

VISION

To have a community in which Carers are recognised and valued as a significant asset in which they have access to timely and appropriate services

MISSION

To enhance the quality of life for our client groups and the wider community in the Northern Territory by providing:

- Quality service delivery
- Community developed, education, information and awareness
- Advocacy
- Involvement in public policy formulation as it relates to carers



Primary Objectives

Our primary objective is to offer carers, through best practice programs and support services, the advice and support that is aligned to the community’s needs and falls within the ICSS tender specifications.

Within the next 12 to 24 months this is to be achieved through activities that;

- Work with the Commonwealth DSS to position CNTL as the desired contractor for the next round of the ICSS tendering
- Work with NDIA and the NTG to position CNTL to best meet the needs of carers in the NT
- Continuing stakeholder engagement to increase awareness of care related issues
- Continue to develop the shared services model with Carpentaria Disability Services and other organisations
- Create a strategic marketing & engagement plan that increases links to Corporate support and sponsorship
- Develop strategic partnerships with organisations, with a view to expand and strengthening CNTL’s reach
- Maintain the Financial performance of the organisation, including annual surplus, present an annual report to AGM
- Maintain active engagements with Carers Australia
- Increase CNTL capital base by 10%

Additional financial measures may include:

- Annual Profitability
- NDIS contracting/Gove profitability
- Ratio of total Wages to total income
- Net asset position of the company
- Assets/liabilities ratio

STRENGTHS				WEAKNESSES			
B	SE			B	SE		
4	4	Financial stability of the organisation		2	4	Difficulty in recruiting quality staff	
1	3	Strong management		3	1	Lack of a marketing plan	
3	1	Carers NT has a good reputation		3		Transition for change - ongoing	
1	1	Responsive to needs		2		Not understanding needs of the sector	
2		Hosts sector DADS meeting aids profile		1		Who are we, low coverage of total carers	
	1	Committed / passion for the industry		1		Only funded for specific services	
1		Agility / flexibility to develop		1		Lack of public awareness of C NT	
1		Board is well connected to the sector				Lack of clarity of a definition of Carers	
		Innovation in program develop / delivery				Difficulty in attracting staff to remote	
		All staff/team well connected to the sector					
13	10			10	8		
OPPORTUNITIES				THREATS			
B	SE			B	SE		
4	4	Providing more NDIS services		4		Change in government policy	
2	4	Dementia care services		1	1	Changes in funding models	
5		Target marketing to ‘touch points’		2		Increasing competition, services, represent	
1	2	To become an employer of choice		1	1	Balance resource NDIS/Carer funding	
3		To represents the all carers in the NT					
2		To attract clients with a package					
2		Build brand awareness, Ambassador					
		Targeted employment strategies					
		To provide services in regions/remote					
		More clearly describe/promote Carers NT					
		To get involved in Hospital staff inductions					
		Balance resources NDIS/ Carer funding					
19	10			8	2		

2026 CNTL Long-Term Goals

- Continue to explore opportunities through the NDIS for CNTL;
- Continue to expand the provision of Carer Support Services – Urban, Remote and outside the Northern Territory;
- Continue to advance the profile of CNTL and to promote awareness of care related issues
- Pursue business opportunities and development that contribute to capital growth; and
- Respond/influence the direction of Carers Australia and the strengthening of the National Network

