



Sunshine Butterflies

YOUR *local* DISABILITY
SUPPORT CHARITY

ESTABLISHED 2010

Supporting individuals with disability and their families

STRATEGIC PLAN

2024 - 2026

Inside this report

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HIGHLIGHTS 2010- 2023



'Our Backyard' - home of Sunshine Butterflies
15-acre community facility

SOCIAL ENTERPRISES



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

100+
DEDICATED &
EXPERIENCED
STAFF



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



ANNUAL COMMUNITY EVENTS

SUPPORTED INDEPENDENT LIVING & TRANSITIONAL HOMES



Supported Employment Members

Involved in our Pantry, Gardens, Laundry & Enterprise

We listen. We create. We deliver.

Our Why



Our Vision

Empowering people with disability by creating a unique and all-inclusive community.

Our Mission

By providing opportunities and pathways through programs and services that create a sense of purpose and belonging.



Our Values

- U Unified Team**
A team is not a group of people that work together. A team is a group of people that trust each other. "Welcome to the best team ever".
- N Nurture – People, Place and Purpose**
We provide a supportive environment where we care, protect and develop growth.
- I Innovate, Challenge, Change & Create**
"Vision with action can change the world".
- Q Quality Recruiting - Retain the Best**
Our talented staff thrive in our culture. "We are a great place to work".
- U Uphold - Our Vision, Our Principles and Our Values**
We treat each other with respect and speak openly, listen actively and communicate with honesty, integrity and kindness.
- E Empower**
We provide our people with opportunities to develop and achieve personal growth. "We rise by lifting others".

We Listen. We Create. We Deliver.

Founder's Foreword

Our vision, mission, and values form the foundations for a clear strategic direction as we progress in our commitment to providing innovative and high-quality programs and services to our members with disability and their families.

In 2019, Sunshine Butterflies faced a significant organisational challenge with the adoption of the NDIS, transitioning from a State Model to a Federally Funded National model.

To meet the increased demands and serve the diverse needs and goals of a growing membership base, our workforce expanded threefold.

Beyond our existing array of services and supports, the acquisition of additional land on the property next door has allowed us to broaden what we offer. This expansion now encompasses supported independent living, diverse home and living options, short-term accommodation and respite.

Our organisation's success, family-oriented approach, and creative ethos have played a pivotal role in the development of our 15-acre learning, respite, education, and recreational facility, 'Our Backyard'. 'Our Backyard' provides the space to offer innovative life skills and development opportunities for individuals with disability. Through the support of partners, sponsors, supporters, grants, bequests, and donations, we have transformed our space into a sanctuary, offering beautiful outdoor learning spaces, native gardens & parklands, stable yards and paddocks, respite facility and affordable and modified housing. We thank you for supporting and enabling us to take big bold steps to create this essential community facility where we deliver our life-changing programs and services.

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 relationships we build with our members and their families, founded on trust, communication, and transparency, is integral to our success.

Looking forward, we are excited about the next stage of growth, which involves the expansion of 'Our Backyard'. This extension is poised to bring forth not just new prospects for the community but also to generate additional job opportunities in supported employment through the social enterprises we establish. Additionally, it will also open up avenues for individuals seeking greater independence by providing options for housing and living options.

This also entails broadening our efforts to provide support to an increasing number of individuals with disability and their families who reside in or are relocating to the Sunshine Coast.

As the Founder and CEO, my role is to foster a workplace culture and continue to communicate our vision and mission.

This role becomes effortlessly smooth when our staff are enthusiastic to embrace the next phase 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 founded in 2010 by Leanne and Damien Walsh whose son Curtis was born 13 weeks premature with Cerebral Palsy in 1995. Through Leanne's experience, passion and dedication, the Sunshine Butterflies' vision and mission to provide a better future for people with disability began.

From humble beginnings in 2010, Sunshine Butterflies has grown from being a volunteer run organisation with a handful of members, to becoming one of the region's largest employers and supporting hundreds of people with disability.

Leanne Walsh has made it her mission to reduce the stigma of disability within her community and now leads a passionate team of over 90 staff and 30 volunteers, who continue to help make this dream a reality.

From the very beginning, Sunshine Butterflies was operating in a garage in Leanne Walsh's Tewantin residence with just 3 Members and 4 Volunteers, all chipping away at Leanne's lifelong vision of creating a unique and all-inclusive disability support service.

