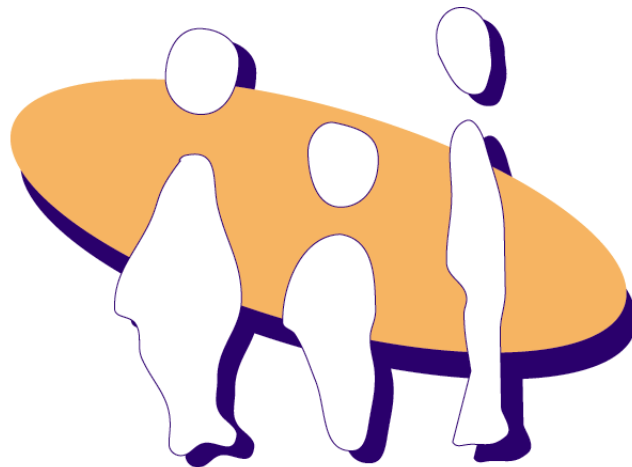


**2009 – 2011**

**3-Year Business Plan**

**for the**

**Auckland Down Syndrome Association  
Incorporated**



**Auckland  
Down Syndrome Association**

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## Business Information

### Organisation Name

- Auckland Down Syndrome Association Incorporated (ADSA Inc)

### Physical Address

- Parent and Family Resource Centre  
92A Princes Street  
Onehunga  
Auckland 1061

### Postal Address

- Auckland Down Syndrome Association Inc  
PO Box 13385 Onehunga  
Auckland 1643

**E-mail Address**      clo@adsa.org.nz

**Web Site**                www.adsa.org.nz

**Phone**                    ++64 9 636 0351

**Fax**                        ++64 9 636 0354

**After Hours Phone**    0800 693 724

### Legal Status

- Not for profit organisation
- Certificate of Incorporation No. 2147705 – 27 June 2008
- Charities Commission - Registration No. CC3341 –30 June 2008
- Inauguration of organisation – 1 June 1985
- Affiliation with:  
New Zealand Down Syndrome Association Inc (NZDSA Inc)
- Committee members are parents/guardians or grand-parents of people with Down syndrome who work voluntarily to administer the Business Plan.

### Staffing

- A Community Liaison Officer/Administrator is employed part time for up to 25 hours per week/40 weeks per year (1,000 hours).

### Professional and Business Advisors

**Accountant**    Lock & Partners  
Chartered Accountants  
Level 1 – 171 Hobson Street  
PO Box 7227 Wellesley Street  
Auckland  
Ph: (09) 379 8410

**Bank**                ASB Bank Limited Auckland  
Account No: 123008-0265824-00

## Vision and Goals

**The Mission Statement is to enhance the inclusion of people with Down syndrome within the community.**

**This leads onto the primary aims of the organisation and they are as follows:**

- **To inform and support families/Whanau of people with Down syndrome**
- **To promote and advocate attitudes in the wider community**
- **To further the understanding of Down syndrome**
- **To promote the rights and inclusion of people with Down syndrome**
- **To review policies and lobby government and other institutions**
- **To promote positive public awareness through educational and media initiatives**

**The Vision and Goals are inline with the national associaton:**

**Our main goals are:**

1. **To ensure that access to up to date information on Down syndrome is made easily available.**
2. **To continue support and interaction within the association through various groups and social occasions. This includes the formation and support of new parent support groups, coffee groups, youth groups, and older people.**
3. **To support ongoing education and skills required by those who have first point of contact of parents with new born babies with Down syndrome.**
4. **To be aware of education and health policies and issues affecting the Auckland region.**
5. **To promote the awareness of Down syndrome in the community.**

