
ALLOWAH STRATEGIC DIRECTION 2021-2023

<p><i>Strengths</i></p> <ol style="list-style-type: none">1. Caring2. Services offered3. Committed staff / leadership	<p><i>Weaknesses</i></p> <ol style="list-style-type: none">1. Financial pressure2. Lack of marketing3. Pressure on leadership / lack of time (resource driven)
<p><i>Opportunities</i></p> <ol style="list-style-type: none">1. Growing familiarity with online communication opens opportunities for Telehealth and use of technology and reaching rural / remote areas2. Expansion of services under NDIS to young adults3. Growing focus on excellence will create strong connection with families / reputation4. 2 Perry Street5. Develop external partnerships eg. ACWA	<p><i>Threats</i></p> <ol style="list-style-type: none">1. Changes required to adapt for COVID-19 longer term inc. space restrictions / impact on services that can be offered2. Risk of reputational / financial damage when serious incidents occur3. Being unknown / undermarketed in the market

In three years' time, we want Allowah to have:

- a strong culture of staff training and development
- adapted to the impact of COVID-19 with a reshaped workforce and financial structure that has reduced the time, resource and financial pressure
- become a well-known and respected premier provider of a wide range of services to children and young people with disabilities, including leveraging new tele-health and technology solutions
- continually increased the quality and safety of service provision through the empowerment of staff at all levels of Allowah