Sunshine Butterflies now provides a broad range of daily recreational, educational and life skills programs for individuals of all ages. Sunshine Butterflies' unique range of programs, activities and services are changing the lives of many individuals with disability and their families.

With the help of sponsors, contributors, grants and donations we have been able to create these much-needed programs and services which are life-changing to those with disability.

Sunshine Butterflies has experienced a great deal of growth since our inception in 2010. In 2014 we purchased our new 5-acre home in the Noosa Countryside called, 'Our Backyard'. We have been working very hard to develop the 5 acres into a unique community facility that offers inclusive facilities, activities and services for the entire community.

In June 2021 we spread our wings and purchased the 10-acre property next door expanding 'Our Backyard' into a 15-acre oasis. This will provide the space for us to expand our educational and recreational programs, allowing us to support more people with disability and their families. This next 10 acres will provide Sunshine Butterflies with the space to provide more facilities and car parking for our staff and visitors, making 'Our Backyard' even more accessible to the community.

We are very excited to have plenty more space for outdoor activities and for our furry and feathered farm animals to roam. But most importantly, this extra space will allow us to provide small-scale, residential-supported homes for those with disability on the Sunshine Coast.

Sunshine Butterflies' growth has brought with it many individuals and families who are in need of support, new and innovative programs and activities for people with disability, multiple community partnerships, and a more inclusive and supportive environment for people with disability.

Throughout the challenges and changes, Sunshine Butterflies has experienced over the past 10 years, we continue to put our members and their families at the core of all of our activities and we look forward to what the future holds.

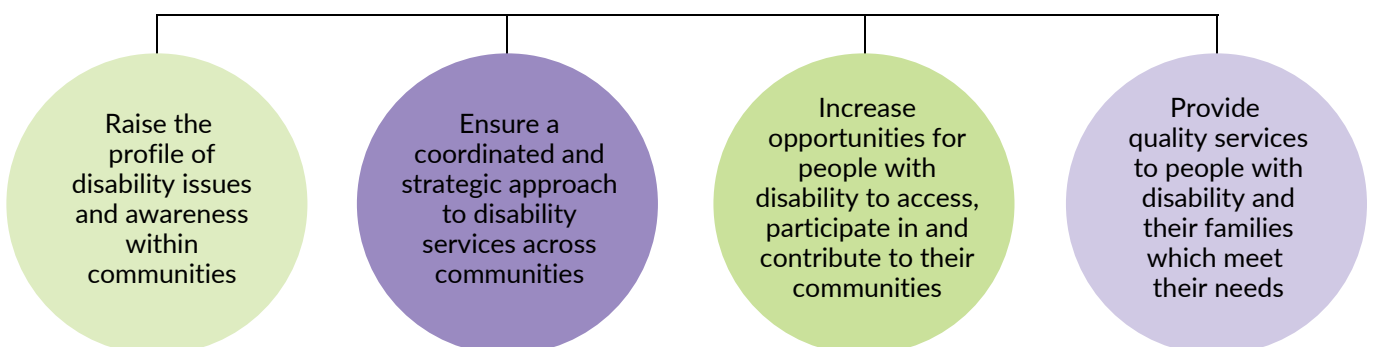
OUR FOCUS

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 by providing information and assistance.



“Our members are the source of inspiration in everything we do.”

Leanne Walsh CEO/Founder

Our Staff, Your Staff

Sunshine Butterflies is made up of energetic, compassionate and dedicated staff who all work together to empower people with disability by creating a unique and all-inclusive community.

Our staff and volunteers are the foundation of our Butterfly family. They are dedicated, compassionate, committed, and wear our uniform with pride.

We are one of the Noosa region's largest employers, with over 90 staff.

Our mission is providing opportunities and pathways through programs and services that create a sense of purpose and belonging for our members.

All staff and volunteers are security checked and possess both NDIS Worker Screening Check and Working with Children Check.



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

Helen Keller

Our Volunteers

Volunteers are a valued part of the Sunshine Butterflies team.

We feel so lucky to have a small but dedicated group of volunteers, who donate their time to our organisation each week.

