



# **Our future direction**

Strategic Plan 2015-2020



## Our **purpose**

Enable people who are blind or have low vision to be self-reliant and live the life they choose.



Our **vision**

**Life without limits**

Kahore e Mutunga  
ki te Ora

# Our **culture** **and values**

Connecting

Optimistic



Empowering



Aspirational



# Four key priorities

## Priority 1: **Independent living**

People are self-reliant and live the life they choose. We will invest in potential and independence for children, youth, adults and older people. We will provide services at the earliest opportunity so that people can get help when they need it most. We will equip people with skills to help foster the independence and self-reliance that last a life time. We will connect people who share similar experiences, interests and aspirations.





## Objectives

1. People have the skills to adapt to the impact of blindness and low vision.
2. Children and young people are equipped to become successful adults.
3. Lives are enriched by social and recreation activities, peer support and connections within the community.
4. People adjust to vision loss by receiving counselling and support.
5. More people have technology and literacy skills to be connected and informed.
6. More people can access the information they need when they need it.
7. More people are employed.

## Priority 2: **Access for all**

People are able to fully participate in everyday life. We will advocate for people who are blind or have low vision to be treated equally by campaigning for lasting social change to ensure that New Zealand becomes truly accessible and fully inclusive. To achieve this we will work with international and national blindness organisations and others.



# Objectives

- 1.** Increase the understanding of the need for accessibility.
- 2.** Create the conditions where people who are blind or have low vision have the choice to participate in society through access to: the democratic process, the built environment and community spaces, information, communications and services, technology and equipment, training, higher education and employment.
- 3.** Influence technology design so it is accessible and easy to use.
- 4.** Every public library will have access to a print disability collection.
- 5.** Empower our clients, and their whānau and families, to be effective self-advocates and campaigners.
- 6.** Be a trusted advisor and influence decision makers to take action.



## Priority 3: **Reach more people**

While enhancing our current services we will address the wider impact of the increasing numbers of those with low vision to better reach people who need our services. We will provide rehabilitation services and encourage people to take care of their eyes. We will extend our expertise to offer support as soon as people's vision decreases.



## Objectives

1. Enhance our current services.
2. Increase awareness of the Blind Foundation services.
3. Extend our presence and connections in the community so people get advice, support and services.
4. Provide eye care education to reduce avoidable vision loss.
5. Respond to the needs of people with low vision currently unable to access services.
6. Accelerate the use of technology to reach more people.
7. Be recognised as a trusted advisor contributing to evidence-based research.





## Priority 4: **Building a foundation for the future**

We will create new ways of working to respond to change by being innovative, mobile, agile, and collaborative. We will build on our reputation of being a trusted provider of services and an organisation that gets things done. We will grow our revenue by creating new income streams that continue to enable us to deliver services that make a difference in people's lives.

# Objectives

- 1.** Build a culture of innovation, excellence and continuous improvement.
- 2.** Grow financial sustainability through diversification that provides social benefits.
- 3.** Evolve service and business models that extend reach into the community.
- 4.** Actively work to increase funding through current and new revenue streams.
- 5.** Continue to develop the capability and culture of our workforce and volunteers.
- 6.** Increase capability to engage and connect with the wider community.
- 7.** Increase our performance by making the most of technology.
- 8.** Ensure best practice guardianship of long-term assets.
- 9.** Grow social sector leadership with Government, national and international partners.
- 10.** Embed partnerships to leverage future opportunities.
- 11.** Be a socially responsible organisation.

# About US

- The Blind Foundation is a unique New Zealand charitable incorporated society with a proud history of providing support and direction to people who are blind or have low vision.
- We are a client-focused, self-determining, member directed organisation.
- We ensure that the life experiences of people who are blind or deafblind and those with low vision are included and advanced in our work.
- We are socially responsible, inclusive, and embrace cultural diversity.
- We uphold the Treaty of Waitangi and recognise the status of the tangata whenua.
- We align to the United Nations Convention on the Rights of People with Disabilities, the New Zealand Government Disability Action Plan, the New Zealand Disability Strategy and the World Health Organisation Vision 2020.

# Definitions

**Deafblind** means those with both sight and hearing loss. When blind or have low vision is used in this plan, it includes deafblind people too. People with a **print disability** cannot obtain access to information in a print format because they: are blind or vision impaired, have physical disabilities which limit their ability to hold or manipulate information in a printed form, have perceptual or other disabilities which limit their ability to follow a line of print or which affect their concentration, or cannot comprehend information in a print format due to insufficient literacy or language skills. **The UN Convention on the Rights of Persons with Disabilities (UNCRPD)** affirms that people with disabilities are to enjoy the same human rights as everyone else and be able to lead their lives as full citizens by requiring Government to ensure that all facilities and services provided to the public should be accessible to people with disabilities. **The NZ 2014-2018 Disability Action Plan** sets priorities for government and disability organisations to take action to assist in removing many of the barriers to participation experienced by disabled people, and centres on what disabled people say matters most. **The NZ Disability Strategy 2001** framework enables the government to begin removing the barriers that prevent disabled people from participating fully in society by ensuring that government departments and agencies consider disabled people before making decisions. **World Health Organisation Vision 2020** is a global initiative by WHO together with more than 20 international non-governmental eye care organisations that, through prevention and management, aims to eliminate avoidable blindness by 2020.



**Beyond vision loss**

0800 24 33 33

[blindfoundation.org.nz](http://blindfoundation.org.nz)



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