



DANA Disability Advocacy
Network Australia

2021 – 2024 Strategic Plan

Our Role

DANA is the national representative body for a network of independent disability advocacy organisations throughout Australia.

DANA's vision is to provide a collective voice on the value of independent disability advocacy to support and promote the rights of people living with disability.

Our Purpose

DANA's purpose is to strengthen and support independent disability advocacy organisations across Australia by:

- promoting the role and value of independent disability advocacy,
- giving our members a collective voice,
- supporting communication and the sharing of information between disability advocacy organisations,
- providing support and development for members, staff, and volunteers of disability advocacy organisations,
- promoting or start research that support our mission; and
- promoting the human rights, needs and value of people with disabilities.

Listen locally, Act nationally

Our Profile

Our members are independent Australian community-based disability advocacy organisations that advocate for and with people with disability. We are governed by a Board of Directors, who are employees and office holders of member organisations. We maintain strong links with the Australian state and territory disability advocacy networks and with the peak representative organisations for people with disabilities.

In 2007 the Victorian Disability Advocacy Network (VDAN) sponsored the first National Disability Advocacy Conference in Melbourne. At this Conference, a motion was passed that VDAN take the lead in establishing a working group to develop a national disability advocacy network. The working group was formed and set about creating Disability Advocacy Network Australia (DANA).

DANA held its first annual general meeting as an unincorporated body at the 2nd National Disability Advocacy Conference in October 2008. This Conference was a joint venture between DANA, VDAN and the Victorian Disability Advocacy Resource Unit. An interim Board was elected, and this group of people became the first Directors of the newly established Disability Advocacy Network Australia (DANA) Ltd when it was registered as a company in May 2009.

In 2009 DANA received an establishment grant from the Department of Families, Housing, Community Services, and Indigenous Affairs (now the Department of Social Services). In June 2010 DANA conducted the 3rd National Disability Advocacy Conference. A Chief Executive Officer was appointed in July 2010 and the DANA secretariat established shortly thereafter.

DANA's first annual general meeting as an incorporated body was held on 9 November 2010.

The national representative body for advocacy organisations

Key Focus Areas:

Lead & Strengthen

Provide a leadership role for the collective voice of independent disability advocacy organisations Australia wide.

Communication & Connection

Provide expert commentary on the issues that affect the sector and develop and strengthen partnerships to enhance the work we do.

Promote Independent Advocacy

Champion the benefits of independent disability advocacy for people with disability and governments.

Sustainability

Build a sustainable organisation that delivers on its vision and values and supports recurrent funding of the disability advocacy sector nationally.

1. Lead and Strengthen		
Outcomes	Strategies	Indicators of Success
By June 2024 we will have achieved the following:		
1.1	<p>DANA retains its position as the peak advocacy body for the Australian disability advocacy sector.</p> <ul style="list-style-type: none"> i. Regular engagements with the sector to “funnel the voice” of the sector. ii. Determine policy priorities and partner where appropriate to advance these priorities. iii. Set up Standing Policy Working Group with advocacy organisations with systemic focus and capacity and additional ad hoc working groups as required. iv. Actively participate in national disability DRO and peak policy discussions, and lead activity on DANA priority policy issues. v. Provide early access to the sector for inputs on submissions. 	<ul style="list-style-type: none"> • Disability advocacy sector acknowledges and supports DANA’s role as advocacy sector lead • DANA’s range of policy concerns is informed by members concerns. • An increase in quantity of member input into DANA submissions. • Increased number of submissions by other national peaks that incorporate recommendations about advocacy provided by DANA
1.2	<p>DANA has broadened its role and services to the sector including providing training and development in governance, advocacy standards and funding approaches. (TBC - through development of “National Centre for</p> <ul style="list-style-type: none"> i. Develop proposal for “National Centre for Disability Advocacy Development” ii. Develop training programs and a suite of learning products (apps, websites, fact sheets, audio and video) that are valuable to the sector, and individuals seeking to self advocate. 	<ul style="list-style-type: none"> • DANA secures role as “National Centre for Disability Advocacy Development” • DANA is providing an increased level of learning and development support to disability advocacy sector

