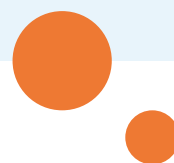




Getting the good things in life

Strategic Plan
2024-2028



Our story

Imagine More is the brainchild of Jan and Paul Kruger. Originally from New South Wales, Jan and Paul have four children, including a son with an intellectual disability. From the moment he was born, Jan and Paul learned that society expected their son to travel a very different life pathway than his sisters solely because of his impairment.

When their son was very young, Jan and Paul came across Family Advocacy, a Sydney-based capacity-building organisation supporting families of people with disability. They were excited to learn that people with high support needs could have access to the **good things in life** and were thriving in typical (not special) settings in their communities. They discovered there were ways to navigate around the societal barriers and devaluation that our culture uses to limit the potential of people with disability. Having learned what was possible, Jan and Paul resolved to help their son pursue all the good things in life, just like his sisters.

When they moved to Canberra in 2007, Jan and Paul realised the nation's capital lacked a local organisation promoting the same values as

Family Advocacy. They started dreaming about creating a similar Canberra-based organisation for local families.

They soon developed a vision of a grassroots organisation informed by Social Role Valorisation that would help local families think differently about what life could look like for their family members with disability.

They hoped to build family leadership by inspiring and strengthening the capacity of local families to seek out the good things in life for their family members with disability.

They wanted to be change agents, working towards making Canberra a community in which people with disability hold valued social roles, develop meaningful relationships, and live typical lives.

Jan and Paul shared their vision with Jacki Kearslake, who understood how valuable such an organisation would be to local families, including her own.

In 2013, Jan, Paul, and Jacki became the Founding Directors of Imagine More.

The good things in life for all





We want to continue our work with families to deepen their learning, facilitate their connections, and support them in inspiring others by sharing stories of what is possible.

What we achieved in our first ten years

During our first ten years, we have strengthened and supported hundreds of families by providing them with information, peer connections, and a powerful vision for the future.

We've seen families grow stronger and more confident in seeking out the good things in life for their family members with disability.

We have seen many local people with disability thrive in open employment and in creating homes and connections in typical ways.

We've sown the seeds for local government to create better opportunities for inclusive education and be more proactive in customising employment.

Jan and Paul have continued as directors since the beginning. Adrienne Gault became a director when Jacki stepped away and has joined Jan and Paul in steering Imagine More ever closer to its vision. Jacki has remained connected through a variety of roles.

Where we are heading

Our goals for transforming the lives of people with disability are substantial.

We aspire to stay local while continuing to have national reach.

We are nimble but will remain independent from service provision to remain focused on families without a conflict of interest.

We want to continue our work with families to deepen their learning, facilitate their connections, and support them in inspiring others by sharing stories of what is possible.

Therefore, this Strategic Plan builds on our past strengths and is focused on future work that will allow us to make a meaningful impact on helping people with disability achieve the good things in life.

Plan on a page

The change we are seeking

Our vision

Imagine this...

a community where everyone is included, valued, and contributing in meaningful roles.

Our purpose

To achieve this...

we empower individuals, families and the community to become inspired, motivated and capable of ensuring people with disability hold valued social roles, develop meaningful relationships and live typical lives in their communities.

Our goals

What we want...

families who are informed and inspired to take action towards ensuring their family members with disability get the good things in life.

Our strategic focus areas

People with disability get the good things in life when they have...



a life with purpose and meaning



a great start in the younger years



a job and career



a home of their own

What are the roles we are playing

Raising expectations

We work with families to build and implement a vision for a typical life full of possibilities for their family members with disability.

Through our work, we transform the community into one that has high expectations for people with disability so they can have lives full of ordinary opportunities.

Creating socially valued roles

We work with families to create meaningful roles for their family members to help them achieve the good things in life, like being friends, school students, team members, employees, business owners, homemakers, and lifelong learners.

We use the SRV¹ framework to assist families in creating socially valued roles for their family members.

Building relationships, connections, and community

We help families focus on seeking opportunities so that their family members with disability can form deep connections, enduring relationships, and broad networks that create healthy interconnectedness.

¹ Social Role Valorisation (SRV) is an empirically based theory that guides Imagine More's work. SRV helps us understand why people with disability are devalued. It also tells us that the best ways to shift the devalued status of a person with disability are through supporting the person to: take part and contribute in the community through valued social roles; pay attention to the image of the person and those that support the person; and, develop and increase the person's skills and competencies.

We work with families to build and implement a vision for a typical life full of possibilities for their family members with disability.



Our strategic focus areas

A life with purpose and meaning



Our objectives

- Helping families create and implement a vision for a valued and included life for their family members with disability.
- Investing in family leadership to build confidence and help others learn and grow.