Goal 1: To ensure access to up to date information on Down syndrome is made easily available.			
Focus Area	Key Results	Action	Tasks
<b>Welcome Pack</b>	That a Welcome Pack is made available to all new parents.	<ol style="list-style-type: none"> <li>1. That every hospital across the Auckland region has the up to date Welcome Pack.</li> <li>2. That all relevant organisations are made aware and have access to Welcome Packs. This may include but is not limited to antenatal groups, independent midwives, parent centres, obstetric professionals and health centres.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Continually:</u> Maintain an up-to-date database of hospitals, relevant professionals, groups, centres across the Auckland region.</li> <li>2. <u>Annually:</u> Check as to whether further Welcome Packs are required.</li> </ol>
<b>Regional Newsletter</b>	To inform the Auckland Down Syndrome Assn data base through the regional newsletter.	<ol style="list-style-type: none"> <li>1. Produce a quarterly regional newsletter.</li> <li>2. Identify ways to make the newsletter more professional in appearance/lift to next level.</li> <li>3. Establish a name for the newsletter.</li> </ol>	<ol style="list-style-type: none"> <li>1. Set deadlines for gathering of information.</li> <li>2. Identify dates the newsletter will be published and mailed either physically or electronically.</li> <li>3. Establish a name for the newsletter.</li> </ol>
<b>Libraries</b>	That all libraries under the Auckland Down Syndrome Association's area have up to date information.	<ol style="list-style-type: none"> <li>1. That all libraries have copies of the up to date Brochure and the latest recommended books are available.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Continual:</u> Maintain a list of libraries in the Auckland region.</li> <li>2. <u>Two Years:</u> Contact all libraries every two years to ensure they have the Brochures and recommend any new books that have become available.</li> </ol>
<b>ADSA - Office</b>	That the office of the Auckland Down Syndrome Association has relevant and up to date information – hard copy and on data base.	<ol style="list-style-type: none"> <li>1. That the information at the Auckland Down Syndrome office is reviewed and archived on a regular basis.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Annually:</u> To be reviewed annually in July.</li> <li>2. <u>Continually:</u> Source books, DVD's, of interest.</li> </ol>
<b>ADSA Website</b>	<b>Refer Goal 5</b>		

<b>Goal 2: To continue support and interaction within the association through various Groups and Social occasions. This includes the formation and support of new parent support groups, coffee groups, youth groups, and older people.</b>			
Focus Area	Key Results	Action	Tasks
<b>Auckland wide Parent and Family Support</b>	That parents and families of people with Down syndrome are well supported.	<ol style="list-style-type: none"> <li>1. Facilitate the ongoing formation of New Parent Support Groups.</li> <li>2. Facilitate ongoing support through regional coffee groups.</li> </ol>	<ol style="list-style-type: none"> <li>1. Maintain at least five regional coffee/ support groups. One in each regional area of Auckland – North Shore, West, Central, East and South</li> </ol>
<b>Parent Networks/Social</b>	To provide opportunities for parents to form networks.	<ol style="list-style-type: none"> <li>1. Provide social occasions.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Annually</u> – Hold a Picnic annually.</li> </ol>
<b>Social/Event Sub-Committee</b>	To facilitate the development of social activities for people with Down syndrome.	<ol style="list-style-type: none"> <li>1. Facilitate the establishment of a Social/Event Sub-Committee</li> </ol>	<ol style="list-style-type: none"> <li>1. Scope the interest for various activities to include people with Down syndrome.</li> <li>2. Promote social activities to include people with Down syndrome               <ul style="list-style-type: none"> <li>- Teenagers</li> <li>- Youth</li> <li>- Young Adults</li> <li>- Older People</li> </ul> </li> <li>3. Scope the funding options to provide a Youth Social/ Event Coordinator.</li> </ol>

<b>Goal 3: To support ongoing education and skills required by those who have first point of contact of parents with new born babies with Down syndrome.</b>			
<b>Focus Area</b>	<b>Key Results</b>	<b>Action</b>	<b>Tasks</b>
<b>Regional Contacts</b>	That all Regional Contacts receive the appropriate skills.	<ol style="list-style-type: none"> <li>1. Ensure all first point contacts eg Regional contacts must have had Parent to Parent training.</li> <li>2. Ensure Regional Contacts have buddy support for debriefing.</li> </ol>	<ol style="list-style-type: none"> <li>1. Compile data base of first point contacts noting who has completed Parent to Parent training.</li> <li>2. Advise others of upcoming opportunity to complete Parent to Parent training.</li> </ol>
<b>Community Liaison Officer (CLO)</b>	That the Community Liaison Officer has the ongoing skills and training.	<ol style="list-style-type: none"> <li>1. Review the tasks of the CLO to improve the support the Association provides to the committees and the members.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Annually</u> The Auckland President to review the CLO's job description annually.</li> </ol>
<b>Office Support Person</b>		<ol style="list-style-type: none"> <li>1. Scope the requirement for additional office support.</li> </ol>	<ol style="list-style-type: none"> <li>1. Seek funding for additional office support if required.</li> </ol>
<b>Translation Services</b>	That translation services be available and provided when called upon.	<ol style="list-style-type: none"> <li>1. To scope the requirement to provide translation services if required.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Ongoing</u> Identify from the ADSA membership those members who may be available to provide translation services.</li> </ol>

