



# Sunshine Butterflies

YOUR *local* DISABILITY  
SUPPORT CHARITY

ESTABLISHED 2010

*Supporting individuals living with disability and their families*

## STRATEGIC PLAN

2021-2023

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# HIGHLIGHTS 2010- 2021



A new home  
"Our Backyard" a  
15 acre community facility



**9**  
**VEHICLES**  
to transport  
our members



A family of furry, feathered and fluffy **THERAPY ANIMALS**



A unique range of incredible  
**LIFE-CHANGING**  
**PROGRAMS, SUPPORTS**  
**& THERAPIES**



**4** Members  
involved in  
**EMPLOYMENT & VOLUNTEER** activities  
at Sunshine Butterflies





## Our Vision

To empower individuals living with disability and their families and provide them with the support they need to achieve a happy and fulfilled life.

## Our Mission

To create and build a network of flexible services that will provide, from one accessible location, information, assistance, support, resources and programs in a safe and happy living and learning environment to individuals and families living with disability.

## Our Values

- Promote and respect people with a disability, their families and carers by supporting and encouraging them to be active in the planning and delivery of their services.
- Commitment to working with those who use Sunshine Butterflies' services by continuously evaluating programs and options in order to ensure that the services are meeting individual and family needs.
- Actively support people with disability in promoting health, well-being, independence, valued status, inclusion and quality of life.
- Sunshine Butterflies will always be accountable for their actions, and act with transparency, and integrity.

We Listen.

We Create.

We Deliver.



YOUR *local* DISABILITY  
SUPPORT CHARITY

# Founder's Foreword

Our vision, mission and values form the foundations for a clear strategic direction as we move forward to continue delivering high quality, innovative programs and services to our members living with a disability and their families.

The introduction of the NDIS has been one of Sunshine Butterflies biggest organisational challenges, as we transitioned from a state model to a federally funded national model. Sunshine Butterflies staffing numbers have more than tripled since the inception of the NDIS in January 2019 and extra service types are now available to our members to meet their needs. These extra services include in home support, community support, supported independent living, independent living options and life skills programs.

Our organisation's success, family focus and creative nature, has helped us develop "Our Backyard" - a 5 acre learning, respite, education and recreational facility that provides a variety of innovative life skills and development opportunities to people of all abilities.

With the help from sponsors, partners, contributors, supporters, grants and donations, we have been able to create a space that offers a sanctuary of beautiful native gardens, fantastic facilities, stable yards, dams to attract native flora & fauna, glorious green lawns and community gardens. We thank you for supporting us to take big, bold steps to create the much needed community facility where we can now deliver our life-changing programs and services from.

Our staff are our most important asset and our greatest competitive differentiator. Our workplace culture enables our staff to use their skills, interests, passions and strengths to support our members. Our valued staff demonstrate the vibrancy and strength of the Sunshine Butterflies brand.

The quality of the relationship we build with our members and their families is so vital to our success which is built on trust, communication and transparency.

We look forward to the next stage of our development, which will include the expansion of "Our Backyard". We look forward to introducing agri-tourism opportunities for the community and creating more job opportunities for our members with disability.

My role as CEO is to drive a workplace culture and continue to communicate our vision, which is easy when your staff are excited to travel the next part of the Sunshine Butterflies journey with you.

Together, the Vision, the Mission, the Values and our brand, form the foundations for a clear strategic direction.

LEANNE WALSH  
Founder and CEO





# OUR STORY



Sunshine Butterflies was inspired by the birth of Leanne and Damien's son Curtis, who in 1995 was born 13 weeks premature with Cerebral Palsy. Their own family's personal experience provided them with the drive, passion and dedication to provide a better future for people with disability.

From very humble beginnings in 2010, Sunshine Butterflies has grown from being a volunteer-run organisation with a handful of members, to one of the region's largest employers and disability support services.