How this will impact families and people with disability involved in our work

- Families have created and are implementing a vision for a good life for their family members with disability.
- Families are investing time to develop a rich network of relationships around their family members.
- People with disability hold valued social roles.

A great start in the younger years



Our objectives

- Reaching and working with families when their children are young.
- Influencing services and systems to create inclusive early years and school education with smooth transitions across childhood and adolescence.

How this will impact families and people with disability involved in our work

- Families learn early about valued roles and included lives.
- Families are discerning consumers, and choose services aligned to their visions of a good life.
- All students are educated in authentically inclusive settings in local schools.
- Young people with disability have the same typical experiences as other young people.

A job and career



Our objectives

- Helping families when their children are young to imagine and pursue valued jobs and careers.
- Skilling families to support their family members through the transition from school to work while seeking opportunities for learning, customising employment, and creating micro-enterprises.

How this will impact families and people with disability involved in our work

- Families have high expectations for jobs and careers for their family members.
- Families have the knowledge and resources to support their family members into employment.
- People with disability are well-supported in meaningful and valued jobs.

A home of their own



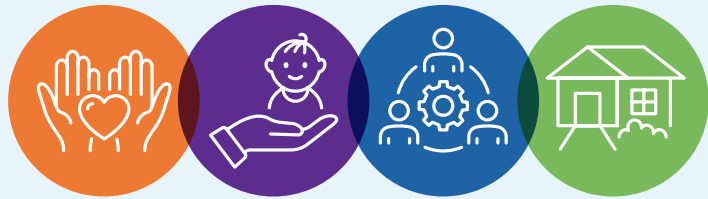
Our objectives

- Helping families support their family members to take ordinary pathways to a home of their own rather than seeking a disability-based group home.
- Equipping families with knowledge and skills to realise their vision for home and confidently navigate services and systems.

How this will impact families and people with disability involved in our work

- Families have a clear vision of home life and can support their family members to thrive in their own homes.
- People with disability are following the typical pathway of moving out of home, such as renting with friends and acquaintances, saving for their own homes, and creating a place to relax, unwind, and be themselves.

How will we do it



Work with and through families to create impact and community change by:

- Providing targeted resources, training, and information
- Providing one-on-one, group, and peer support.
- Helping families imagine the future by connecting them to each other, those who have gone before them, other experts and leaders, and stories of possibility.
- Walking alongside families on their journey as they implement and evolve their individual visions for a good life.
- Promoting lifelong growth and learning, support for decision-making, and empowerment for people with disability.
- Remaining independent of service provision, so we can continue working with families to build and implement a vision for a typical life for people with disability.
- Ensuring we have access to sustainable funding.

Collaborate and partner to create change by:

- Lending our voice to other organisations to continue influencing systems, professionals, and families so that people with disability can genuinely experience inclusive lives in the regular community through education, employment, home, recreation, and friendship.
- Continuing to partner with the National Alliance of Capacity Building Organisations (NACBO) and other aligned organisations to strengthen our capacity-building work.

Our values and how we work

Imagination

We believe in the value of developing a clear and optimistic vision, being open to and seeking opportunities, having high expectations, and being positive and hopeful about the future.



Celebrating the success

We recognise the importance of reflecting and celebrating successes, no matter how small, while working towards the vision that is made up of the good things in life.



Connection

We recognise the power of connection, the strength of building networks, and the value of nurturing a wide range of relationships in every person's life.

We encourage individuals and families to seek and nurture freely given relationships rather than rely solely on paid support. Freely given relationships tend to be longer-lasting and can broaden a person's social community.



Self-direction and agency

We encourage individuals and families to maintain control of their lives and use both paid and unpaid (freely given and natural) supports. We encourage people with disability and their families to be the authors of their own lives.



Confidence

We promote building the confidence of individuals, families, services, and the community to take the steps required to fulfil an individual's vision for a good life in their community.



Inclusion

Inclusion is found when there is a focus on a person's unique gifts, strengths, and increasing competence. It is realised when a person is supported to participate and contribute to regular and typical communities in our society.

We promote inclusive practices that are not confused with models where people are segregated from the community or congregated with other people with disability.

We call for the creation of welcoming environments committed to identifying how everyone can contribute in meaningful roles.



Support with decision-making

We recognise that everyone needs support in making decisions, and people with disability are no different. We encourage families to provide everyday opportunities to make decisions with the right support.



Courage and resilience

We believe in pushing boundaries rather than accepting the status quo. We encourage individuals and families to take measured risks, step outside their comfort zones, and develop strategies when others are unable to see the possibilities and opportunities.



