



## Strategic Plan 2018- 2021

*The heart of our diverse community, a place to engage, laugh, learn and connect*



# Vision, Mission, Objectives

## Vision

*Eastwood Community Centre is the heart of our diverse community, a place to engage, laugh, learn and connect.*

## Mission

Eastwood Community Centre enhances community collaboration through programs, which establish and strengthen people's connections and support systems to encourage self-reliance and well-being.

## Objectives

The Centre aims to:

- Be a hub for the community through the provision of a venue for meeting on a social, recreational, education or cultural basis
- Identifies disadvantaged groups and supports participation
- Delivers a diverse range of social, recreational, education and training programs
- Be an access point and resource of information to the community
- Foster links and interaction between members of the community
- Establish and collaborate with other groups, services in providing community services to explore ways for meeting community needs and furthering social capital
- Encourage a high level of community and volunteer involvement in the Centre.



## Strategies

## 1 People

**Nurture our people, ensuring our workplace reflects our values and promotes a culture of excellence, accountability and collaborative learning.**

- Community members are actively engaged in a diverse range of programs offered
- Staff are supported and skills developed
- Actively encourage volunteers and facilitate their involvement in the Centre
- Staff, tutors, volunteers meet with management committee to share information and build relationships

## 2 Programs

**Develop programs to increase participation**

- Increase learning opportunities for specific target groups
- Identify and expand programs and activities relevant to the needs of the community
- Develop and support volunteer-led programs that create an inclusive and interconnected community
- Centre is utilised to exhibit various arts and crafts of members of the community

## 3 Engagement

**Actively develop partnerships, relationships and networks**

- Identify and develop mutually beneficial relationship models with our partners
- Explore opportunities for developing collaborative projects, sponsorship and funding
- Develop and maintain effective relationships with local businesses

## 4 Governance

**Work within a framework based on a well-functioning, well-structured strategic organisation**

- Provide sound governance, responsible leadership in order to meet our legal obligations
- Meet the requirements of Australian Service Excellence Standards (ASES) Certificate Level
- Ensure WHS practices are aligned with relevant legislation

## 5 Resources

**Ensure financial sustainability with adequate resources to meet the needs of the community**

- Continually develop accountable management systems to ensure long term stability, viability and growth
- Ensure that our facilities and practices support sustainability
- Ensure all resources required for programs and services are clearly and comprehensively identified and met

## 6 Marketing

**Promote and market Eastwood in a planned manner to increase community awareness**

- Develop and implement a marketing and promotions plan inclusive of social media
- Explore new areas of advertising and communication to achieve maximum exposure
- Undertake research and develop a historical reflection on Eastwood Community Centre for its 40<sup>th</sup> year.



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