

**Advocacy**  
Tasmania

in  
your  
corner

# Strategic Plan

## 2020 – 2024

Version 1.1

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## Vision

Our vision is for a caring, equitable and inclusive society.

## Mission

We exist to support our clients to communicate, resolve issues and achieve real change. We do this by providing 'Your Say' advocacy. We are in our clients' corner, helping fight the battles that are most important to them and empowering people to take back control over their own lives.

## Guiding principles

- We are independent
- We are client directed
- We are inclusive
- We are accountable
- We are focused on outcomes and results

## Key strategies

### Realising change and human rights

1. Uphold and champion the rights of our clients
2. Advocate for results, outcomes and real change
3. Empower our rights to have their say
4. Fight for choice, control and self-determination

### Engagement

1. Provide an open, accessible and engaging service
2. Tailor our service for priority groups
3. Reach clients where they are
4. Celebrate our clients' achievements

### Sustainability and growth

1. Invest in our team and ability to affect change
2. Make our brand and value tangible
3. Secure ongoing and sustainable funding