

ANGLICARE
SA

HOW WE'VE CHANGED

1980s	1998	2009
Anglican Community Services (ACS)	Name changed to Anglicare SA	2 service/program departments and 5 corporate department
Separate organisations with separate boards	One organisation with 2 departments – focus on service	Sense of reintegration with the church
Mutual decision made by the diocese and ACS to separate welfare services from the church	Anglicare separate from the church at an institutional level	1500 staff 1200 volunteers 41 sites
	Revenue \$24million Assets \$23 million	Revenue \$83 million Assets \$87 million
	550 staff 5 sites	IT inherent part of service delivery
	No IT for service delivery	



SAMPLE OF QUESTIONS FROM INTERNAL COMMUNICATIONS SURVEY (TO STAFF & VOLUNTEERS)

- Do you feel part of the wider Anglicare, or just your own area
- How do you think most information is shared – top down, bottom up, sideways – any comments?
- How do you prefer to communicate?
- Do you feel listened to?
- How do you mostly hear what's happening in Anglicare?
- Do you read Anglicare publications and policies or use the Matrix (intranet)
- What barriers exist to sharing information in Anglicare?



COMMUNICATIONS PLAN – THEMES

Advocacy

- Understanding advocacy
- Anglicare SA and advocacy
- Advocacy focus 2009/10

Messaging & branding

Internal communications review (ICR)

- Methodology
- Process
- Recommendations

People with special communication needs

External communications & stakeholder engagement

- Anglicare stakeholder engagement
- Developing an Anglicare public profile
- Key stakeholder groups
- Relationship with Anglicare Australia

Media

Communications and corporate departments

- Marketing (website/publications)
- People & Organisation Development (employer branding)



STAKEHOLDER ENGAGEMENT – TYPES OF STAKEHOLDERS

- **Government:** Government Departments –MPs, Local Government, Regulatory Bodies, Government boards
- **Not for Profit:** NGO's, Peak Bodies, Unions, Higher education, Service Associations, Community Groups, Schools, Churches (Dioceses) and Churches (individual parishes), other Christian and religious groups
- **Business Suppliers:** Retail services, media/print/publication/production services, vehicle suppliers, consultants, major events, software, linen, catering, merchandise
- **Professional Services:** Banks, training companies, solicitors, insurance health, medical support services, rehabilitation, recruitment, finance companies, building & construction, architects, employment providers, hospitals, sharebrokers, auditors
- **Anglicare Extended Family:** Resident families, family members of program participants, volunteers and their families, staff families
- **Public Figures:** Governor, Church leaders, Media personalities, Business identities
- **The General Public:** Local/state/national basis.