<b>Goal 4: To be aware of Education and Health policies and issues affecting the Auckland region.</b>			
<b>Focus Area</b>	<b>Key Results</b>	<b>Action</b>	<b>Tasks</b>
<b>National Association (NZDSA)</b>	To maintain close association with the New Zealand Down Syndrome Association.	<ol style="list-style-type: none"> <li>1. Ensure that Auckland Down Syndrome Association has representation on the New Zealand Down Syndrome Association.</li> <li>2. Link into the database of all relevant organisations.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Continually:</u> Identify and be aware of any relevant agencies and organisations and ensure ADSA is on any relevant databases.</li> </ol>
<b>Local Government agencies</b>	To maintain close contact with local government agencies within the Auckland region.		
<b>Medical, Health &amp; Educational</b>	To improve and build on existing communication links into medical, health and educational facilities within the Auckland region.		
<b>Education</b>	<b>See Goal 6</b>		
<b>Forums/Huis and Conferences</b>	To encourage and support the participation of Forums/Huis and Conferences.	<ol style="list-style-type: none"> <li>1. Advise regional contacts of the date and venue of the next NZDSA Forum, coordinate the registration of attendees and assist to secure funding to attend.</li> <li>2. Establish who from the Management Committee should attend the NZDSA Forum, Huis and Conferences, coordinate the registration of attendees and assist to secure funding to attend.</li> </ol>	<ol style="list-style-type: none"> <li>1. Submit applications for funding to attend the NZDSA Forum.</li> <li>2. Submit applications for funding to attend Huis and Conferences.</li> </ol>

<b>Goal 5 : Promote the awareness of Down syndrome in the community.</b>			
<b>Focus Area</b>	<b>Key Results</b>	<b>Action</b>	<b>Tasks</b>
<b>Promotion – Membership</b>	<p>That the Auckland Down Syndrome Assn is promoted to increase its membership.</p> <p>To increase the number of people on the Management Committee to the maximum allowed in the Rules. <i>(President, Secretary, Treasurer and a minimum of 3 and maximum of 7 committee members.)</i></p>	<ol style="list-style-type: none"> <li>1. Encourage the ongoing development of the ADSA Management Committee and formation of sub-committees.</li> </ol>	<ol style="list-style-type: none"> <li>1. Optimise Membership i.e.hold a membership drive.</li> <li>2. Identify and encourage people within the membership to be involved on the Management Committee and various sub-committees.</li> </ol>
<b>Promotion – Media and Activities</b>	<p>To promote the Auckland Down Syndrome Assn through the media and holding of activities in the community.</p>	<ol style="list-style-type: none"> <li>1. Provide press releases and photographs of activities and events to media.</li> <li>2. Advise media of upcoming events.</li> <li>3. Hold the Buddy Walk annually during the the month of March.</li> </ol>	<ol style="list-style-type: none"> <li>1. Prepare typed press releases and ensure quality photographs of all activities.</li> <li>2. Keep an up to date database of Auckland wide media contacts.</li> <li>3. At the beginning of the financial year (1 July) form a sub-committee to organise the Buddy Walk.</li> </ol>
<b>Financial</b>	<p><b>Annual Budget</b></p> <p><b>3 Year Business Plan</b></p>	<ol style="list-style-type: none"> <li>1. Prepare a budget annually to support the activities of the Auckland Down Syndrome Assn for the following year.</li> </ol>	<ol style="list-style-type: none"> <li>1. Budget to be presented to AGM.</li> <li>2. Review the 3 Year Business Plan for ADSA at the beginning of each calendar year.</li> </ol>
<b>Publications</b>	<p>To promote the Auckland Down Syndrome Association through the publication of a brochure, Christmas cards and/or calendar.</p>	<ol style="list-style-type: none"> <li>1. Maintain an up to date brochure.</li> <li>2. Scope the production of Christmas cards and/or calendar</li> </ol>	<ol style="list-style-type: none"> <li>1 Review the brochure annually to ensure content up to date.</li> <li>2 Seek funding for the publication of the brochure, cards and/or calendar.</li> </ol>

