

Our Strategic Plan

2011-2013

Summary

Road Trauma Support Services Victoria's strategic plan provides the vision to guide RTSSV through to 2013.

The plan outlines the priorities and objectives that will ensure the effective and efficient provision of counselling, support and education services to the community whilst maintaining a client focused approach.

Our Vision

The goal for RTSSV

To reduce the impact of road trauma

Our Mission

The purpose of RTSSV

We are a community based organisation providing specialist counselling support for those affected by road trauma.

We seek to change driver attitudes and behaviour through targeted education programs delivered, in part, by volunteers who share their personal stories of road trauma.

Our Values

Defining the way RTSSV will work to achieve our mission

Caring

We are committed to serving our clients with empathy and compassion

Integrity

We display integrity, respect and dignity in all our dealings with clients, stakeholders and members of our workforce

Quality

Our focus is on the people we serve, and we strive for excellence in service delivery, evaluation and continuous improvement

Accountability

We are accountable for our actions in working to deliver our services and our mission

Overarching Strategic Direction

Where the organisation sees itself in three years

RTSSV will provide access to free counselling to people affected by grief or trauma following a motor vehicle crash across the state of Victoria. It will do this through four regional and four metropolitan counselling services as well as telephone counselling, operating 365 days a year.

RTSSV will be regarded as the first point of contact by people either seeking road trauma counselling/support as well as by media in regards to the human impact of road trauma.

In addition RTSSV will be a leader in providing educational programs that focus on bringing about a change in driver attitudes and behaviour, with the aim of reducing crashes, injuries and death. This will be achieved in part by making drivers more aware of the consequences of their actions.

Our Strategic Priorities

What we will do

Counselling Support Services

- Expand the reach and accessibility of trauma counselling services in metropolitan Melbourne and regional Victoria
- Establish ways in which those with personal experience of road trauma can support others
- Explore innovative ways in which counselling services can be delivered beyond the one-to-one model

Education Programs

- Increase road user awareness of road trauma through the delivery of effective education programs which focus on changing driving attitudes and behaviours
- Broaden community access to RTSSV education programs through an expanded range of offerings
- Benchmark the effectiveness of education programs in changing driver attitudes and behaviours

Advocacy and Partnerships

- Develop clear target areas for RTSSV advocacy in line with our vision and mission
- Build and utilise an extensive network of

stakeholders who are willing to commit support (financial and in-kind) to our vision and mission

- Partner with like-minded organisations which enhance our vision, mission and reputation

Workforce Engagement

- Build a capable workforce of motivated and passionate staff committed to RTSSV's vision and mission
- Develop new ways in which volunteers are engaged and nurtured in supporting our goals
- Enhance our reputation in the sector through presentation of our work and relevant research
- Values define the way we interact with our clients and our work colleagues

Sustainability and Governance

- Develop a clear strategic direction incorporating accountability, reporting and systems
- Strive for financial sustainability
- Develop and manage new and existing stakeholders to effectively optimise opportunities for the organisation
- Establish sound governance structures and accountability for the Board

What we will do

Road Trauma Support Services Victoria is a community based not-for-profit organisation that exists to support people who have been directly affected by road trauma, and to educate the community on the dangers and long term consequences of careless driving and road trauma.

RTSSV is a statewide counselling, education and support service specialising in the impact of road trauma. It provides free face-to-face and telephone counselling by qualified personnel, as well as education programs targeted towards traffic offenders who have been directed to attend by the Magistrates' Court. It is the only organisation of its kind in Victoria. Every year, RTSSV conducts more than 1500 free face-to-face and telephone counselling sessions to bereaved family members, friends and colleagues, injured people and their carers as well as drivers, passengers, witnesses and first on scene. The organisation's education programs reach over 1200 people each year.

Whilst RTSSV receives some government support its long-term existence is dependent on community and business support.