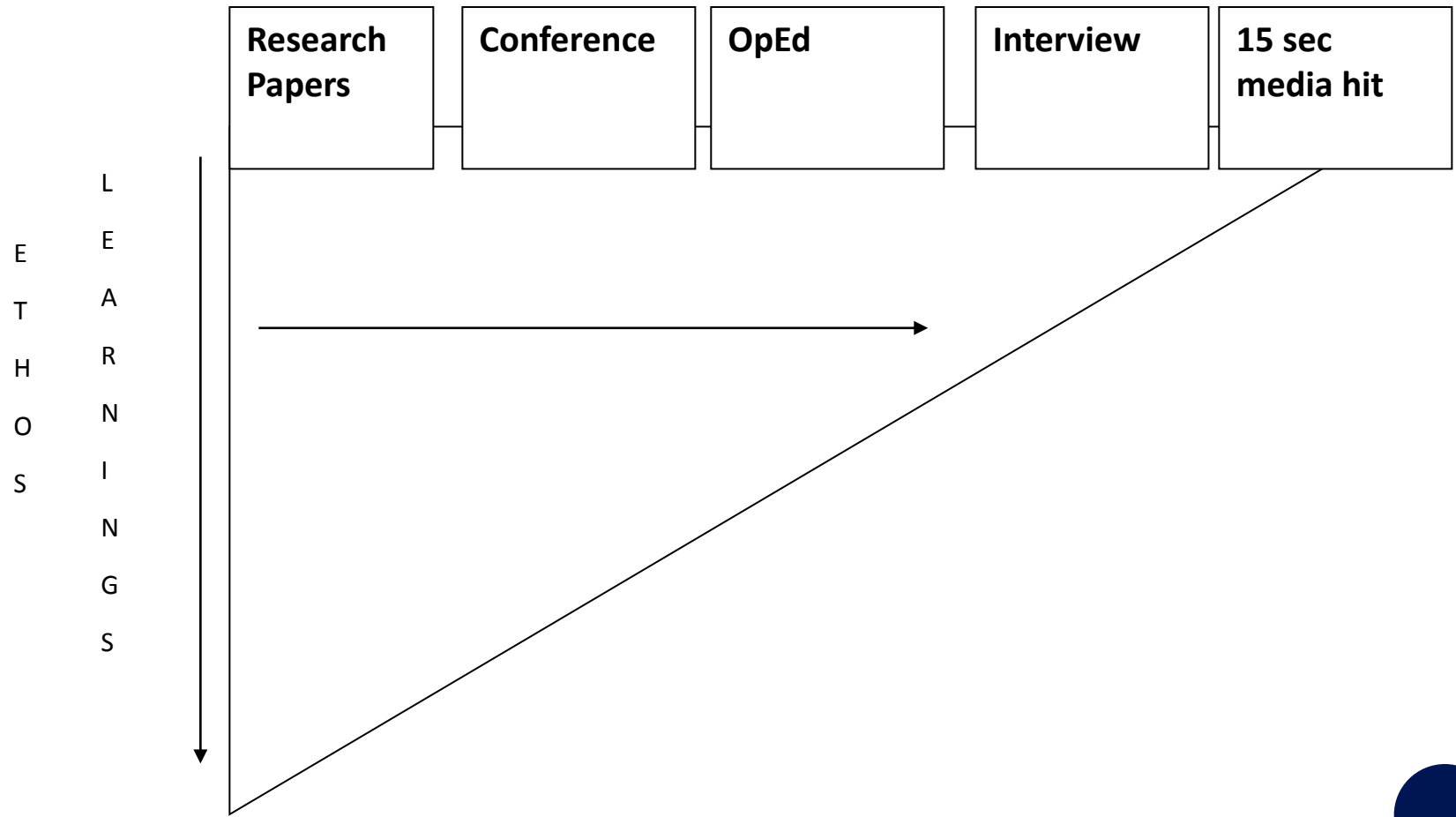
EXTERNAL COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT – DEVELOPMENT OF AN ANGLICARE SA PUBLIC AFFAIRS PROFILE

○ Recommendations:

