



Gerry Wadham
CEO

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“Swan Advocacy work with people from all walks of life and have already supported thousands of the most disadvantaged and marginalised people in our communities, helping them to have their voices heard and their choices respected by those that are making decisions about their future.

Since 1999, we have developed a high-quality model of advocacy which ensures the most vulnerable members of our communities have the same rights and opportunities as their fellow citizens.

We believe that everyone has the same right to be heard, be in control of making choices, and to be safe from violence and abuse. Our services are free, confidential and non-judgmental. Our approach is focussed on empowering individuals in making decisions, promoting independence as much as possible.

In 2016 following an organisational capability review I approached Caplor Horizons to help develop a five-year strategy. Lorna Pearcey, Ian Williams and others from Caplor Horizons worked with our staff, volunteers and board members, facilitating five separate sessions.

They designed workshops and interactive days that helped us come together and consider our culture, communication, the external environment and what we wanted to achieve over the next 5 years. The strategy, including the summary on a page has helped keep me and the senior team focussed. I have used it to develop work plans and consider where we need to add extra resources. The strategy has been kept alive with the board reviewing progress on a quarterly basis.

It was clear that Swan Advocacy had many aspirations and to help support the changes that needed to be made within the organisation I was supported by a coach arranged by Caplor Horizons. I met Iain Patton on a number of occasions over an 18 month period. The role of CEO can be a very isolating role and it was invaluable to be able to meet with another CEO who was able to offer wisdom, ideas and support and who encouraged me to try new ideas and encouraged new ways of thinking. Thank you Iain for your time and thoughtful support.

In 2019 Swan Advocacy again turned to Caplor Horizons to help complete a mid term review of our strategy. The day went very well, it was well managed and gave everyone opportunity to input. It allowed us to acknowledge and celebrate the amount of work we had done and the impact it has had. It was clear that we could measure the distance travelled in terms of both work and culture which is really important. Most striking was the positivity in the room with everyone engaged and wanting to celebrate what the organisation had achieved and where it needed to focus on in the remaining years to meet its objectives and mission.

I believe our relationship with Caplor Horizons will continue and I would highly recommend their services to other organisations.”