

Strategic Plan 2006–2011



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Vision

Skilled parenting — thriving children

We imagine:

- Happy, healthy, resilient, contented children thriving in the context of a safe, loving, nurturing, lasting parental bond
- Every parent strong, resilient, engaged, learning, capable in their role and adapting to the changing needs of their children
- A community that shares the responsibility of raising children, understanding and valuing parenting, as well as competently resourcing parents as to how best to promote the health and wellbeing of their children.

We believe

- Parenting is a critical determinant of the quality of life and the health and wellbeing of children
- By developing parenting capability in the community, we ensure a positive future for the next generation
- Science can make a difference in the everyday lives of families when it is translated effectively into usable information, policy and professional practice

Mission

Helping parents raise happy healthy children

Through:

- Seeking and sharing scientific knowledge of effective parenting
- Developing research-based practical solutions to contemporary parenting challenges
- Building the capability of the community to support parents.

Objectives

- 1 Advance scientific knowledge of parenting for optimal health, development and wellbeing of children
- 2 Translate parenting research into information and strategies for parents, professionals and the wider community
- 3 Develop and disseminate innovative parenting interventions that produce measurable improvements in child and family wellbeing
- 4 Support the health, education and community service systems to devise, implement and evaluate research-based parenting intervention
- 5 Provide leadership on issues in contemporary parenting for policy makers, professionals and the broader community

Strategies

- 1 Advance scientific knowledge of parenting for optimal health, development and wellbeing of children**
 - 1.1 Capture, build and maintain a contemporary knowledge base of parenting research and support
 - 1.2 Develop theory and produce conceptual frameworks that guide the development and evaluation of parenting support initiatives
 - 1.3 Conduct research which addresses identified community needs and informs the development of new approaches to parenting support
- 2 Translate parenting research into information and strategies for parents, professionals and the wider community**
 - 2.1 Monitor and identify community parenting information needs
 - 2.2 Employ state-of-the-art communication practices in sharing research-based parenting knowledge with the community
 - 2.3 Expand the reach and effectiveness of parenting information by meeting the diverse needs of Australian families
- 3 Develop and disseminate innovative parenting interventions that produce measurable improvements in child and family wellbeing**
 - 3.1 Identify and extend knowledge of approaches, trends and strengths in parenting support practice through engagement with the service sector
 - 3.2 Develop effective parenting interventions focused on child and family wellbeing
 - 3.3 Implement rigorous evaluation methodology in assessing the value of new and existing parenting interventions
- 3.4 Support a broad range of services in implementing research-generated innovations in parenting support**
- 3.5 Deliver effective professional education programs based on adult learning principles**
- 4 Support the health, education and community service systems to devise, implement and evaluate research-based parenting intervention**
 - 4.1 Enhance the service sector's ability to evaluate, build and access the evidence base for parenting support initiatives
 - 4.2 Support the adoption of evidence-based practice at the practitioner, organisation and systems levels
 - 4.3 Develop parenting support capability in the community through the development of service partnerships and networks
 - 4.4 Provide collaborative evaluation frameworks and services that support knowledge building in the field
- 5 Provide leadership on issues in contemporary parenting for policy makers, professionals and the broader community**
 - 5.1 Lead and inform community debate related to parenting and child wellbeing
 - 5.2 Identify and communicate policy implications of knowledge generated by our research



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Values

To achieve our vision we commit ourselves to express the following values in all that we do.

Commitment

We are passionate about the importance of parenting. And we firmly believe that scientific knowledge adapted to the needs of families can make a real difference in the lives of parents and children.

Excellence

We produce work that we are personally and professionally proud of. We apply rigorous scientific principles to our search for new knowledge and to the practical resources we create.

Open-mindedness

We put a premium on learning. We are open to new ideas and keenly interested in what our colleagues are achieving. All theories and preconceptions are open to inquiry.

Innovation

We are willing to change our processes, create innovative resources, and overcome challenges to ensure that we continually make a difference.

Responsiveness

We listen to our community. We respond to the needs and concerns of families and practitioners to generate knowledge of parenting that has a practical application.

Collaboration

We share our knowledge and resources in a spirit of openness, respect and friendliness because we believe that there are better outcomes when information is pooled.

Stewardship

Trustworthiness, accountability and transparency are integral to our organisation for we are stewards of public funding and guardians of parenting knowledge and community trust.