



Support Worker Central

COS business planning and sustainability

Understanding the Market: Before starting or expanding a business, it's important to conduct market research to understand the needs and preferences of your target audience. This may involve analysing industry trends, surveying potential clients, and identifying gaps in the market that your business can fill.

Define the disability support industry: The first step is to define the industry or market that your business operates in, which in this case is the disability support industry. This may involve identifying the key players, products and services, and current trends in the industry.

Example: If you are a support coordinator under the NDIS, you would define your industry as the disability support industry, which includes other disability service providers and organizations that offer support and services to people with disabilities.

Research industry trends: The next step is to research current and emerging trends in the disability support industry. This may involve analysing industry reports, government policy and funding changes, and social media to identify shifts in consumer behaviour, changes in technology, and emerging competitors.

Example: You may research trends such as the increasing demand for individualized support and person-centred planning, the shift towards more community-based and inclusive services, and the emergence of new technologies such as assistive devices and telehealth services.

Survey potential clients: Conducting surveys can help you better understand the needs and preferences of your target audience. This may involve creating a survey questionnaire and distributing it through email, social media, or in-person interviews.

Example: If you are a support coordinator, you may conduct a survey to gather information on the types of support and services that your clients need and prefer, their preferred mode of communication, and their goals and aspirations.

Identify gaps in the market: Based on your research and survey results, you can identify gaps in the market that your business can fill. This may involve finding unmet needs or underserved niches in the disability support industry and developing a unique value proposition that differentiates your business from competitors.

Example: Based on your research and survey results, you may identify a gap in the market for a support coordination service that specializes in providing individualized support to people with rare or complex disabilities, and that offers a more holistic and personalized approach to support coordination than existing service providers.

Develop a business strategy: Based on your findings, you can develop a business strategy that incorporates your unique value proposition and addresses the needs and preferences of your target audience.

Example: You may develop a business strategy that focuses on building strong partnerships with allied health professionals and specialist disability service providers, offering innovative technologies and communication tools that enhance client engagement and participation, and providing high-



quality, person-centred support coordination services that empower clients to achieve their goals and aspirations.

Setting Goals and Objectives: Once you have a clear understanding of your market, you can begin setting goals and objectives for your business. This may involve identifying financial targets, developing a marketing plan, and establishing key performance indicators to measure success.

Identify financial targets: The first step is to identify financial targets that align with your business goals and objectives. This may involve analysing your revenue streams, expenses, and profit margins to set realistic financial targets.

Example: If you are a support coordinator, your financial targets may include increasing your revenue by a certain percentage, reducing your expenses by a certain amount, or achieving a specific profit margin.

Develop a marketing plan: The next step is to develop a marketing plan that aligns with your business goals and objectives, and that targets your ideal clients. This may involve creating a marketing budget, identifying your unique value proposition, and developing marketing materials and campaigns.

Example: If you are a support coordinator, your marketing plan may involve creating a website that showcases your services and expertise, developing social media campaigns that target your ideal clients, and attending networking events and conferences to connect with potential clients and partners.

Establish key performance indicators: Once you have identified your financial targets and developed your marketing plan, you need to establish KPIs to measure your progress towards your goals. This may involve selecting metrics that align with your business goals and that are measurable and relevant.

Example: If you are a support coordinator, your KPIs may include metrics such as the number of new clients acquired, the number of referrals received from existing clients and partners, and the percentage of clients who achieve their goals through your support coordination services.

Monitor and analyse performance: Once you have established your KPIs, you need to monitor and analyse your performance on a regular basis to ensure that you are on track towards achieving your goals. This may involve tracking your KPIs using software or tools, conducting regular performance reviews, and adjusting your strategies as needed.

Example: If you are a support coordinator, you may use a client management software to track your KPIs and monitor your performance over time. You may also conduct regular performance reviews with your team to assess your progress towards your financial targets and marketing goals, and to identify areas for improvement or adjustment in your strategies.



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Creating a Business Plan: A business plan is a roadmap for your business that outlines your goals, strategies, and action plans. Please review our video on Business planning in the support worker central portal.

Managing Finances: Financial management is a critical component of running a successful and sustainable business.

Budgeting: The first step is to create a budget for your business that outlines your projected income and expenses for a given period. This may involve identifying your sources of revenue and your fixed and variable expenses and developing a plan to manage your cash flow and expenses.

Example: As a support coordinator, your budget may include projected revenue from support coordination fees and reimbursements, as well as projected expenses such as staff salaries, office rent, and equipment and supplies.

Cash flow management: The next step is to manage your cash flow effectively to ensure that you have enough cash on hand to cover your expenses and maintain your operations. This may involve creating a cash flow statement, monitoring your cash flow regularly, and taking steps to manage your cash inflows and outflows.

Example: You may manage your cash flow by monitoring your revenue and expenses on a weekly or monthly basis, negotiating payment terms with your clients and suppliers, and implementing strategies to reduce your expenses or increase your revenue as needed.

Financial reporting: The final step is to create financial reports that provide insight into your business performance and financial health. This may involve creating income statements, balance sheets, and other financial reports that provide information on your revenue, expenses, assets, and liabilities.

Example: You may create financial reports on a quarterly or annual basis that provide an overview of your business performance, including your revenue growth, profitability, and cash flow. You may also use financial reports to track your progress towards your financial targets, identify areas for improvement or adjustment, and make informed decisions about your business strategies.