**Sunshine Butterflies provides a comprehensive range of daily recreational, educational and life skills programs for individuals of all abilities. Our unique range of programs, activities and services are changing the lives of many individuals living with disability and their families.**

Unlike most disability services, Sunshine Butterflies' funding model has always been different. Ineligible for block funding from Government sources, Sunshine Butterflies established Sunshine Gardens & Landscaping as a social enterprise to support the charities' administration costs and overheads. 100% of profits from Sunshine Gardens and Landscaping are paid directly back to Sunshine Butterflies Inc. charity and help cover the day-to-day running costs of the disability support service and ensure the programs and services are top quality. Proceeds from Sunshine Gardens and Landscaping as well as the generosity from community grants, donations, sponsorships, and fundraisers have been a blessing to the charity, as we have always been self-funded.

Sunshine Butterflies has experienced a great deal of growth since our inception in 2010. In 2014 we purchased our new 5 acre home "Our Backyard", which has since been developed into a unique one-stop-shop for disability services and community activities. This growth has brought with it many individuals and families who are in need of support, new and innovative programs and activities for people living with a disability, multiple community partnerships, and a more inclusive and supportive environment for people of all abilities.

Throughout the challenges and changes Sunshine Butterflies has experienced over the past 10 years, the organisation continues to put its members and their families at the core of all of their activities and looks forward to what the future holds.

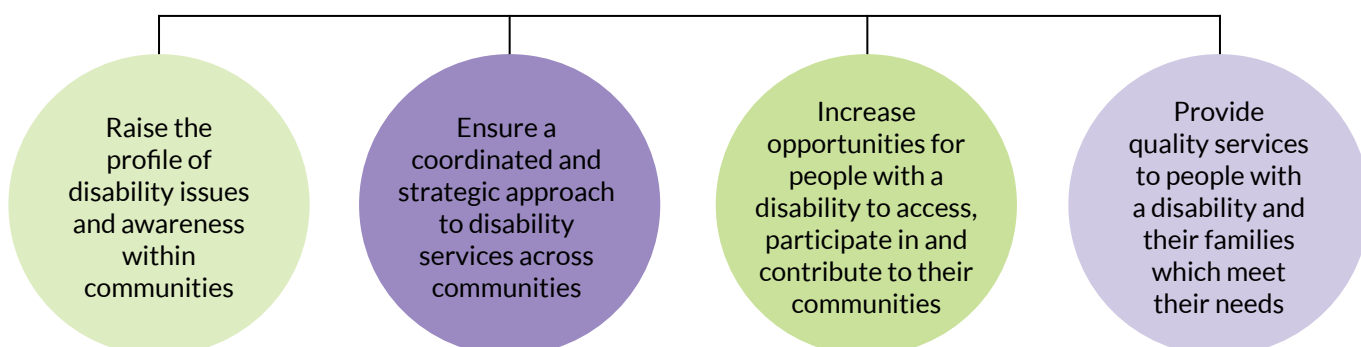
# OUR FOCUS

Sunshine Butterflies is responsible for providing innovative, flexible and customised delivery of disability services.

## OUR KEY DUTIES



## THROUGH THESE ROLES WE ENABLE SUNSHINE BUTTERFLIES TO:





# Our Members

Our members are children, youth, young adults and adults who have a diagnosed intellectual, physical and/or sensory disability, and their families and carers.

Members come predominantly from the Noosa, Sunshine Coast and Gympie regions, however, we support individuals all over Australia with personal fundraising support, information and assistance.



*"Our members are the source and inspiration in everything we do."*

Leanne Walsh CEO/Founder



# Our Staff, Your Staff

Sunshine Butterflies is proud of its greatest asset - highly skilled, experienced, and committed staff members. Our team is made up of energetic, compassionate and dedicated staff who work together to deliver a variety of services and supports for our members.

All staff and volunteers are security checked and possess both Disability Service Positive Exemption Notice and Working with Children Positive Notice Cards. Ongoing training, development and consultation is part of ensuring that quality assurance is embedded in our culture, and that continuous improvement is a core focus for excellent member outcomes.



