

# Children's Rights Queensland Strategic Plan 2020-24



Children's Rights Queensland is focused on ensuring awareness of children's rights under the United Nation's Convention of the Rights of a Child. Founded in 1971, the organisation has a rich history of promoting the rights of children and supporting communities. We are focused on delivering initiatives that educate, support and build awareness of children's rights.

**OUR VISION:** Engaged, empowered and aware communities and children.

**OUR MISSION:** To deliver a range of initiatives that raise awareness of the needs, rights and achievements of children and engage, empower and support them and their communities.

## OPPORTUNITIES:

- Build capacity and advocate for children's rights in Queensland
- Advocate and build awareness of children's rights in Queensland
- Ensure the Queensland Government meets all its obligations under the United Nation's Convention on the Rights of the Child
- Celebrate and promote the achievements of children
- Implement innovative initiatives supporting children and communities

## OUR RISKS:

- Inability to secure funding and resources for delivery of initiatives
- Failure to broaden our network and secure the support of other like-minded organisations

## OUR FUTURE STATE

We will contribute to Government's *Our Future State: Advancing Queensland's Priorities*



Create jobs in a strong economy by producing educated young leaders and experienced ambassadors that will take the skills they gain and apply these in the workplace.



Give all children a great start by building a network of partner organisations that contribute and support initiatives that create awareness and educate communities and children about children's rights.



Keep Queenslanders Healthy by developing initiatives that support wellbeing, encourage active participation and ensure children's rights are



Keep Communities Safe by advocating for children's rights and ensuring obligations under the Convention on the Rights of the Child are met.

## OUR VALUES

Diversity Integrity Advocacy Rights Respect



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OBJECTIVES	Encourage and support individuals, groups and organisations to organise local activities and events for National Children's Week™ that support and involve children and communities	Raise community awareness of the needs, rights and achievements of children	Ensure the public is aware of the Queensland Government's obligations under the United Nation's Convention on the Rights of the Child	Ensure any breaches of the Queensland Government's obligations under the United Nation's Convention on the Rights of a Child are publicised, to stimulate public support for action to ensure any breaches are remedied	Affiliate or associate with diverse organisations or individuals concerned with children's rights and wellbeing
STRATEGIES	<ul style="list-style-type: none"> <li>Develop resources and offer support and promotional opportunities to individuals and community groups wishing to deliver Children's Week events and activities</li> <li>Run a public campaign to promote Children's Week and encourage attendance</li> <li>Inspire ambassadors, affiliate members and leaders to advocate for and deliver local activities and events during Children's Week</li> </ul>	<ul style="list-style-type: none"> <li>Establish a Leaders Program in Queensland high schools to educate, engage and build awareness of Children's Rights</li> <li>Use ambassadors to increase awareness of children's rights</li> <li>Promote the United Nation's Convention on the Rights of the Child (UNCRC)</li> <li>Generate awareness of the national theme for Children's Week</li> <li>Build an online community of social media followers that interact with the association</li> </ul>	<ul style="list-style-type: none"> <li>Educate the public about the Queensland Government's obligations through a blog, social media campaign, events, and newsletters</li> <li>Develop resources and campaigns to promote the rights of a child across Queensland</li> <li>Engage ambassadors to educate and publicly promote the government's obligations under the United Nation's Convention on the Rights of the Child</li> </ul>	<ul style="list-style-type: none"> <li>Provide a platform for communities to reach out to and connect with support networks to report breaches or concerns</li> <li>Monitor media and reports relating to breaches of obligations and publicise these through online channels and media</li> <li>Create a feedback channel for the public to raise concerns and issues</li> <li>Advocate for children's rights issues to be addressed</li> </ul>	<ul style="list-style-type: none"> <li>Increase interactions and collaboration with child-focused organisations</li> <li>Establish and grow an Ambassadors Program in partnership with schools or educational institutions that promotes and advocates for children's rights</li> <li>Increase the number of affiliate members</li> <li>Use technology to ensure affiliation and association with the organisation is simple</li> </ul>
INDICATORS	<ul style="list-style-type: none"> <li>Number of events delivered across Queensland</li> <li>Number of attendees at Children's Week events</li> <li>Resources developed and accessed</li> <li>Benchmark our performance against that of other states</li> </ul>	<ul style="list-style-type: none"> <li>Number of children who complete the Leaders Program</li> <li>Online following</li> <li>Website and resource interactions</li> <li>Feedback and reports from ambassadors and organisations</li> </ul>	<ul style="list-style-type: none"> <li>Number of ambassadors</li> <li>Resources accessed</li> <li>Interactions with communications</li> </ul>	<ul style="list-style-type: none"> <li>Number of responses to breaches</li> <li>Feedback submissions from the public</li> <li>Annual survey</li> <li>Formation of a platform for communities</li> </ul>	<ul style="list-style-type: none"> <li>Increased number of organisations on the committee</li> <li>Growth in the number of affiliate member organisations</li> <li>Number of organisations represented on the committee</li> <li>Development of a new website</li> <li>Tracking data and engagement</li> </ul>
ALIGNMENT WITH ADVANCING QUEENSLAND PRIORITIES					

