website and Facebook page and promote them to teachers Develop an "evergreen" brochure Content Strategy <ul style="list-style-type: none"> Members contribute to content Tell stories of award and scholarship winners Highlight third party content and stories Attend and support aligned events
Capacity 	<ul style="list-style-type: none"> Utilise the skills, experience & knowledge in our member base where possible 	<ul style="list-style-type: none"> To have the organisational capacity to take on the projects we need to do 	<ul style="list-style-type: none"> Have members contribute actively Extend membership base Engage outside professionals as necessary Improve social media skills and contributions
Fundraising 	<ul style="list-style-type: none"> Manage our funds sustainably Maintain a fundraising reserve to discharge our obligations and to be able to take advantage of short-term opportunities as they arise 	<ul style="list-style-type: none"> To attract grants and corporate sponsorships To grow annual income as follows: Feb-21 \$15K; Feb-22 \$25K; Feb-23 \$35K 	<ul style="list-style-type: none"> Foster our supporters by supplying them with timely information & material Grow annual fundraising event Pursue grants Consider fee for service in professional development Explore crowdfunding, events, sponsorships