

STRATEGIC DIRECTIONS: CROSS CULTURAL INITIATIVE 2016 – 2017
(Partnership between RelateWell and PRONIA)

Two Cultures – One Relationship: how does your culture impact your relationship?

Key Performance Areas <i>Our main focus</i>	Strategies <i>How we plan to do it</i>	Indicators <i>Evidence we are doing it</i>	Measures <i>The expected result</i>
<p>Objective 1: Prevention</p> <p><i>Sow the seed to further primary and secondary interventions</i></p> <p>Raise awareness in couples of the ‘potential’ significance and subsequent impact of cross-cultural influence on their relationship</p>	<ul style="list-style-type: none"> • Explore the potential to develop and implement a marketing campaign across key delivery areas which focuses on the key issue: “Two Cultures – One Relationship: how does your culture impact your relationship?” • Building programs and services that are inclusive and culturally relevant, responsive, equitable and accessible • Providing couples and families with access to monthly workshops and information seminars and access to ongoing counselling support. • Development of collaborations with key stakeholders. • Marketing of service stream through various forms of communication mediums such as e-newsletters, brochures, Facebook, website. • Presenting at conferences, media outlets, etc. 	<p>Immediate Client Surveys: To be completed by all clients attending the program. The feedback will assess client outcomes envisaged from the service in the immediate term. The data will show outcomes at the service provider level and is used to assess our performance.</p>	<ul style="list-style-type: none"> • Government funding secured to resource the initiative including marketing campaign. • Action identified and feasibility for implementation researched. • Key messages developed • Demand for services has increased resulting in an increase in hours allocated to service stream. • Increase in enrolments and referrals from stakeholders

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<p>Objective 2: Early Intervention</p> <p><i>Sow the seed to further primary and secondary interventions</i></p> <p>Deliver early intervention support programs and services to couples and individuals as they transition through significant family events.</p>	<ul style="list-style-type: none"> • Run monthly information workshops and seminars for couples which are didactic and experiential in context followed by Q & A format to stimulate discussion. • Deliver a 1) PREPARE Relationship Inventory to couples planning to marry and/or in a committed relationship; and an 2) ENRICH Relationship Inventory to couples now married and/or in a committed relationship specifically targeting cross-cultural issues. • Provide counselling services from Coburg and Brunswick on a weekly ongoing basis for individuals, couples and families experiencing cross-cultural relationship and familial issues. 	<p>Intermediate Client Surveys: Surveys will be forwarded to all clients within 6-9 months after attending the service to ascertain how well we have provided a service? What influence or change have we made on clients? Do couples report using more constructive coping strategies or communication techniques in dealing with family of origin influence after attending our pre marriage program?</p>	<ul style="list-style-type: none"> • Demand for services fostered resulting in an increase in hours allocated to service stream. • Increase in enrolments and referrals from stakeholders • Increase in funding.

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<p>Objective 3:</p> <p>Strengthen evidence base to inform practice and service innovations and build expertise of sector</p>	<ul style="list-style-type: none"> Develop and build partnerships with universities and research institutions such as the AIFS that result in research and inform government knowledge and activity around cross-cultural responsive practice and emerging requirements in the sector. 	<p>Service Delivery Quality: How well have we delivered the program? Review processes and exercises being used in the program. An assessment of how well the service is being delivered in order to achieve the Immediate Client Outcomes, that is, to the satisfaction of clients.</p> <p>Service Output: How much did we do? Identify gaps that need to be addressed for the development and improvement of the program. An assessment of the demographic characteristics of clients accessing our service including total clients assisted and number of clients still engaged in follow-up services.</p> <p>Essentially, our Impact and Outcome Evaluations will inform us about what has changed in the lives of our clients since participating in the service stream and how much change there has been; and to what extent our project has been responsible for the reflected and reported changes in the participant's lives.</p>	<ul style="list-style-type: none"> Partnerships formed and opportunities for research on the impact of cross-cultural issues on relationships identified. A wrapping of primary and secondary services around client's needs as they transition in their relationship and family life.

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Objective 4: Build expertise of workforce in sector	<ul style="list-style-type: none"> • Development of an annual professional development program for all staff based on our Cultural Diversity Framework. 	<ul style="list-style-type: none"> • Develop workforce training strategies to recruit and retain a multidisciplinary and culturally competent workforce. • Increased productivity. • Build workforce capacity. • Staff trained. 	<ul style="list-style-type: none"> • Professional Development and Training Strategy developed by February 2017. • Strengthened workforce capacity to provide high quality, multidisciplinary and culturally appropriate early and preventative support services to individuals, couples and families.

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<p>Objective 5:</p> <p>Increase profile of the service within the sector</p>	<ul style="list-style-type: none"> Engage key stakeholders in the family services area and cultural media outlets to promote the initiative. Assist the development of a communications charter focusing on fundamental principles of communication for the delivery of the service stream in the community. Develop and maintain referral directory for a range of family and relationship services (all levels of government) in our key delivery areas. 	<ul style="list-style-type: none"> Number of participating referral agencies signed off. Referral partners to update “Referral Partners Directory” via email twice a year. 	<ul style="list-style-type: none"> Minimum of two media releases regarding the initiative per calendar year promoting support for cross-cultural relationships. Referral directory developed and is ongoing.