<b>Goal 5 : Promote the awareness of Down syndrome in the community (contd/...)</b>			
<b>Focus Area</b>	<b>Key Results</b>	<b>Action</b>	<b>Tasks</b>
<b>Web Site and Links</b>	<p>To promote the Auckland Down Syndrome Assn through a web site.</p> <p>To promote the Auckland Down Syndrome Assn through a web page link on the national association (NZDSA) website and other suitable links.</p>	<ol style="list-style-type: none"> <li>1. Maintain and enrich the ADSA web site.</li> <li>2. Maintain a web page link for ADSA on the NZDSA website.</li> <li>3. Establish and maintain a web page link for ADSA on other relevant websites.</li> </ol>	<ol style="list-style-type: none"> <li>1. Appoint a web person to keep the ADSA website up to date and links maintained.</li> <li>2. Ensure that all activities and information are provided for the web site.</li> </ol>
<b>Education</b>	To provide advocacy and support within the Education sector/ community for people with Down syndrome.	<ol style="list-style-type: none"> <li>1. Develop policy around the advocacy and support by ADSA within the Education sector.</li> <li>2. Form an Education Sub-Committee to establish and supervise the provision of courses for the Education sector.</li> </ol>	<p><b>2009 – 2011</b></p> <ol style="list-style-type: none"> <li>1. Continue with the courses for the Education sector in the primary area as trialed in 2008.</li> <li>2. Extend the courses into the intermediate and secondary area.</li> <li>3. Secure funding for the support and provision of the courses to the Education sector.</li> <li>4. Secure funding for the continuation and development of the courses.</li> </ol>
<b>School &amp; Life</b>	Provide advocacy and support within the community in the area of School & Life of people with Down syndrome.	<ol style="list-style-type: none"> <li>1. Develop policy around the advocacy and support by ADSA and the community of people with Down syndrome entering and within School and Life..</li> <li>2. Scope the distribution of Education Packs to children with Down syndrome entering school.</li> <li>3. Facilitate seminars for Parents of children with Down syndrome on the areas of what to expect when their child enters school:- School; Rights; How they learn: Sport; Swimming.</li> </ol>	<p><b>2009</b></p> <ol style="list-style-type: none"> <li>1. To secure funding for the provision of up to ten (10) Education Packs</li> <li>2. Provide education and ongoing support to those children and their parents as to the best use of the Education Packs.</li> <li>3. Organise a series of seminars – up to four during the year.</li> </ol>

<b>Goal 5 : Promote the awareness of Down syndrome in the community (contd/...)</b>			
<b>Focus Area</b>	<b>Key Results</b>	<b>Action</b>	<b>Tasks</b>
<b>School &amp; Life (contd/...)</b>	Provide advocacy and support within the community in the area of School & Life of people with Down syndrome, (contd/...)	<ol style="list-style-type: none"> <li>4. Scope the establishment of an Education Support Worker to give support in the area of IEPs, ORES applications, teacher aids.</li> <li>5. Scope the establishment of a Social Welfare person to give support in the area of Life Skills and Social Welfare.</li> </ol>	<p><b>2010</b></p> <ol style="list-style-type: none"> <li>4. Secure funding for the provision of an Education Support Worker.</li> </ol> <p><b>2011</b></p> <ol style="list-style-type: none"> <li>5. Secure funding for the provision of a Social Welfare person.</li> </ol>
<b>Health</b>	Provide advocacy and support within the community of people with Down syndrome in the area of Health.	<ol style="list-style-type: none"> <li>1. Develop policy around the advocacy and support by ADSA and the community in the area of Health.</li> <li>2. Scope the establishment of a Medical Support Person.</li> </ol>	<b><u>Timeframe and Tasks are yet to be established.</u></b>
<b>Workforce</b>	Provide advocacy and support within the community of people with Down syndrome entering and within the workforce.	<ol style="list-style-type: none"> <li>1. Scope the requirement to provide advocacy and support of people with Down syndrome entering and within the workforce.</li> </ol>	<b><u>Timeframe and Tasks are yet to be established</u></b>

<b>Budget Forecast for 2009 - 2011</b>				
<b>Description</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>Three Year Total</b>
<b>Income</b>				
COGS Grant	11,170	25,000	25,000	
Grants - other	24,500	25,000	25,000	
Gifts and Donations	5,000	8,000	10,000	
Fundraising	5,000	10,000	10,000	
Miscellaneous Income	1,000	500	1,000	
<b>Total Income</b>	<b>46,670</b>	<b>68,500</b>	<b>76,000</b>	<b>191,170</b>
<b>Expenditure</b>				
<b>- Personnel Costs</b>				
Wages /Salaries	21,870	35,000	45,000	
Training/Professional Development (Forum)	2,400	10,000	3,000	
Facilitator Fees	2,400	3,000	5,000	
Travel/Mileage	1,700	2,500	3,000	
Volunteer expenses reimbursement	2,150	2,500	2,500	
<b>- Operating Costs</b>				
Rent	5,362	5,500	6,000	
Telephone/Internet	700	700	700	
Administration	4,436	4,500	5,000	
Stationery	1,200	1,500	2,000	
Photocopying/Printing	3,220	3,000	3,000	
Sundry	1,232	300	800	
<b>Total Expenditure</b>	<b>46,670</b>	<b>68,500</b>	<b>76,000</b>	<b>191,170</b>

### Notes:

1. The expenditure items above are for the core running costs of the Auckland Down Syndrome Association.
2. All costs for Activities and Projects are funded from grants, donations or fundraising.
3. All costs incurred for Fundraising activities are funded from the income from those activities or sponsorship with the net balance shown as income.