

Physical Disability Australia (PDA) Strategic Plan 2024 – 2029

Our Mission

“Empowering the lives of people with physical disability”

PDA strives to:

- Remove barriers through systematic advocacy at all levels of government to ensure every Australian living with physical disabilities has opportunities to realise their full potential;
- Proactively embrace and promote difference and diversity for an inclusive society; and
- Actively promote the rights, responsibilities, issues, and participation of Australians with physical disabilities.

Who we are

PDA is:

- 100% governed by people with physical disabilities.
- The national voice of Australians living with a physical disability.
- An organisation with members and supporters from all states and territories.
- An ACNC registered charity and company limited by guarantee with deductible gift recipient (DGR) status.

Our Key Values

- **Human Rights:** Upholding the principles enshrined in the UN Convention on the Rights of Persons with Disabilities (UNCRPD).
- **Integrity:** Acting honestly and transparently in all endeavours.
- **Inclusion:** Ensuring everyone is valued and included.
- **Self-Empowerment:** Supporting people with disabilities to advocate for themselves and have agency over their lives.
- **Dignity for All:** Supporting people with disabilities to live with dignity and autonomy to choose a good life.
- **Representation:** Amplifying the voices of people with disabilities.

Our Key Strategy Focus Areas

Policy

Develop and promote high quality, evidence-based policy submissions from current research and the lived-experience of people with disabilities.

Change

Breakdown social and economic barriers to participation faced by people with disabilities with a solutions-focused approach with governments and industry.

Engagement

Collaborate broadly to affect positive change.

Governance

Employ effective governance structures and systems supporting the organisation’s plans and activities.

Sustainability

Ensure organisational sustainability through safeguarding organisational integrity, and the diversification of funding sources.

Strategy Focus Area	Strategic Goals	How we will Achieve these Goals
Policy	<ul style="list-style-type: none"> ● Provide quality and timely policy advice through evidence-based submissions and reports, reflecting the opinions and circumstances of our members. ● Promote the involvement of people with physical disabilities in shaping policy advice. ● Base policy recommendations on consistent and accepted positions, aligned with UNCRPD principles. 	<ul style="list-style-type: none"> ● Develop and publish policy statements on critical areas such as Access, Health Care, Housing, Employment, and Human Rights, aligning with Articles 9 (accessibility), 25 (health), and 27 (work and employment) of the UNCRPD. ● Incorporate policy advice opportunities into Board meetings and action items, ensuring robust governance aligned with UNCRPD Article 33 (national implementation and monitoring). ● Alert members of opportunities to contribute to PDA's policy submissions and encourage independent submissions, fostering inclusive participation as per Article 4 (general obligations) of the UNCRPD. ● Provide informal policy advice in meetings with government representatives, promoting UNCRPD-compliant practices in Australia's legislation and policy frameworks.
Change	<ul style="list-style-type: none"> ● Form partnerships and collaborations to enhance holistic service delivery and outcomes for people with disabilities. ● Advocate for strategies that empower people with physical disabilities to achieve self-determination in all areas of their lives. ● Attain UN Economic and Social Council (ECOSOC) consultative status. ● Raise awareness throughout society, regarding people with disabilities to foster respect for their rights and dignity (as per article 8 UNCRPD). 	<ul style="list-style-type: none"> ● Participate in Disability Representative Organisation (DRO) Program Partnerships and NDIA Disability Representative and Carers Organisations (DRCO) activities, influencing positive change in Australia and the broader Pacific region as per UNCRPD Article 32 (international cooperation). ● Conduct systemic advocacy campaigns to improve service delivery and accessibility for people with disabilities, supporting UNCRPD Articles 9 (accessibility), 19 (living independently and being included in the community), and 20 (personal mobility). ● Implement projects promoting community participation and economic inclusion per UNCRPD Articles 19 (living independently and being included in the community) and 27 (work and employment).

Strategy Focus Area	Strategic Goals	How we will Achieve these Goals
		<ul style="list-style-type: none"> ● Utilised lived-experience storytelling by people with disabilities to break down stigma and discrimination experienced by people with disabilities and raise awareness of issues experienced by the disability community as per UNCRPD Article 8.
Engagement	<ul style="list-style-type: none"> ● Understand and amplify the voices of PDA's membership. ● Develop and maintain networks with allies at state, territory, and national levels. ● Actively engage with government and industry to facilitate information exchange and service provision. ● Build relationships with Federal Government departments to further our mission and build our reputation as a productive and solutions focused partner for policy making. 	<ul style="list-style-type: none"> ● Utilise social media, email, focus group, and telephone platforms to gather member feedback and encourage participation, aligned with UNCRPD Article 29 (participation in political and public life). ● Implement a partnership with allies in the physical disability representative space, with PDA in a convening role. ● Maintain a dedicated youth network to engage young adults (18 – 40) with disabilities, fostering inclusive leadership and representation (UNCRPD Article 30, participation in cultural life, recreation, leisure and sport). ● Collaborate with Disability Representative Organisation Program Partners and NDIA Disability Representative and Carers Organisations (DRCO) to drive positive changes, reflecting UNCRPD Article 33 (national implementation and monitoring).
Governance	<ul style="list-style-type: none"> ● Uphold members' and stakeholders' expectations through accountability, transparency, and disclosure. ● Recruit and retain a diverse Board of Directors in terms of disability/impairment, lived experience, age, gender, and geographical living location. ● Foster active member participation and interest in organisational activities. 	<ul style="list-style-type: none"> ● Develop, publish, and regularly update operational guidelines covering board processes, financial management, and public conduct of Board members. ● Actively recruit Associate Directors from each jurisdiction, promoting diversity and inclusive governance. ● Create opportunities for member feedback and engagement in decision-making processes, aligning with UNCRPD principles of participation (Article 4, general obligations).

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Sustainability	<ul style="list-style-type: none"> ● Optimise organisational and operational structure to enhance and maintain PDA's position as an independent disability representative organisation. ● Explore diverse funding sources to build financial sustainability. ● Maintain and secure government funding through quality deliverables. 	<ul style="list-style-type: none"> ● Encourage members to regularly update their contact details for effective communication and engagement, enhancing organisational reach and efficiency. ● Actively seek grants from philanthropic and project-specific funding sources to diversify the organisation's income streams, supporting diversification of funding streams. ● Diligently fulfil contract obligations and grant deliverables in accordance with relevant stipulations to ensure the organisation continues to be recognised as a high-performing peak representative organisation. ● Develop corporate membership opportunities, fostering partnerships with service providers and corporate entities. ● Investigate opportunities to diversify our services consistent with our mission and our strategy, such as convening a physical disability consultant directory network.