

STRATEGIC PATHWAY

Embrace change and prepare for future vision



Advocate for better living options for people with physical disabilities.

Quality, Bespoke housing that supports choice and control.

The Voice of Physically Disabled People, Vibrant, equal and full of life.



**LAURA
FERGUSSON
TRUST**

Tranche 1 BRAND REFRESH



Gathering Sentiment

Engaging LFT membership with surveys to provide input into strategy, direction and preference.



Strategic Positioning

Clarity on Personal Budgets challenges. Development of solutions.



Story Telling

Demonstrating value. Building infographics that demonstrate our differentiated value proposition.



Funding

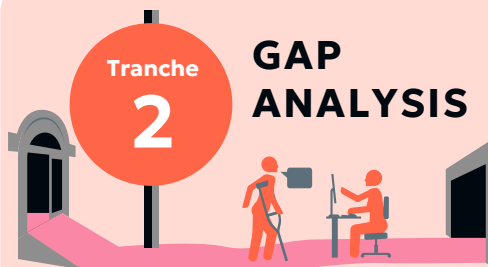
Well positioned brand, elevator pitch and value proposition. Grant funding. Positioning clear and obvious.

Brand

Member input to achieve an aligned direction with members on-board and included in future direction

Stakeholder Alignment for future funding (Grants and Contracts)

Tranche 2 GAP ANALYSIS



Policy & Procedure Re-write

Current state analysis by service line (Current & Future workstreams)



System Establishment

Embedding Xero. Project Management. Human resource & Financial Management.



Communication Platform

Templates and communication cadence. Value delivered to LFT Members & stakeholders. Fit for purpose Website.



LFT team in place to drive strategy forward

Research, Community & advocacy Lead. Corporate operations & Project Management. Office Management (Board Secretary). Later: GM Operations (Depending on success).

Future Focused

Policy & Procedure Re-write
System Establishment
Communication Platform
LFT team in place

Tranche 3 PARTNERSHIPS, PEOPLE & QUALITY



Support Delivery Options

Collaboration partnerships. Delivery Partnerships (Rise).



LiFT Office Space

To support other disability providers to access a collaborative shared space in the heart of the city



Funder Engagement

Develop a SROI model for property as a conduit to independence and better outcomes for PWPD & Achieve efficiencies for Funders.



Philanthropy Partnerships

Pathways for disabled people and their whānau demonstrated as clear and obvious to deliver tangible funding opportunities to philanthropic partners.

Support Delivery Options

LiFT Office Space

Funder Engagement

Philanthropic Positioning

Voice of Physically disabled people



Tranche 4 WORK-STREAMS OVERLAPPING DEPENDENCY



Housing

Transition: supporting people to discharge from clinical spaces (eg the spinal unit or hospital) with dignity, to a place they would be proud to call home and enable further rehabilitation opportunities.



Community Housing: supporting people to live in the community in accessible homes purpose-built for their support needs, empowering choice, control, and independence.

Respite: partnering with communities to have alternative respite options for families.



Advocacy

Partnering and delivering rehabilitation and wellbeing access options for disabled Aucklanders while proving the benefit to the Crown (Publishing Social Return on Investment Research) to encourage investing in holistic wellbeing and rehabilitation initiatives including hydrotherapy, physical exercise access and proactive mental health support for people with disabilities.



Research

LFT will once again become known as a respected organisation that advocates for the rights of disabled people, exposing shortcomings of the crown and agencies and supporting people to have voice, mana, and self-determination, through published research papers that are statistically significant and prove Social Return on Investment benefits to the Crown.



Rehabilitation

Being the trusted partner (and the voice) of people with physical disabilities in New Zealand through good PR, research and publications, calling-out crown entities on historic and current shortcomings.

Being an organisation that advocates for all future social housing projects to have the suitable accessibility lens considered that goes above and beyond building code.

Be respected both Nationally and Internationally as the organisation that advocates for the safeguarding of at-risk populations to online violent extremist grooming.