

Our Strategic Priorities and Goals

To meet these challenges and achieve our mission, we will focus on five key areas of activity.

Focus 1

Community Safety Programs

Goal: To continue to provide community safety programs that are relevant and effective.

Focus 2

Marketing and Promotion

Goal: To increase awareness of the programs and services that Safer Communities Australia Inc provides.

Focus 3

Advocacy

Goal: To influence broader community safety policy, joining public discussion on community safety issues.

Focus 4

Partnership Development

Goal: To continue to develop strategic partnerships and alliances with relevant organisations.

Focus 5

Organisation, Resourcing and Governance

Goal: To provide an appropriate organisation structure, governance arrangements, team and budget to deliver our strategic plan and ensure effective management of Safer Communities Australia Inc.

Criteria for Measuring Success

We will report against Key Performance Indicators that we will establish within our Operational Plans.

Links to South Australia's Strategic Plan

The Safer Communities Australia Inc Strategic Direction 2010 – 2015 links directly to South Australia's Strategic Plan 2007, in particular:

Objective 2

Improved Wellbeing: Public Safety

Objective 5

Building Communities: Volunteering and Multiculturalism

Objective 6

Expanding Opportunity: Aboriginal Wellbeing

Patron of Safer Communities Australia Inc

Safer Communities Australia Inc is grateful for the support and patronage of His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Governor of South Australia.



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STRATEGIC DIRECTION 2010 – 2015

The Board of Management of Safer Communities Australia Inc (SCA) is pleased to present the organisation's Statement of Strategic Direction 2010-2015.

Developed after extensive community and stakeholder consultation, this document identifies priorities established to ensure the organisation meets its Mission and to reflect SCA's Vision of Safer Communities. Annual Operational Plans will be developed in line with the Strategic Direction.

This overview demonstrates SCA's commitment to making a valuable and effective contribution to community safety in South Australia.

About Safer Communities Australia Inc

History

Safer Communities Australia Inc is a South Australian organisation that has evolved from the former Safety House program.

Over more than two decades, the Safety House Association of South Australia Inc established an extensive network of community safety locations across the State. This network grew and became recognised as serving the whole community, not only children. Non-residential premises such as shops and offices joined. At the same time, the organisation commenced the development and delivery of targeted safety education programs.

With the support and encouragement of State Government, a restructure in 2003 incorporated these developments and positioned the organisation to meet changing community needs. This led to our broader-based organisation, Safer Communities Australia Inc.

The Organisation Now

Safer Communities Australia Inc is a volunteer organisation. Community based, we deliver safety programs and services across South Australia:

1. Safety Assist

A volunteer network of approved private and public premises displaying the Safety Assist sign to indicate that reliable help is available to anyone who is feeling unsafe.

2. Stay Safe

A safety education program that includes the multi-award winning student Safety Ambassador scheme.

3. Safety Associates

A program that promotes links between Safer Communities Australia Inc and other community safety organisations, agencies and service providers.

The governing body of Safer Communities Australia Inc is the Board of Management. This Board has directors elected from our members and directors appointed from associated organisations. Community committees act locally in many metropolitan and rural areas.

The South Australian Government supports the Association with an annual grant that contributes to administration costs.

Our Vision, Mission and Values

Our Vision

Safer Communities

Our Mission

To identify personal and community safety issues and provide programs and services that promote and lead to increased community safety.

We achieve this through the development and delivery of community safety programs, services and initiatives.

Our Values

Safety: We believe that all community members have the right to feel and to be safe and secure at all times.

Respect: We treat our staff, volunteers, partners and the community with respect and sensitivity, recognising the importance of diversity. We respect all individuals and value their contributions.

Integrity: We employ high ethical standards, and demonstrate honesty and fairness in everything we do.

Teamwork: We promote and support a team approach in striving to meet our common goals.

Collaboration: We work with our partners to bring together knowledge, experience, ideas and skills to achieve our goals.

Innovation: We use progressive and creative approaches to problem solving and achieving our goals.

Professionalism: We strive for excellence in all we do, and are accountable for all our actions.

The Challenges We Face

Our organisation operates in a challenging environment. We need to maintain our existing programs, increase our level of activity in each and develop new programs to meet changing community needs.

Key challenges

- Safety awareness in communities needs constant reinforcement.
- We need a higher profile in some sectors. There is an increasing need to establish and maintain safety programs to support ethnic, lower socio-economic and indigenous communities, as well as new arrivals and refugees.
- Volunteerism and community service values appear to be declining within younger age groups.
- As school workloads expand, our ability to extend the Safety Ambassador program may be limited.
- Expanded service delivery will require more funding.
- Competition between community groups for funding and sponsorship is strong.



Above: Safer Communities Australia Inc State Office