

FY2023–FY2026

Strategy Snapshot





Acknowledgment of country

The Blue Knot Foundation acknowledges the traditional custodians of this land and pay our respects of their Elders past, present and future for they hold the memories, the traditions, the culture and the hope of their people. We acknowledge the land on which we work are the lands of the Traditional Owners and Custodians of Country.

We would also like to acknowledge people with the lived and living experience of complex trauma and its effects and confirm that we are all here to empower people impacted by complex trauma to live full and rich lives.

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Introducing Our Three-Year Strategy

Mapping our path forward...

During the 2022-23 financial year we tied off the period for our last strategic plan. The closing off of the 2018-22 strategic plan provided an opportunity to sit back, reflect and celebrate Blue Knot's and the team's many achievements. It was also affirming to map back to our last plan and establish that we had not only stayed focussed on our purpose but successfully completed many of the deliverables of the last plan.

What we were even prouder of was our steady and sustained growth during the COVID-19 pandemic. Achieving this is a testament to a team of consummate professionals who give their all every day. Together through Blue Knot's achievements we empowered many survivors on their path to healing.

So where to from here?


Designing the path together was a connecting and inspired process. Although our new strategic plan looks and feels different it is grounded in the same vision and purpose of the last one and builds steadily on it. For our new strategic plan we identified 4 key strategic pillars, as always with the needs of people with the lived and living experience of complex trauma our key driver.

A key focus in operationalising the plan is to further stabilise our infrastructure and strengthen our already solid foundations to set us up for future growth. Core to achieving this is the health and wellbeing of all our staff and we will continue to forge a culture of collaboration and support. This will in turn enable us to expand and refine our suite of safe quality services to adult survivors of complex trauma and to those who support them.

As we embark on our plan for the next 3 years, we will redouble our efforts to reach more members of the community in need, provide the resources and support they need to heal and recover, and build the capacity of the workforce and community to respond in ways which are informed, compassionate and empowering.

Cathy Kezelman
President





We are the National Centre of Excellence for Complex Trauma. That means that we advocate for and provide support to people who have experiences of complex trauma, and those who support them, personally and professionally.

Our Vision

To reach the more in 1 in 4 adult Australians impacted by complex trauma.

Our Purpose

Empowering adults to recover and build resilience from complex trauma.

Our Values



Hope

As human beings we all have hopes and dreams, even if they are buried deeply. Hope is a value which Blue Knot holds dear and which sometimes we hold for people, who, at that time, are unable to hold onto hope for themselves.



Care

A trauma-informed world is one in which people care for one another with empathy, compassion and understanding. Blue Knot seeks to care for each person, embracing their uniqueness and differences, empowering them to feel safe, and supporting their health, wellbeing and path to recovery.



Recovery

Recovery means different things to different people and depends on where each person comes from and what they have experienced. Blue Knot embraces the knowledge that healing is absolutely possible and does what it can to support.



Empowerment

Many people who were harmed in relationships were disempowered and left blaming themselves and feeling low. Our goal is to support each person with the respect and dignity we all need and deserve, to find their sense of self-worth.



Collaboration

Social connection and acceptance are core needs for us all. That is why Blue Knot enacts this trauma-informed principle in the way we connect and work with each person, sharing power and fostering each person's voice and choice.



Professionalism

Blue Knot aspires to deliver services which are consistently of high quality, and which efficiently, effectively, safely and compassionately meet the needs of each person seeking our support, as best we can.

Our Core Strategic Pillars

Our core strategic pillars underpin the work we do to drive our purpose, vision and values.

Our Survivor Support Services

All of our services are committed to the safety, quality, efficiency and effectiveness needed to support survivors impacted by complex trauma and empower them to lead the lives they choose. This is supported by our organisational culture and the health and wellbeing of our staff.

Our Training and Practice

We build the capacity of diverse workforces and organisations through integrated evidence-informed learning, practice and trauma-informed change processes.

Our Knowledge and Resources

Our knowledge and resources are informed by the evidence of lived and living experience, current research and practice insights and the voices of diverse communities. They are supported by robust systems and data to inform our processes.

Our Reach and Influence

We partner with diverse stakeholders to build an ethical, professional and sustainable organisation, which best delivers on our purpose to meet the needs of as many people living with the impacts of complex trauma, their families and communities, as possible.



Our Strategic Priorities

Our Survivor Services

- 1 Expand Telehealth Capability and Capacity.
- 2 Deliver and grow resourcing of survivor and supporters workshops and resources.
- 3 Continued focus and improvement on providing a trauma-responsive organisation.

Our Training and Practice

- 1 Reviewing our Growth and Focusing on Sustainability.
- 2 Expanding how we deliver training – self paced modules.
- 3 Highlighting the importance of Organisational Development.

