



Strategy 2025





Enthusiastic
Sunshine
Warmth
Family
Happy
Empathy
Love
Humour
Hope
Caring
Relationship
Safety
Adaptability
Connection
Acceptance
Teamwork
Team
Respect
Diversity
Openness
Compassion
Support
Positivity

Our Mission

To enable happy, stronger,
empowered, children and families.



Our Vision

There is a place in the
world for everyone.

Our Values



Creativity

No one child is the same. Every child is different with different interests, different ways of learning and different communication and play styles. Therefore we need to be creative when working with children and their families, always coming up with new ideas and new ways to support the child's development in an environment they feel safe and comfortable in. Creativity is what drives us to be the best we can be for the children we support and work with.



Passion

We are passionate about what we do and how we do it! We strive to enable all children to be the best they can be and help them feel like they have a place in this world and are respected, loved and accepted for who they are and how they are! Passion is the key to keeping our work relevant and engaging for the children and their families.



Transparency

Communication, communication, communication. As a team we endeavour to establish transparent communication pathways with each other and the families and children we work with. The more transparency there is, the more understanding, respect and connection there is. Transparency is the key to healthy working relationships.



Quality

We are certified against not only one, but two Quality Frameworks – the National Disability Insurance Scheme as well as the Australian Service Excellence Standards. We believe that by reviewing and reflecting on our processes and practices regularly, we can deliver a more relevant and meaningful service to the children and families we work with. All staff receive regular mentoring, coaching and training to maintain their professional registrations and keep up to date with the latest evidence-based practices when working with young children and their families.



Fun

Learning needs to happen in a fun environment. If children are stressed and worried they are unable to learn. At My Therapy House® children do the hard work in fun ways. Children then want to come back and challenge themselves some more. Parents and carers feel their child is developing in a way that is most suitable to the child's individual differences. Play is the work of children. All of our interactions and deepest connections with the children and carers happen when everyone feels safe, comfortable, relaxed and confident.

Our Priorities

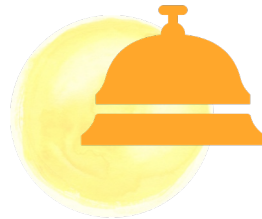
Strategy 2025 incorporates six priority arenas



Our Team



Our Clients



Our Services



Our Capacity



Our Brand



Our Financial
Health

Action Plan

Principles

Across 2022-2025, My Therapy House® will embody seven principles of best practice reflecting Early Childhood Intervention Australia (ECIA) Quality Areas

- 1 We are a family-centred and strengths-based practice
- 2 We are a culturally responsive practice
- 3 We are an inclusive participatory practice
- 4 We engage the client in natural environments
- 5 We are a collaborative multi-disciplinary team
- 6 We are a capacity-building practice
- 7 We are a quality assured and outcome-based practice



Priority Our Team

Goals to 2025

- We will maintain a consistent, high-quality, multi-disciplinary team
- We will be a team explicitly focused on Early Childhood clients and services
- We will extend and diversify the team, including students
- We will support our team's wellbeing and health, curating a flexible workplace where work:life balance is prioritised
- We will continually train and develop our skills and expertise to continue to maximise the quality of care and services we offer

Priority activities / projects to 2025

Develop strategic partnership with appropriate experienced mental health professionals/ psychologists

Continue to seek out and be open to opportunities for the right "fit" professionals to join our team (eg Art Therapist, an administrative "all rounder")

Explore and, as finances allow, implement appropriate initiatives to build greater work:life balance flexibility (eg RDOs, a team building retreat, additional annual leave)

Priority

Our Clients

Goals to 2025

- We will maintain focus on Early Childhood/Early Intervention (EC/EI) clients, growing our client base in line with staff and capacity growth
- We will continue to develop our skills in specialty areas, including PDA, and apply these within the scope of our practice
- We will promote and support client transition processes as and when appropriate

Priority activities / projects to 2025

Develop and nurture professional relationships with a range of quality service providers to build a transition network

Develop technology training / support options for parents of our clients to support their active involvement (physical & virtual)

Marketing initiatives to focus on EC/EI and sub-specialty areas

Priority Our Services

Goals to 2025

- We will offer a high-quality, research-underpinned, regulation-compliant suite of services to our clients, including assessments, individually tailored therapy, family support, training and resources
- We will deliver our services through a well-trained, values-aligned team of professionals supported by a robust administration system and team
- We will seek out and incorporate client, family and other stakeholder feedback in evolving and improving our services over time
- We will continually review and refresh our service offerings to keep pace with the state of the art and evidence-based practices, with current regulations and opportunities (including NDIS), and to offer our clients ever-better support systems

Priority activities / projects to 2025

Develop a suite of training offerings (for families and other practices / providers) that leverages our experience and specialised skills

Regular review of offerings

Client plans to include clear measures versus their goals

Expose our training offerings on the My Therapy House® website

Priority Our Capacity

Goals to 2025

- We will optimise our use of the current spaces and facilities for the benefit of our clients, families and staff
- We will explore and have a plan (if not commenced) for “more space” at My Therapy House® (MTH)
- We will incorporate Telehealth and Community Visits as complementary service delivery mechanisms where appropriate

Priority activities / projects to 2025

Explore and, where appropriate, develop risk-managed, funded options regarding Community / Outbound visits by My Therapy House® staff

Undertake quarterly reviews to determine options for Telehealth incorporation

Priority Our Brand

Goals to 2025

- We will clearly communicate the Mission, Vision, Values and Value Proposition of My Therapy House® to more in our community that should know about us, and do so in a highly engaging way
- We will develop and communicate clear messaging about My Therapy House® services and specialty areas to potential referral partners, to build our word-of-mouth pipelines, and to curate a community of good-fit providers that can support our outgoing clients
- We will curate and enhance our website, with a clear explicit focus on Early Childhood / Early Intervention (including our intake portal)

Priority activities / projects to 2025

Marketing & Communications Plan development
– includes website updates, social media (FB),
referral partner marketing, any appropriate
advertising opportunities and storytelling

Priority

Our Financial Health

Goals to 2025

- We will ensure My Therapy House® secures adequate, sustainable, profitable revenues, diversified for risk mitigation, and sufficient to fund ongoing operations and growth ambitions
- We will identify appropriate funding to enhance our physical capacity
- We will maintain or grow our daily client throughput to / beyond 4 clients per practitioner per day, to ensure all costs are covered
- We will explore appropriate mechanisms to open up future buy-in opportunities for staff

Priority activities / projects to 2025

Ongoing financial
planning with Accountant

Review and
appropriately amend
charges for our services

Explore and implement
appropriate diversified
revenue-generating services

Thank You!