	Disability Advocacy Development”)	iii. Bring sector together to work on Advocacy Standards, quality and consistency of advocacy, competencies and qualifications for advocates.	<ul style="list-style-type: none">• DANA is seen to lead the enhancement of the advocacy sector in the provision of high-quality advocacy.
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2.Communication and Connection			
Outcomes	Strategies	Indicators of Success	
By June 2024 we will have achieved the following:			
2.1	<p>DANA communicates effectively and consistently to the sector and our stakeholders.</p>	<ul style="list-style-type: none"> i. Develop a communications plan, incorporating strategic priorities and position statements. ii. Ensure DANA’s communications are consistent in format, frequency, message and language. iii. Ensure regular two-way communication between the sector and DANA. iv. Develop a member engagement plan. 	<ul style="list-style-type: none"> • Comms plan in place and activated • DANA roundtable attended by at least 60% of member orgs • Member engagement plan finalised and activated • Member satisfaction regarding DANA communications is improved from initial baseline survey results
2.2	<p>DANA is seen as the most appropriate & effective conduit for information flow between the disability advocacy sector and government.</p>	<ul style="list-style-type: none"> i. Facilitate flow of information between Government and the disability advocacy sector. ii. Develop annual Disability Advocacy Census and create an Advocacy ‘State of the Sector’ report. iii. Strengthen DANA’s data and information management capacity. iv. Strengthen DANA connections and involvement with relevant Govt agencies: NDIA, NDIS Commission, Commonwealth Ombudsman, Australian Human Rights Commission, social policy in Treasury, Services Australia, and other relevant groups 	<ul style="list-style-type: none"> • Member’s report feeling better informed of Govt activities relating to disability advocacy • Members report feeling better heard by Government through DANA’s representation • Government report feeling better informed about the disability advocacy sector. • Government policies influenced by input from disability advocacy sector • DANA seen as a credible source of current data on disability advocacy and advocacy issues

2.3	Strong partnerships and alliances that support the work we do	<ul style="list-style-type: none">i. Identify prospective partner orgsii. Encourage partnerships and alliances that broaden the reach of disability advocacy.	6 partnerships or alliances within or outside of sector
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3. Promote Independent Disability Advocacy		
Outcomes	Strategies	Indicators of Success
By June 2024 we will have achieved the following:		
3.1	<p>DANA is recognised as the leading disability advocacy authority, always acknowledging that the value is of the disability advocacy sector as a whole.</p>	<ul style="list-style-type: none"> i. Develop and conduct an education program to assist stakeholders to understand what an advocate is and the role that DANA plays. ii. Update case studies reinforcing benefits and social impact of advocacy. iii. Develop targeted information on the benefits of all forms of independent advocacy. iv. Position advocacy as proactive, positive and solutions-focused.
		<ul style="list-style-type: none"> • Increased awareness of DANA’s role (as measured by survey to be developed). • Increased profile of the advocacy sector as a whole

4. Sustainability		
Outcomes	Strategies	Indicators of Success
By June 2024 we will have achieved the following:		
4.1	Secured long term core funding for DANA	<ul style="list-style-type: none"> i. Develop network of Strategic Advisers, Government relations, economic value, sourcing funding. ii. Clear articulation of the issues – develop effective communities and allies. iii. Strengthen connections to Commonwealth Disability Minister and advisers; other relevant Ministers and Shadow Ministers; DSS advocacy and senior SES iv. Establish an Advocacy Funding Working Group
4.2	Assisted to secure additional member organisation disability advocacy funding	<ul style="list-style-type: none"> • At minimum secure funding from DSS at equivalent rate to current DRO funding for a minimum 3 year period • Funding sourced from range of sources, including DSS, philanthropy, grants
	<ul style="list-style-type: none"> i. Using DANA’s connections and relationships to articulate value of independent disability advocacy organisations Australia wide ii. Produce national mapping of need for disability advocacy, especially unmet need and who/where is missing out iii. Provide DRC with submission for why disability advocacy funding should be increased, and funding models iv. Provide Government with detailed, costed funding models for implementing DRC recommendations. 	<ul style="list-style-type: none"> • Secured funding for the sector exceeds \$100m p.a. • Secured 3-year blocks of funding is at, or above current levels of funding • Advocacy innovation funding available to all disability advocacy organisations

		<ul style="list-style-type: none"> v. Develop range of fundable advocacy proposals: current and prospective vi. Support disability advocacy organisations at State/Territory level to negotiate long term funding arrangements 	
4.3	DANA secures funding for “National Centre for Disability Advocacy Development”	<ul style="list-style-type: none"> i. Develop funding proposition for National Centre for Disability Advocacy Development ii. Lobby Government for additional support to increase services to members (policy development, systemic advocacy, and training/consultation to members). 	<ul style="list-style-type: none"> • Secured minimum 3 year funding for DANA to deliver National Centre for Disability Advocacy Development