

Project ID No.	CMW 213 / 2 / 1 / 2
GOAL	2
	SUB-PROGRAM

Strategic and Change Management for Improvement Strategic and Change Management

Action plans must be submitted online to www.reframingthefuture.net by COB Tuesday 20 June 2006.

Please refer to 'How to submit an action plan online' in the Reframing the Future handout or on the website.

All sections must be completed.

Please note: sections 1 – 7 of this document will be uploaded onto the Reframing the Future website. Details of participants in item 9 will be only be used in accordance with our privacy policy and will not be published on the website.

Name of organisation funded by Reframing the Future

Challenge Armidale Limited

1. Convenor's details

Name: Mr Kevin Mead		
Position: CEO		
Organisation: Challenge Armidale Limited		
Address: PO BOX 18		
City/Suburb: ARMIDALE, NSW	Postcode: 2350	
Ph: (02) 6772 1799	Fax: (02) 6772 6889	Mobile: 0418 221 167
Email: kmead@challenge-armidale.org.au		

2. Facilitators' details

Name: Frank Price, Directions (Australia) Pty Ltd		
Address: PO Box 628		
City/Suburb: Maleny, QLD	Postcode: 4552	
Ph: (07) 5499 9422	Fax: (07) 5499 9626	Mobile: 0419 020 147
Email: frank@directionsaustralia.com.au		

3. Project overview (100 words maximum)

In your brief project overview, please describe the specific challenge(s) you will address in this project – posed for your organisation/faculty by the need to support the implementation of a training system that is industry-led, demand-driven and client-focused.

The proposed project will facilitate an Industry wide strategy for the development of a Strategic Approach to ensuring the positioning of the Disability Sector as a relevant, needs focused industry that is demonstrating a commitment to the increasing professionalisation of the sector through leadership and facilitated change management. The underpinning driver of the project is to provide a vehicle for strategic leaders in the Disability Sector – RTOs and community based organisations and others to understand , support and champion VET training as the means to achieve these goals and to develop and build further strategic links between the Disability Sector, RTO, Statutory bodies and the National Training Framework. The project is about having an opportunity to lead and facilitate change in the way an industry perceives, mobilizes and presents itself.

The project challenges will include identifying potential players, bringing them together to work collaborative to co-hese and lead innovation and change in the Disability Sector through widespread support of the CHC02 Community Services Training Package.

4. Project methodology

Please describe your intended use of either strategic management and/or change management strategies in your project.

The project will allow an opportunity for the key players in the project to be able to:-

- Meet, and collaboratively identify and discuss the issues and concerns that are barriers to the Disability Sector in Australia being perceived as and functioning as a quality service-providing profession, staffed by professional practitioners.
- By identifying the above information and issues, Disability Sector leaders will be able to provide more effective leadership to be able to respond to the need for change and improvement in a strategic and planned approach, leading to increase in the performance of their organisations and resulting in the increased performance of the sector.
- Understand the principles of both strategic management and change management theories and to use this information to develop a sustainable process for the work that the project will undertake in terms of implementing long term change in the perceptions of the sector by those external to it.
- By understanding above, to support strategic/change management by developing processes that enshrine continuous improvement as a driving philosophy of the way forward. This will be through the fostering of cultures and approaches that are based on the recognition of the importance of VET as an essential tool to be able to continuously be able to deliver quality services to end users.
- To develop their own capacity and skills to drive and create change and not be at the effect of it
- Form into key Focus Groups according to the barriers that are identified to develop and develop and trial strategies to drive change and to manage the changes strategically as the sector re-badges itself

5. Anticipated outcomes

The following outcomes are anticipated as a result of the project:

- structural and/or cultural modifications to your organisation or faculty
- Achievement of the characteristics of a high-performing organisation including an improved client focus.

Please discuss your project's anticipated outcomes.

The expected outcomes of the project will include:

1. An increase in the level of ability of the players to understand and apply the theories of strategic and change management to support the high performance of organisations and industry
2. Fostering a context where strategic collaborative alliances will be developed between players and grown as a result of the project
3. A cultural "shift" to where the players will be open to sharing information, strategies and resources as opposed to the traditional culture of segregation and competitiveness that has existed between providers in the sector.
4. The development of a shared understanding of the current issues and emerging issues and concerns that the Community Services and Health Industry must be across to be able to effectively respond to changes in government agendas, legislation, client expectations and community perceptions
5. An industry wide approach to ensuring the implementation of VET in high performing community based organisations by ensuring that all levels of managers and workers obtain and value VET qualifications from the CHC02 Community Services Training Package as indications of the professionalisation of the sector
6. The development of a consolidated industry wide approach to lobbying government and statutory authorities to show effective and innovative strategic and change management approaches to respond to the industry needs

6. Evaluation

Please provide an outline of the methods you will use to evaluate the participants' learning and your project's efficiency and effectiveness.

Evaluation will include a full range of data collection to feed into an ongoing peer review and evaluation process during and after the project which will include:

1. Creating a project steering committee to guide the development and processes of the project and to evaluate outcomes at regular stages of the project
2. Collection and analysis of participant feedback continuously throughout the process
3. Collecting and analysing feedback collected from trialling the use of any products, strategies and resources developed from the Focus Group work and disseminating the information to members of the project
4. Long term evaluation in terms of identifying and publicly acknowledging changes for continuous improvement that have happened as a result of the work of the project.

7. Project timeframe

Please list project milestones and key dates

(Please add rows as required)

Milestone	Key date
Start Up workshop	31 May
Completion of Project Action Plan & submission to RTF	20 June
Project convenor and project facilitator to convene a project management meeting to develop the project steering committee and finalise the implementation of the Action Plan and commence development of the project key events	30 June
Mobilisation of Directions Australia project team to develop internal action plan, develop resources, plan logistics etc	First week July
Mobilisation of project convenor team to approach prospective project team members informing them of the success of the grant application and inviting them to join the project team with a description of the project and the commitment required. Letter also contains formal expression of interest to participants to determine the number of requests for places in the project. Development of Initial Project Steering committee meeting agenda and establishing review and evaluation processes.	First week July
Promotion of the project commences	First week July
Selection and notification of participants	Second week July
Ordering of resources from Reframing the Future	Third week July
Initial Project Steering Committee meeting in a half day workshop producing the outcomes: <ul style="list-style-type: none"> • explanation of RTF, the project, methodology • establishment of project Focus Group to commence development of expected project outcomes • Focus groups design and distribute an industry wide survey tool to identify needs, wants, issues existing in the sector 	By July 31
Facilitated Focus Group workshop no 1. Evaluation point	Mid July
Facilitated Focus Group Workshop no 2. Evaluation point	Mid August
Mid term Report	5 September
Facilitated Focus Group Workshop no 3. Evaluation point	By end Sept
Facilitated Focus Group Workshop no 4. Evaluation point	By end Oct
Final Project 2 day event bringing together all Focus Groups, invited guests, industry leaders and sharing and disseminating information. Facilitated completion process for the project	early- mid Nov

Final Report due	5 December
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