Volunteers carry out a range of tasks at 'Our Backyard', from caring for our farmyards and animals, assisting in our daily recreational and educational programs, to tending to our beautiful gardens and grounds.

Our volunteers are so loved by our members and staff, and they contribute enormously to our organisation. It takes a special kind of person to give so generously and without expectation.



“ We truly cherish the work our Volunteers do and it makes a great difference in what we can achieve. ”

Sonia Martin, Volunteer Coordinator

Our Partners

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

Our partnerships are mutually beneficial and take many forms. We value partnerships that align with Sunshine Butterflies vision and mission so that together we can improve the lives of those with disability. Our supporters allow us to continue to provide and develop programs and services to children, youth and young adults with disability and their families.

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



“We thank our supporters for enabling us to take big, bold steps to achieve our dream of providing life-changing programs and activities to those in our community with disability”

Leanne Walsh, CEO

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 with disability and aim to assist and empower individuals with disability and their families through all stages of their lives.



ONE

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

- Conduct regular assessments of facilities, programs, and services to ensure they meet accessibility standards and accommodate the diverse needs of individuals with disability and their families.
- Creation of new and exciting educational & recreational programs to meet the ever-changing needs of our members.
- Provide support for individuals with disability and their families through all stages of their lives.
- Maintain members accessing our 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

- The variety of programs and services available
- Number of programs and activities which fill the gaps in existing disability services
- Offer up-to-date information and assistance to families through accessible communication channels (website, newsletters, and information sessions.)
- Implement surveys and feedback mechanisms to gather input from members and their families.



TWO

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

- Sustain our family-centred approach where members, families and staff feel safe and trust one another.
- Offer accessible resources and support for all members of the family.
- Continue to connect with our community through increased community involvement in programs, activities and events.
- Develop and implement comprehensive safety policies and procedures ensuring a safe environment for all.

Measurement/indicators

- Review the number of quality and trusted relationships with our families with regular check-ins.
- Monitor participation rates and engagement levels of members & families in programs, activities, and events organised by Sunshine Butterflies.
- Regularly review and analyse incident reports, compliance audits, and feedback related to safety policies and procedures



THREE

Create employment opportunities for people with disability both in our social enterprises and in the community

- Tailor job roles at Sunshine Butterflies to match the needs and interests of individuals with disability, ensuring they are placed in positions where they can thrive.
- Seek out inclusive partnerships with Local Businesses to create employment opportunities for people with disability.
- Provide specialised training to equip individuals with disability with skills relevant to various roles within our social enterprises.

Measurement/indicators

- Number of employment opportunities for individuals with disability
- Track key employment metrics such as the number of people with disability hired, retention rates, and job satisfaction levels within both our social enterprises and in the community.
- Monitor the progress of individuals through assessing skill acquisition, career advancements, and transitions into different job roles over time.



FOUR

Strengthening school partnerships for enhanced community involvement and benefit from 'Our Backyard' facility.

- Develop tailored educational and engagement programs and workshops for schools and provide hands-on learning experiences about disability awareness, sustainability and community engagement.
- Have Schools collaborate with Sunshine Butterflies at our events.
- Increase community involvement with Sunshine Butterflies and our Members & Staff

Measurement/indicators

- Gain regular feedback from students, teachers and school administrators.
- Keep track of the number of schools and students
- participating in our educational programs & workshops.
- Evaluate the learning outcomes of students who participate in the programs by assessing their knowledge, attitudes, and behaviours related to disability awareness & sustainability practices, before and after attending the workshops.

*“A team is not a group of people who work together.
A team is a group of people that trust each other”*

Simon Sinek



FIVE

Maintain, acquire, and nurture partnerships & relationships to enhance the reputation and recognition of the brand

- Form strategic partnerships with businesses and community organisations to create mutually beneficial opportunities and increase visibility.
- Clear and consistent messaging of our brand internally and externally.
- Create Partnerships with businesses that can support Sunshine Butterflies through donations, event support, volunteers, and in-kind contributions.