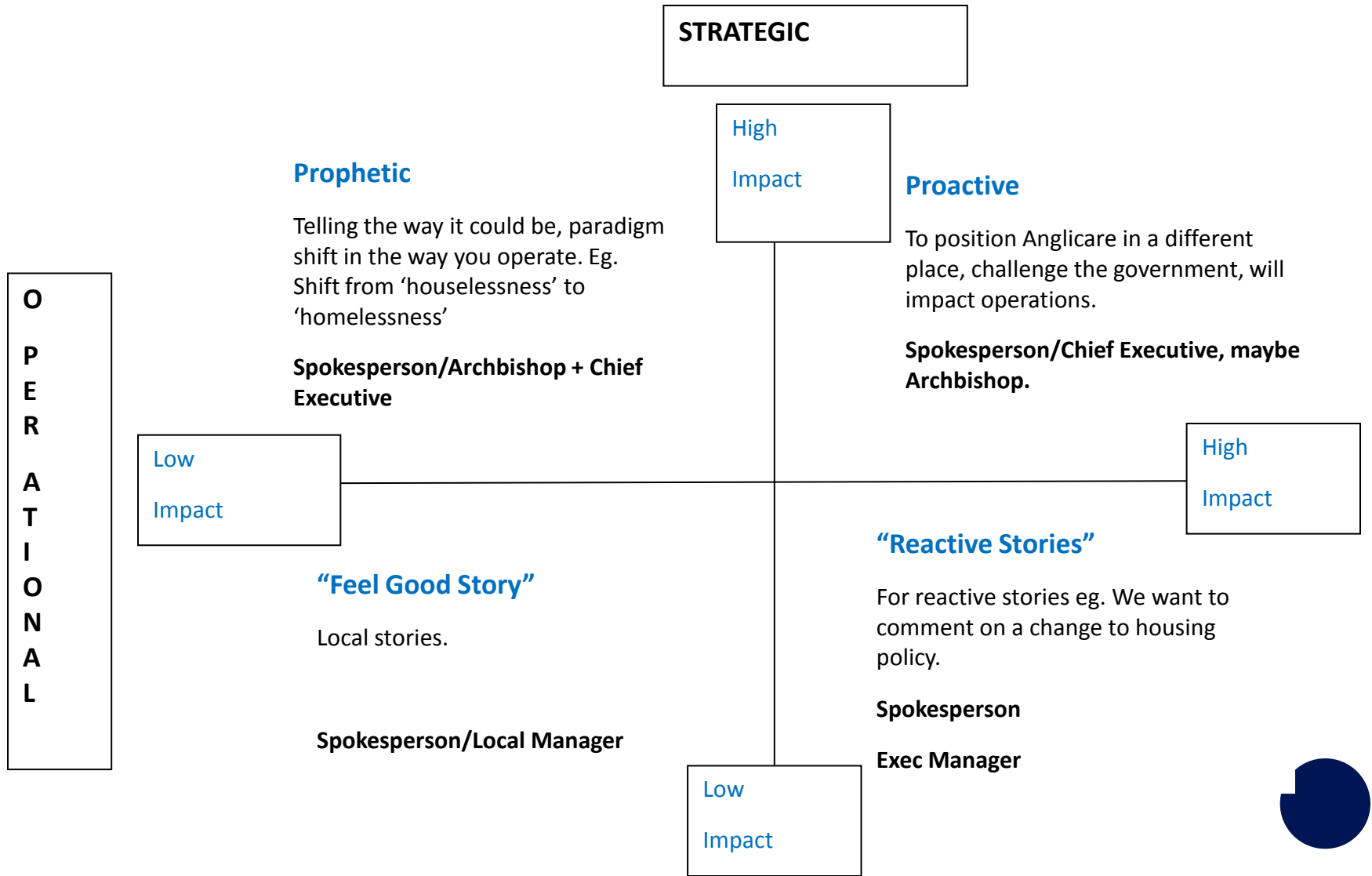
- A determined public profile for Anglicare SA
- Targeted use of external contacts information and stakeholder engagement
- Shared information from stakeholder involvement
- Key events targeted for involvement
- Enhanced advocacy opportunities through participation in public events
- Organisational coordination of engagement with key public figures



MEDIA



MEDIA



ADVOCACY

- Inclusive organisational approach to advocacy developed
- Enhanced advocacy awareness and identification by staff
- Advocacy information available to the public
- Understand other NGO positioning to position Anglicare appropriately
- Stronger linkage with Anglicare Australia/Canberra office
- Stronger linkage with Anglicare Australia Network
- Advocacy campaigns backed by in-house research
- Advocacy links with the Diocese
- Anglicare leverage from Industry peak body memberships and activity



WHAT WE ARE WORKING TOWARDS.....

Organisational vision & strategic directions Justice, respect & fullness of life for all

Growing capacity & opportunity	Creating a more just & sustainable society	Building partnerships	Promoting positive ageing
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Organisational portfolio priorities

Economic participation	Families	Older people	Vulnerable people & communities	Housing
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Anglicare SA – public affairs focus

Communications	Media	Advocacy
<ul style="list-style-type: none"> •Internal •External •Capacity Building/staff •Public Speaking 	<ul style="list-style-type: none"> •Print and Publications •Television •Radio •Electronic 	<ul style="list-style-type: none"> •Stakeholder engagement •Lobbying •Capacity Building (staff/clients) •Public campaigns •Policy change

- Using program and service information provided internally to go external
- Engagement of staff and volunteers as part of a participative public affairs process – we're all part of it
- Maximised opportunities to work, speak and lobby as part of integrated local/state/national/international networks – credibility from our own work examples in the field
- Coordination of information leads to better opportunities to position ourselves as a leader in our area
- Influence change by being a prophetic voice