Overall, effective financial management is essential for the success and sustainability of a support coordination business. By following these steps and examples, support coordinators can effectively manage their budgets, cash flow, and financial reporting to ensure the long-term success of their business.

Sustainable Business Practices: A sustainable business is one that operates in a way that minimizes its impact on the environment and supports social and economic sustainability. Incorporating sustainable practices into a support coordination business is an important step towards reducing environmental impact and promoting social responsibility. Here are some steps and examples a support coordinator can take to incorporate sustainable practices into their business operations:

Assess your current practices: The first step is to assess your current practices and identify areas where you can make improvements to reduce waste, conserve energy, and support local communities. This may involve conducting a waste audit, assessing your energy usage, and evaluating your current community engagement practices.



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Example: You may start by assessing your office waste, identifying opportunities to reduce paper usage, implementing a recycling program, and reducing the amount of energy used by office equipment by turning them off when not in use.

Set sustainability goals: Once you have assessed your current practices, set sustainability goals for your business. These goals should be specific, measurable, achievable, relevant, and time-bound.

Example: Your sustainability goals may include reducing office waste by 50% within the next year, reducing energy consumption by 20%, and increasing community engagement through regular volunteer opportunities.

Develop a sustainability plan: Next, develop a sustainability plan that outlines the actions you will take to achieve your sustainability goals. This may involve identifying resources, creating a timeline, and assigning responsibilities.

Example: Your sustainability plan may include actions such as implementing an office recycling program, switching to energy-efficient lighting and equipment, and partnering with local community organizations to provide support.

Communicate your efforts: It is important to communicate your efforts to your clients, stakeholders, and the wider community. This can help to build trust, increase awareness, and inspire others to adopt sustainable practices.

Example: You may communicate your efforts through your website, social media, and regular newsletters. You can highlight your achievements, share tips for sustainable living, and encourage others to get involved in sustainability efforts.

Measuring Sustainability: To ensure that your business is making a positive impact, it's important to measure your sustainability performance. Tracking and measuring sustainability metrics is an important step towards understanding the impact of sustainable practices on your support coordination business. Here are some steps and examples a support coordinator can take to implement methods for tracking and measuring sustainability metrics, such as community engagement:

Define your sustainability metrics: The first step is to define the sustainability metrics that you want to track and measure. These metrics should align with your sustainability goals and cover areas such as waste reduction, energy conservation, and community engagement.

Example: Your sustainability metrics may include the number of volunteer hours contributed by your team members, the amount of waste diverted from landfills through recycling and composting, and the reduction in carbon emissions achieved through energy-saving initiatives.

Collect data: Once you have defined your sustainability metrics, collect data to measure progress towards your goals. This may involve tracking data manually or using software or online tools.

Example: You may use a spreadsheet to track volunteer hours, waste reduction, and energy consumption. You can also use online tools to track the impact of your sustainability initiatives, such as the carbon footprint calculator.



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Analyse and interpret data: After collecting data, analyse and interpret it to gain insights into your business performance and identify areas for improvement. This may involve using charts, graphs, and other visual aids to present the data.

Example: You may analyse data on community engagement to determine which initiatives are most effective in terms of volunteer participation and impact on the local community. You can also use data on waste reduction and energy consumption to identify areas where you can make further improvements.

Take action: Based on your analysis of the data, take action to improve your sustainability metrics and achieve your sustainability goals. This may involve implementing new initiatives, improving existing practices, or modifying your sustainability plan.

Example: If you find that your community engagement initiatives are not having the desired impact, you may consider partnering with new community organizations or changing your approach to outreach and engagement.

By tracking and measuring sustainability metrics, support coordinators can gain insights into their business performance, identify areas for improvement, and take action to achieve their sustainability goals. The steps and examples listed above can help support coordinators implement methods for tracking and measuring sustainability metrics, such as community engagement.

Developing a Sustainability Plan: A sustainability plan outlines the strategies and actions that your business will take to achieve its sustainability goals.

Communicating Sustainability: Effective communication is critical for promoting your business's sustainability initiatives and engaging stakeholders.

Sustainability is a desired action because it ensures that current needs are met without compromising the ability of future generations to meet their own needs. In other words, sustainable practices promote long-term environmental, social, and economic well-being.

Environmental Protection: Sustainable practices help protect the environment by reducing waste, conserving natural resources, and minimizing pollution. By taking action to reduce our impact on the environment, we can help preserve ecosystems and protect biodiversity.

Social Responsibility: Sustainable practices also promote social responsibility by supporting local communities, promoting fair labour practices, and fostering inclusive and equitable societies. By adopting sustainable practices, businesses can contribute to social welfare and help address social challenges such as poverty and inequality.

Economic Prosperity: Sustainable practices can also contribute to economic prosperity by promoting efficiency, reducing costs, and increasing innovation. By reducing waste and conserving resources, businesses can save money and create new revenue streams through innovative products and services.

Overall, sustainability is a desired action because it promotes responsible and ethical practices that benefit the environment, society, and economy. By taking action to incorporate sustainable practices



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into their business operations, support coordinators can contribute to a more sustainable future for all.

Until next time all the best with engaging with participants and service providers you support.

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