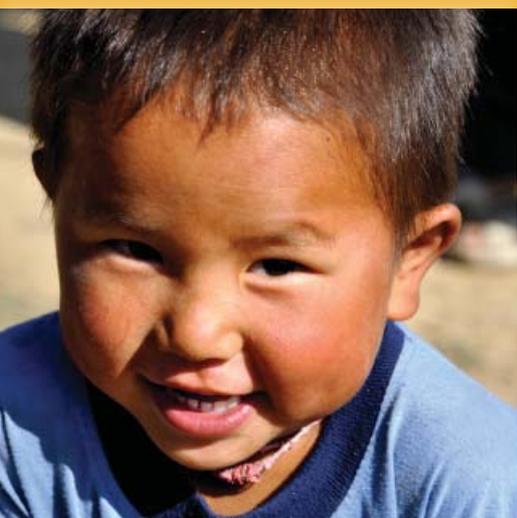


ChildFund Australia Strategic Plan 2011-2015





Bringing about change ... for children

Progress is being made to reduce child poverty around the world.

Child mortality rates are reducing, more children are in school, new HIV infections are declining and access to clean water is increasing. However, progress is unacceptably slow and uneven. Despite the progress that has been made, an estimated eight million young children die each year from preventable illnesses.

Some countries have made almost no progress toward poverty reduction targets and in many of the countries that are experiencing rapid economic growth, the benefits are not reaching remote and marginalised

communities. Inequality is widening within and between countries.

The *ChildFund Australia Strategic Plan 2011–2015* firmly commits the organisation to action that will improve conditions for children and build support for their rights.

It has been developed taking into account the views and opinions of staff, supporters, leaders of other aid organisations and ChildFund Alliance members. Particular care has been taken to get the input of children, parents and leaders in communities where we work.

Over the next four years, ChildFund

Australia will work across seven strategic goals to bring about tangible improvements for children in poor communities, strengthen protection, increase children's participation and build connections across countries and cultures.

We will also work on improving the quality of our organisation's systems and processes to ensure that ChildFund is a dynamic, accountable and effective force for children. Please join us and help build a world fit for children.

Nigel Spence,
Chief executive officer
1 July 2011



GOAL 1

ACHIEVE TANGIBLE IMPROVEMENTS FOR CHILDREN

Bring about real and positive change in conditions for children in poor communities

. . . so that children's rights to health, education and protection are realised.

Our objectives:

- Deliver high quality and locally relevant programs in ChildFund Australia countries
- Strengthen partnerships with the communities in which we work
- Expand our reach
- Work through ChildFund Alliance partners to deliver projects and programs that improve conditions for children
- Advance organisational learning about building power

CHILDFUND AUSTRALIA AT WORK

Our work is based on the understanding that people are poor because they lack vital assets such as education, health, income, clean water and sanitation. They are excluded and invisible in their societies and lack power in their families, communities, societies and across nations.

Children in particular experience poverty through a shifting and dynamic mixture of deprivation, exclusion and vulnerability. Their experience is shaped by the relationships around them – especially with their caregivers. And children and youth are particularly vulnerable to risks in their environment, including physical and sexual abuse, exploitation, natural and human-caused emergencies, slow-onset disasters and civil conflict.

Because these are the causes of child poverty, we work to secure children's rights by:

- building human, capital, natural and social assets around the child and their caregivers;
- building the voice of children and their ability to bring about the changes they want in their lives;
- supporting the ability of people in poor communities to build and claim their power;
- ensuring that children are protected from risks in their environment.

In each country and community where we work, ChildFund Australia programs are designed to respond to the causes of child poverty, based on consultations with community members, governments and other partners.

Each program is made up of a set of projects in sectors such as education, health, livelihoods, nutrition and food security, water and sanitation, HIV and AIDS, and child protection.



GOAL 2

STRENGTHEN PROTECTION FOR CHILDREN

Reduce the risks that children face in their daily lives, increase community capacity to cope with disasters and conflicts, and provide relief when disasters strike

. . . so that children are safer and communities are more resilient in the event that they are impacted by a natural, political or economic crisis.

Our objectives:

- Accelerate our work to build safer communities for children. Emphasise child protection in our development work
- Assist communities to be disaster ready
- Build ChildFund Australia's readiness and capacity to respond to emergencies directly, or through partners
- Support the emergency response made by ChildFund Alliance lead agencies

GOAL 3

AMPLIFY CHILDREN'S VOICE & EMPOWER CHILDREN

Listen to children, encourage and support them to express their views

. . . so that children have opportunity to actively contribute to change within their communities.

Our objectives:

- Ensure that ChildFund Australia's work is informed and influenced by children
- Raise children's voices
- Develop the capacity of parents, community leaders and governments to listen and respond to children and advocate for their interests
- Expand our research program to understand children's experience and investigate child-related development issues

GOAL 4

BUILD MUTUAL UNDERSTANDING & RESPECT FOR CHILDREN

Build solidarity and connections between Australians and children and communities in the developing world

. . . so that respect for children's lives is strengthened and shared responsibility is mobilised to combat child poverty across the world.

Our objectives:

- Champion the rights of children
- Deepen and increase connections between supporters, children and communities
- Evolve our approach to child sponsorship
- Engage children and young people to work directly with other children and young people



GOAL 5

GROW CHILDFUND AUSTRALIA'S WORK

Expand our work, supporters and revenue base

... so that a greater number of children are reached and quality of operations is enhanced.

Our objectives:

- Maintain our supporter base
- Increase grant income
- Increase corporate and community engagement
- Grow support within the Asia region

GOAL 6

COLLABORATE TO ACHIEVE CHANGE

Strengthen the ChildFund Alliance and our work with other child-focused organisations

... so that we collectively achieve more for children.

Our objectives:

- Strengthen the ChildFund Alliance
- Develop our partnership with AusAID and the Australian Government
- Strengthen cooperation with other NGOs

GOAL 7

BUILD ORGANISATIONAL EFFECTIVENESS

Build a highly effective, dynamic, learning organisation

. . . so that staff can achieve excellence, supported by quality systems, in pursuit of our mission.

Our objectives:

- Retain our high calibre and loyal staff and support them to excel
- Strengthen transparency and accountability. Implement our development effectiveness framework and report results
- Align the work of all parts of the organisation
- Build our systems to support and enable growth
- Provide a safe work environment

FOCUS COUNTRIES 2011-2015

PRIORITY 1	PRIORITY 2	PRIORITY 3	PRIORITY 4
Cambodia	Ethiopia	Bolivia	Angola
Lao PDR	Indonesia	Ecuador	Brazil
Papua New Guinea	Kenya	The Gambia	Dominica
Vietnam	The Philippines	Guatemala	Guinea
Myanmar	Sri Lanka	Honduras	Mexico
	Timor Leste	India	Mozambique
	Uganda	Senegal	Togo
	Zambia	Sierra Leone	Thailand

* A new program operation in Myanmar will be investigated, and, if feasible, implementation will commence.

** ChildFund Alliance members also manage community development programs in Afghanistan, Albania, Belarus, Benin, Burkina Faso, Burundi, Cap Verde, Congo DRC, Germany, Ghana, Latvia, Liberia, Lithuania, Mali, Moldova, Mongolia, Nepal, Nicaragua, Paraguay, Rwanda, Serbia, South Africa, South Korea, Tanzania, Ukraine, USA and Taiwan.

At ChildFund Australia, our vision is a global community, free from poverty, where children are protected and have the opportunity to reach their full potential.

ChildFund Australia works in partnership with children and their communities to create lasting and meaningful change by supporting long-term community development and promoting children's rights.



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