Measurement/indicators

- Monitor the clarity and consistency of brand messaging both internally and externally (surveys, social media etc).
- Evaluate the success of corporate partners by measuring the number of sponsors and their impact/contributions.
- Track the number and effectiveness of partnerships with businesses by assessing the mutual benefits achieved



SIX

Create a purpose-driven workforce

- Follow our UNIQUE values with all employees
- Ensure Sunshine Butterflies is the employer of choice within the industry
- Foster a supportive and collaborative work culture that prioritises the well-being of staff and volunteers, ensuring they feel appreciated and motivated.
- Offer ongoing training and development opportunities that focus on both skill-building and the importance of the charity's mission and vision.
- Actively commend and recognise staff innovation

Measurement/indicators

- Regularly assess employees' alignment with our UNIQUE values, job satisfaction, and their perception of Sunshine Butterflies as an employer of choice within the industry.
- Track retention rates and the number of applications received
- Monitor participation in training and development programs



SEVEN

Promote opportunities for community sectors, school students, playgroups, Aged Care, disability participants, and vulnerable groups to experience and enjoy the benefits of our farm environment at 'Our Backyard'.

- Engage participants with animals, learning gardens, and outdoor spaces for hands-on educational experiences.
- Offer farm experiences tailored to diverse community groups, including the elderly, people with disability, vulnerable groups, schools, and playgroups.
- Foster connections between people and animals, providing both educational and recreational benefits to enrich people's lives.
- Improve overall health, wellbeing, communication, socialisation and self-confidence through meaningful activities in our Farmyard.

Measurement/indicators

- Track the number of Service Users attending, measuring repeat attendance and engagement in our farm experiences.
- Evaluate physical and mental health outcomes, social interactions, and the positive impact of human-animal connections for participants.
- Gather participant feedback on the farm experiences and assess the sustainability of farm operations, ensuring a thriving environment for both people and animals.

Our Success
will be
measured by



'Our Backyard'

'Our Backyard' is a 15-acre community facility set in the Noosa Countryside that provides the space to deliver a range of programs, support services and activities for people with disability.

Since purchasing the land in 2014, Sunshine Butterflies has transformed the 15-acre property to accommodate a variety of services including, social and skills-based programs, Farm Animal Therapy Sessions, Supported Independent Living, therapeutic services and community events.

'Our Backyard' has plenty of facilities for everyone to enjoy, including our Pantry/Commercial Kitchen, Lawn & Gardens a large Activity Shed, an Adventure Playground, Therapy Rooms, Farm stables, an Accessible Pool and Supported Independent Living & Respite options.

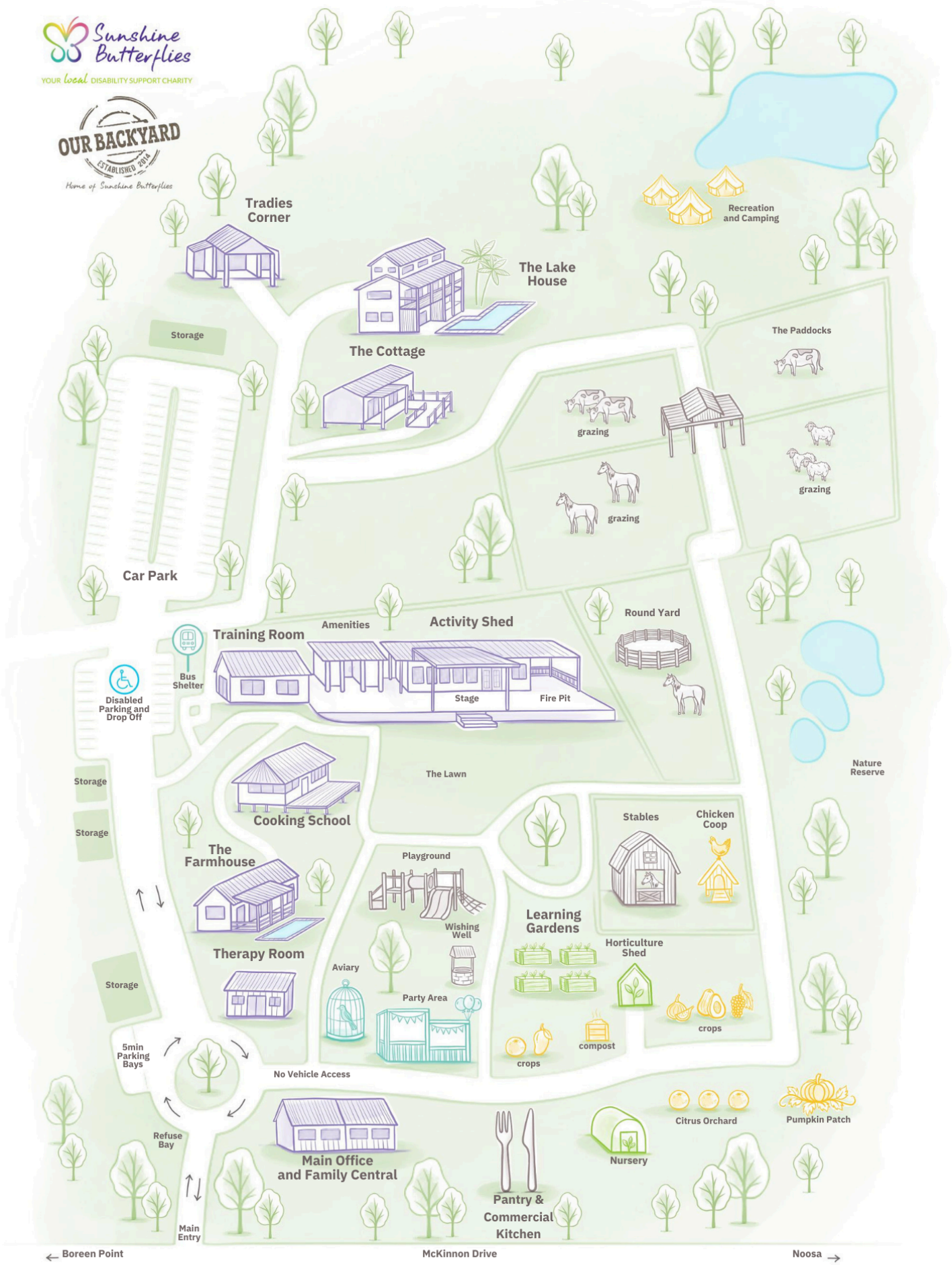
Our Backyard' is a place of learning, purpose and belonging.