*“Alone we can do so little,  
together we can do so much.”*

Helen Keller

# Our Volunteers

Sunshine Butterflies volunteers are multi-skilled and come from a variety of backgrounds.

Our Volunteers are a very important pillar for the organisation, without them, Sunshine Butterflies would not be possible. Volunteers carry out a variety of tasks, from caring for our therapy animals, assisting in many of our daily programs and events, and tending to our beautiful gardens at “Our Backyard”.

We have a small but incredible group of Volunteers with the most generous spirits.



*“Our volunteers are the essence of our organisation, they are always there with a helping hand when we need it most.”*

Sonia Martin, Volunteer Coordinator



## Our Partners

Long-lasting partnerships are essential to the success of Sunshine Butterflies.

These are mutually beneficial and take many forms. We enjoy collaborating with the disability sector through the regional disability councils and aligned networking groups. These groups, both disability-specific and non-disability specific, play a vital role in establishing and maintaining community partnerships that build the capacity of communities to respond to the needs of people with a disability.

Our wonderful partners provide advice on all levels of government and community on current disability issues including service delivery gaps, and opportunities for innovation.



*"It takes a village to raise a child"*  
African Proverb

# Our Strategic Priorities

Sunshine Butterflies is committed to improving disability support services with a focus on meeting individual and family needs and expectations.

To achieve this, we focus on building employee competencies, providing unique and innovative programs and services and strive towards becoming the disability service provider of choice.

We are also committed to creating an inclusive and supportive community environment for people living with disability and aim to assist individuals living with a disability and their families through all stages of their lives.



## ONE

***Provide accessible, inclusive, innovative programs and services for individuals living with a disability and their families.***

- Support our members to access the resources they need to live a happy and fulfilled life through information sessions, workshops and referrals.
- Creation of new and exciting skills-based programs to meet the ever changing needs of our members.
- Provide support for individuals living with a disability and their families through all stages of their lives.
- Maintain members accessing services through high quality, relevant programs and services.
- Provide up to date information and assistance to families so they can make informed decisions for their loved ones.

### Measurement/indicators

- Variety of programs and services available
- Number of programs and activities which fill the gaps in existing disability services
- Range of age groups accessing services and supports
- Quality of service delivery measured through service quality questionnaires.



## TWO

***Create a safe and supportive environment for members and their families.***

- Maintain a family centred approach which members, staff and volunteers are familiar with and trust each other.
- Offer support for all members of the family, including parent support groups and activities for siblings.
- Broaden community connection through increased community involvement in programs, activities and events.
- Support individuals living with disability to be involved in social activities which support new friendships and a sense of belonging in their community.

### Measurement/indicators

- Number of quality and trusted relationships with our families
- Members sense of belonging and trust in their community
- Member satisfaction of services
- Complaints management





## THREE

*Develop inclusive partnerships and pathways for individuals living with disability and their community.*

- Seek out inclusive opportunities with local businesses which support members living with disability to be involved in the workforce and volunteer activities.
- Provide increased community connection through events, programs and activities in which community groups can be involved in, with Sunshine Butterflies.
- Maintain partnerships which allow for the creation and construction of multiple projects at “Our Backyard” to benefit people living with disability and the community.

### Measurement/indicators

- Number of volunteer and employment opportunities for individuals living with a disability
- Number of local and surrounding community based programs which our members are involved in



## FOUR

*Create new activities and initiatives for greater community involvement/benefit from the “Our Backyard” community facility.*

- Provide increased access of “Our Backyard” to schools and community groups who can make use of the facility for their projects.
- Increase collaboration on projects and resource sharing for activities and events with community groups.
- Creation of more community-based programs, services and activities for all ages and abilities.

