

NAPCAN

National Association for Prevention of Child Abuse and Neglect



STRATEGIC PLAN 2018-2022

NAPCAN

WHY A STRATEGIC PLAN?

A strategic plan allows us to share our vision and priorities directly with all of those who matter most to our work. The children, families and communities who we hope will benefit from our diligent efforts, the many partners who are working beside us to achieve similar outcomes, and those who have an interest in helping us achieve our goals. Through this document we hope to capture the essence of our work and the areas where we will focus in the coming years.

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FOREWORD FROM THE CHAIR AND CEO

For more than 30 years NAPCAN has been a lead agency in raising awareness of child abuse and neglect in Australia.

What has always distinguished **NAPCAN**'s work has been a committed focus on promoting awareness of how to prevent child abuse and neglect BEFORE it starts. We have done this by providing individuals, communities, organisations and governments with strategies for action.

In taking a primary prevention focus to enhance the safety and wellbeing of all children and young people, **NAPCAN** has utilised two key evidence-informed approaches. These are a public health model and an ecological framework. A **public health model** demonstrates the value of investing in preventative strategies to reduce the burden of an issue over time. It raises awareness of risk and protective factors that can reduce the likelihood of abuse and neglect occurring. By using an **ecological framework**, **NAPCAN** works to embed these primary prevention strategies at all levels of society, from the individual child, young person and family, through to the creation of child safe communities and organisations. It also involves influencing government policy and changing community values, attitudes and behaviour towards children and young people.

We recognise that real change can only come about through the dedicated and collective efforts of many individuals, communities and organisations. **NAPCAN**'s work extends across Australia, from metropolitan and regional areas to remote communities. Our remarkable achievements to date are a result of meaningful partnerships with a range of organisations both large and small across the country, working together to create better futures for all children.

NAPCAN's Five Year Strategic Plan (2018-2022) outlines the steps we are taking as an organisation to fulfil our **Vision** and **Mission** to promote and support prevention of violence, abuse and neglect of children and young people, and enhance their chance to live a safe, healthy and happy childhood where they are valued and loved.

ABOUT NAPCAN / WHO WE ARE

We're Australia's first secular not-for-profit organisation to focus entirely on the prevention of child abuse and neglect *before it starts.*

Rosemary Sinclair, who played a key role in founding **NAPCAN** in 1987 and continues to support **NAPCAN** today, saw that the abuse and neglect of children remained a taboo topic in Australian society in the 1980s. She was determined to change this and **create safer communities for children**. She set about to achieve this vision with the assistance of a passionate team of volunteers and a range of influential and committed partners.

Since those days we have remained dedicated to bringing the eradication of child abuse and neglect to the forefront of Australian society. We are a national organisation with 25 full and part time staff delivering services across Australia, working with thousands of volunteers trained to deliver our programs. Our passionate and capable staff work under the guidance of a highly experienced and diverse Board of Directors. **We work with all levels of government, businesses, community services and organisations, families and individuals for the betterment of children and young people in our shared community.**



Our aim is to help children, young people and their families by enabling everyone in society to play a part in keeping children safe and well. We do this by influencing social change, enabling communities to act locally and maximising our organisational capacity.

OUR VISION, MISSION AND VALUES



VISION

An Australia where all children and young people are valued, thriving and living free from violence, abuse and neglect.

MISSION

To promote the safety and wellbeing of children and young people through the prevention of violence, abuse and neglect.

VALUES

Respect: We respect the inherent value and rights of children and young people as active participants in their families, communities and society.

Diversity: We celebrate and recognise the rich diversity among families and communities and we will stand up against discrimination in all its forms.

Equity and Justice: We oppose poverty, structural inequalities and discrimination that exacerbate the risk of child abuse and neglect, and have a significant, lasting impact on children's life chances.

Courage: We have the courage and determination to stand up for the rights of children, young people and their families.

Learning: We are committed to using the best available evidence and the lived experiences of children, families and their communities to help us deliver and promote leading practice.

Accountability: We are ethical, transparent and accountable to our people, colleagues and partnerships and to the children, families and communities with whom we work.

STRATEGIC PRIORITIES 2018 - 2022

NAPCAN's Five Year Strategic Plan outlines the steps we are taking as an organisation to fulfil our Mission to proactively promote the prevention of violence, abuse and neglect of children and young people, and enhance their opportunities to enjoy a safe, healthy and happy childhood where they are valued and loved.

The Strategic Priorities below outline the specific areas in which we will focus our work in the next five years.

1. INFLUENCING SOCIAL CHANGE

Influence and inform communities, organisations and government to prevent all forms of child abuse and neglect and create environments in which children and young people thrive.

Goals:

- i. Contribute to, and advocate for, the development of a reliable evidence base to increase the wellbeing of children and young people and protect against child abuse and neglect.
- ii. Support and lead local, national and international efforts to promote and protect the Rights of the Child through the implementation of primary prevention strategies.
- iii. Drive a change process to enhance how children, young people and their families are viewed and valued in society.

2. ENABLING COMMUNITIES TO ACT

Inspire and enable all members of the community, including individuals, families, organisations, business and governments, to keep children and young people's lives free from abuse and neglect.

Goals:

- i. Engage and positively influence communities and organisations to become more aware and inclusive of children, young people and their families.
- ii. Partner with communities and organisations to increase their capacity to make a positive and measurable impact on reducing child abuse and neglect.
- iii. Promote the roles that all members of a community can play in creating child safe environments.
- iv. Value, work alongside and learn from children, families and communities in all their diversity to promote the wellbeing and safety of children.
- v. Work alongside Aboriginal and Torres Strait Islander communities and organisations to share skills, knowledge and resources to promote the wellbeing and safety of children.

3. MAXIMISING ORGANISATIONAL CAPACITY

Strengthening NAPCAN as a well-governed and highly-effective national organisation.

Goals:

- i. Sustain strong governance and leadership.
- ii. Attract, develop and retain the best people to positively contribute to our mission and strengthen our capacity to deliver world leading practice.
- iii. Grow and diversify our income, resources and collaborative partnerships.
- iv. Utilise the benefits of emerging technologies to optimise our infrastructure and capacity to deliver.

SNAPSHOT OF NAPCAN'S KEY PROJECTS...

- **National Child Protection Week** (starting on the first Sunday of September each year)
- **Professional development for people who work with children** (e.g. child safe organisations, child abuse & neglect prevention, mandatory reporting, and domestic violence awareness)
- **Respectful relationships education for young people** (including Love Bites)
- **Protective behaviours education for children** (including All Children Being Safe)
- **Place-based violence prevention programs** that engage the whole community
- **Advocacy for the rights of children**, including through Children's Week
- **Whole-of-community strategies and resources** to engage everyone in playing their part in preventing child abuse and neglect

- For more information about our work and to access our training and resources, visit our website at:
www.napcan.org.au



NAPCAN PREVENT
CHILD ABUSE
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