Our Knowledge and Resources

- 1 Prioritising thought leadership.
- 2 Establish Lived and Living Experience Committee to support the work of Blue Knot.
- 3 Expand our knowledge and learning pathways including curriculum development.
- 4 Integrate diversity, inclusion and equity into all that we do through meaningful whole of organisational change.

Our Reach and Influence

- 1 Expand our reach and build awareness of Blue Knot and our purpose.
- 2 Understanding, connecting with and growing our members.
- 3 Strengthening our Ambassador and influencer voice.
- 4 Building meaningful partnerships to mutually support our community.





Our Survivor Support Services



Expand Telehealth Capability and Capacity

The growth of our Telehealth services and increased demand for them requires us to build our capacity and the ability to meet caller needs in a timely way. Our recent caller survey gave us important feedback and identified the areas in which we can continue to grow, develop the service and ultimately provide the best possible service to our community.



Deliver and grow resourcing of survivor and supporter workshops and resources

Our continued aim is to provide more survivors and supporters with key psychoeducation, support and connection. This includes maintaining current accessible resources that meet the needs of, educate and engage the survivor and supporter community.



Continued focus and improvement on providing a trauma-responsive organisation.

Creating and sustaining a trauma responsive organisation is a constant and conscious daily effort. We are strengthening our commitment to providing an aware compassionate and attuned approach to caring for our people which in turn flows on to how we provide our service to the community.



Our Training and Practice



Reviewing our Growth and Focusing on Sustainability

The steady growth and demand for professional services in the Training and Practice area requires us to pause and focus on the sustainability of our services. This encompasses how we meet the demand across a wide range of sectors in our professional community. The quality and expertise of our training and supervision services is key, so balancing growth and maintaining quality is the focus.



Expanding how we deliver training

The move into the remote working space in recent years has resulted in an evolving and fluid working community meaning that the way in which people want to engage in training has also changed. The development of self-paced and on demand modules will be an addition to the way Blue Knot offers learning and help us to meet the varied learning styles and needs of our community.



Highlighting the importance of Organisational Development

Our aim is to not only educate but to also support organisations to implement and embed trauma-informed practices with greater depth and breadth. The more organisations that can understand and offer services through a trauma-informed lens the less re-traumatisation by services accessed by survivors. The aim is to provide user friendly processes and tools to present achievable goals for organisations with impactful outcomes.

Our Knowledge and Resources



Prioritising thought leadership

There is a continued commitment to maintain a strong evidence base that supports and informs all that we do. Our Clinical Guidelines influence policy and practice. To provide up to date guidance we need to continuously review current research and practice. Our aim is to produce new guidelines that reflect the experiences of those with living and lived experience as well as practitioners to offer further insights and improve practice. This is further supplemented with the development of additional and updated accessible information in varied formats for our communities.



Establish a Lived and Living Experience Committee to support the work of Blue Knot

Part of our focus on growth and continuous improvement at Blue Knot means there is an important role for those with living and lived experience to engage in codesign and consultation processes to inform decision-making across the organisation. The forming and engagement of our committee is pivotal in supporting our own organisational development to better meet the needs of survivors.



Expand our knowledge and learning pathways including curriculum development.

Expanding our knowledge and learning pathways including curriculum development in tertiary education that will support early knowledge building of an understanding of complex trauma and working with others.



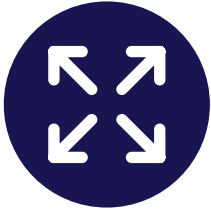
Integrate diversity, inclusion and equity into all that we do through meaningful whole of organisational change.

Our commitment and focus is on continued development of our organisational culture and processes and that it is reflective of the principles of diversity, inclusion and equity. We are committed to ensuring that these principles are part of our shared language and culture.





Our Reach and Influence



Expand our reach and build awareness of Blue Knot and our purpose.

It is key for Blue Knot to continue to build a credible brand and create new opportunities for increased reach and influence. So understanding our community's needs, how they connect with us and what is important to them is part of our development plan this cycle.



Understanding, connecting with and growing our members

In response to our growing member base, we will further define ways to connect with and provide value to those who support us in this work. By providing different options with different levels of support and information our communities can find the right fit for them.



Strengthening our Ambassador and influencer voice

How we communicate our message is important. We can amplify this through a strong active pool of ambassadors who can promote the Blue Knot brand, its work and the needs of survivors in the community. Blue Knot is aiming to grow its voice through like-minded advocates who want to join us in sharing and promoting our call to action.



Building meaningful partnerships to mutually support our community.

Partnerships come in all shapes and sizes and Blue Knot is focussed on building our partnerships at all levels in a meaningful way and in situations in which we can effect change and demonstrate impact.

**Blue Knot Helpline and
Redress Support Service**

1300 657 380

7 Days a Week

between 9am – 5pm AEST/AEDT

or via email helpline@blueknot.org.au

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free monthly e-newsletter and more!

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