### Measurement/indicators

- Number of inclusive community activities and events we offer/are involved in
- Number of community partnerships

*“A team is not a group who work together it’s a group of people who trust each other”*

Simon Sinek



## FIVE

### *Maintain reputation and recognition of brand*

- Improve Brand development and awareness
- Develop a clear storytelling board of Sunshine Butterflies Story and Vision for the future
- Clear and consistent messaging of our brand internally and externally

### Measurement/indicators

- Elevated brand awareness in the community
- Increased community engagement both online and in person
- Community understanding of our brand



## SIX

### *Create a purpose-driven workforce*

- Ensure Sunshine Butterflies is the employer of choice within the industry
- Create a workplace atmosphere that is exciting, unique and proactive
- Communicate Sunshine Butterflies vision to ensure focus and alignment with core activities
- Recruit the right staff for the right job
- Actively commend and recognise staff innovation

### Measurement/indicators

- Level of staff satisfaction measured by feedback procedures
- Number of staff retention
- Number of skilled, experienced and dedicated employees

Our Success  
will be  
measured by





## 'Our Backyard'

"Our Backyard" is a 5-acre community facility set in the Noosa countryside and provides the space and place to deliver a range of services, initiatives, and programs to people of all ages and abilities. Since purchasing the land in 2014, Sunshine Butterflies has transformed the property to accommodate a variety of services including, social and skills-based programs, animal enrichment sessions, early intervention therapies, therapeutic services, recreation programs and community events.

"Our Backyard" has plenty of facilities for everyone to enjoy, including a Learning Kitchen, a large Activity Shed, an Adventure Playground, an Accessible Tree House, an Early Intervention Facility, an Accessible Pool and Therapy Room, all set in beautifully landscaped grounds with lush gardens, rolling green lawns and dams.



*"The 'Our Backyard' project proves that dreams really can become reality"*

Leanne Walsh CEO & Founder



# Our Vision





## Fundraising, Grants, Sponsors

Sunshine Butterflies would not exist if it wasn't for the continuous support from our community through fundraising events, community grants, donations and sponsorships.

We are forever grateful for the potential our donors see in Sunshine Butterflies. Our supporters have assisted us to create a space for our members living with a disability, their families and the community to flourish and thrive. Without the trust of our sponsors and supporters in the Sunshine Butterflies vision, we would not be where we are today.

Thanks to our generous donors we are able to support some of the most vulnerable members of our community through excellent and diverse staff and offering innovative, life-changing supports, services and programs.



*"I have never seen a better facility here,  
or overseas. It is World class!"*

Aurora Hammond - Parent



# PLANS FOR THE FUTURE

As we have successfully achieved many of our goals and continue to support people living with a disability, we look forward to the future of Sunshine Butterflies.

Sunshine Butterflies is ready to take the next step in our development and are working on ventures which will provide employment and training opportunities for people living with a disability, greater community connection and work towards affordable, independent living options for people living with a disability.

## *Plans for the future include:*

- Development of an **on-site Café** at 'Our Backyard' which will involve **Employment and Training opportunities** for people living with a disability
- Expansion of the 5-acre property 'Our Backyard' to create **affordable supported independent living accommodation** for people living with a disability
- Development of the **Training and Education Facility** for community groups and businesses to rent and use for their own purpose together with the 'Our Backyard' space
- Creation of community based **Educational Workshops** and activities on-site at 'Our Backyard'
- **Agritourism opportunities** which will provide educational experiences at our unique 5-acre facility, 'Our Backyard'

Moving forward, we intend to expand our services to include the broader community at our new home, 'Our Backyard' by providing unique workshops, farm experiences, and community-based programs and activities for the general population to enjoy while encouraging an inclusive and supportive environment for people living with a disability.









'Our Backyard' is a 5-acre learning, respite, educational and recreational facility in the Noosa countryside, where we provide a range of educational and recreational disability support services, to improve the lives of people living with a disability.



*Home of Sunshine Butterflies!*

***For more information or to make an appointment***

**Phone 07 5470 2830**

**'Our Backyard', 468 McKinnon Drive, Cooroibah Qld 4565**

**[www.sunshinebutterflies.com.au](http://www.sunshinebutterflies.com.au)**