“The ‘Our Backyard’ project proves that dreams really can become reality”

Leanne Walsh CEO & Founder

Our Vision



Fundraising, Grants, Sponsors

Sunshine Butterflies relies on the generosity of grants and donations to create a beautiful, meaningful place where people with disability can connect, learn and grow.

Many of Sunshine Butterflies projects, events and infrastructure are non-government funded, so we rely on grants and donations to be able to create these important spaces and events for people with disability.

The funds that we receive are put towards substantial projects, facility upgrades, essential items or programs that may not receive conventional funding.

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 with 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.



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

Aurora Hammond - Parent

What we have achieved

Sunshine Butterflies is proud of our accomplishments over the past three years.

As we reflect on the significant milestones we have achieved and the obstacles we have overcome, we remain committed to putting our members and families at the forefront of everything we do.

Achievements from 2021 -2023

- Development of our **Pantry/Commerical Kitchen** at 'Our Backyard' which provides **Employment and Training opportunities** for people with disability.
- Expansion of the 5-acre property 'Our Backyard' to **15 acres**, which has created **affordable supported independent living options** for people with 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
- **Annual inclusive events** at 'Our Backyard' and in the community



Vision, with action, can change the world!

Plans for the future

Having successfully achieved many of our goals, we look forward to the future of Sunshine Butterflies.

Sunshine Butterflies next steps focus on enhancing disability education, improving the 'Our Backyard' facility, expanding our Supported Employment and home & living opportunities and building strong community and business relationships.

Plans for the future include:

- Providing **disability education and awareness** to schools and community groups
- Continuing to **improve the infrastructure** of our 15-acre community facility, 'Our Backyard'.
- Create more **Supported Employment Opportunities** for people with disability.
- Building **mutually beneficial relationships** with businesses and the community
- Create more **home and living opportunities** for people with disability.
- Enhance the **Farm Environment** at 'Our Backyard' to benefit more of our community



To create change we must work together!



Sunshine
Butterflies

YOUR *local* DISABILITY
SUPPORT CHARITY

Our Backyard' is a 15-acre community facility set in the Noosa Countryside that provides the space to deliver a range of programs, support services and activities for people with disability.



Phone 07 5470 2830

admin@sunshinebutterflies.com.au

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

www.sunshinebutterflies.com.au