

## GOAL 4 - BUILDING PARTNERSHIPS

ECC will collaborate and build partnerships within the wider community.

STRATEGY	KEY PERFORMANCE INDICATORS	TIMEFRAME
<b>4.1</b> Build relationships with funding providers	<ul style="list-style-type: none"> <li>» Chair continues to build relationships through regular meetings/communication with City of Burnside and City of Unley</li> <li>» Engage in regular contract performance meetings, seminars and exchanges with government funding bodies</li> </ul>	Ongoing
<b>4.2</b> Develop partnerships in order to increase opportunities for learners and community members	<ul style="list-style-type: none"> <li>» Organisations identify to engage in partnerships to deliver specific services</li> <li>» MOA's developed and updated as required</li> <li>» Maintain active links to government agencies (local, state and commonwealth) which mutual benefits can be gained through greater collaboration</li> </ul>	December
<b>4.3</b> Build relationships that optimises capacity and supports the exchange of best practice activity	<ul style="list-style-type: none"> <li>» Engage with networking opportunities</li> <li>» Develop and implement Sharing opportunities with other centres</li> </ul>	Ongoing

## GOAL 5 - MARKETING AND COMMUNICATION

ECC will build a market leading profile and communicate the Centres values and programs within our community.

STRATEGY	KEY PERFORMANCE INDICATORS	TIMEFRAME
<b>5.1</b> Develop the ECC website as the main means of internal and external information and communication supported by high levels of personal interaction and direct communication.	<ul style="list-style-type: none"> <li>» New website is used as the vehicle for communication with the broad community</li> <li>» Staff are trained to enable continuous updating of new website</li> <li>» New customers monitored through engagement of website</li> <li>» Staff interpersonal skills are monitored and interpersonal communication encouraged</li> </ul>	August
<b>5.2</b> Explore new areas of advertising/communication to achieve maximum exposure	<ul style="list-style-type: none"> <li>» Marketing/Promotions plan developed</li> <li>» Evaluation and development of advertising materials/information is undertaken throughout the year</li> <li>» Identify new opportunities for promotion of the Centre</li> <li>» Regular media releases are developed and distributed</li> </ul>	Aug/Sept
<b>5.3</b> High quality marketing materials are produced as the main vehicle for communication with our customers	<ul style="list-style-type: none"> <li>» New marketing materials are developed incorporating new logo and imagery</li> </ul>	Aug/Sept
<b>5.4</b> New ways of interactive communication is investigated with customers	<ul style="list-style-type: none"> <li>» Facebook site utilised as an alternative communication vehicle</li> <li>» Facebook site is linked to new website</li> <li>» Facebook site grow to at least 100 'likes'</li> </ul>	December



# Key Strategic Directions

FOR 2014 – 2015

EASTWOOD COMMUNITY CENTRE WILL:

### 1. SERVICES & PROGRAMS

*Develop and expand its services and programs to respond to the changing needs in our community.*

### 2. FINANCIAL & PHYSICAL RESOURCES

*Become more financially sustainable with adequate resources.*

### 3. GOVERNANCE & ORGANISATIONAL DEVELOPMENT

*Aim to develop into a well-functioning, well-structured organisation.*

### 4. BUILDING PARTNERSHIPS

*Collaborate and build partnerships within the wider community.*

### 5. MARKETING & COMMUNICATION

*Build a market leading profile and communicate the Centres values and programs within our community.*

## GOAL 1 - SERVICES AND PROGRAMS

ECC will develop and expand its services and programs to respond to the changing needs in our community.

ACTION	KEY PERFORMANCE INDICATORS	TIMEFRAME
<b>1.1</b> Identify unmet needs in the local community	<ul style="list-style-type: none"> <li>» Investigate current research undertaken by local government of local needs.</li> <li>» Develop and undertake a survey with current students and local residents to identify unmet needs.</li> </ul>	December 2014
<b>1.2</b> Increase learning opportunities for specified target groups	<ul style="list-style-type: none"> <li>» Identify Target Groups</li> <li>» Develop, implement and deliver new programs</li> </ul>	Ongoing
<b>1.3</b> Deliver funded programs that meet the contractual obligations of funding bodies	<ul style="list-style-type: none"> <li>» Identified programs are delivered in line with funding contracts</li> <li>» Participant data and information is collected to meet agreed targets</li> </ul>	Ongoing
<b>1.4</b> Provide a series of 'one-off' courses that bring well known personalities to the Centre presenting a range of topics	<ul style="list-style-type: none"> <li>» A minimum of 3 courses are identified and delivered</li> </ul>	December
<b>1.5</b> Exhibitions of various art are provided from within the Centre	<ul style="list-style-type: none"> <li>» A variety of work is exhibited within the Centre</li> <li>» Visual Arts Exhibition is open to the public in conjunction with our partners (including SALA)</li> </ul>	August 2014 (SALA)
<b>1.6</b> Provide volunteering opportunities at the Centre	<ul style="list-style-type: none"> <li>» Volunteers are identified and engaged</li> <li>» Develop a handbook for Centre Volunteers (Job Descriptions etc, skills and training identification)</li> </ul>	Ongoing





## GOAL 2 - FINANCIAL & PHYSICAL RESOURCES

ECC becomes more financially sustainably with adequate resources to meet the needs of the community.

STRATEGY	KEY PERFORMANCE INDICATORS	TIMEFRAME
<b>2.1</b> The Centre meets all legislative requirements	<ul style="list-style-type: none"> <li>» WHS Implementation Plan is developed and implemented</li> <li>» Disability Action Plan developed and implemented</li> </ul>	Ongoing December
<b>2.2</b> Business processes and workflows are continually reviewed and amended to suit changing business needs	<ul style="list-style-type: none"> <li>» Annual business reviews of work processes are undertaken</li> <li>» Improvements to work practices are identified and implemented</li> </ul>	September
<b>2.3</b> Ensure facilities and equipment within ECC utilised by staff, groups and external uses are safe, current and compliant	<ul style="list-style-type: none"> <li>» Meeting, Seminar and Kitchen areas are updated</li> <li>» All facilities are keep up to date</li> <li>» CTC software is current</li> </ul>	Ongoing
<b>2.4</b> Develop a budget that shows a profit without using interest or capital investment	<ul style="list-style-type: none"> <li>» 2014-2015 budget and approved through Management Committee</li> </ul>	June
<b>2.5</b> MYOB Account Right financial accounting package installed and implemented for utilisation	<ul style="list-style-type: none"> <li>» MYOB fully implemented by 30th June 2014</li> <li>» Staff fully trained in product</li> </ul>	September
<b>2.6</b> Identify additional funding opportunities and source through a series of tender opportunities	<ul style="list-style-type: none"> <li>» A minimum of two tender applications over \$20,000 will be submitted</li> </ul>	December
<b>2.7</b> Increase Community Bus utilisation	<ul style="list-style-type: none"> <li>» Purchase New Community Bus</li> <li>» Community Bus utilisation schedule developed</li> <li>» New opportunities for bus utilisation identified and implemented</li> </ul>	July 2015

## GOAL 3 - GOVERNANCE AND ORGANISATIONAL DEVELOPMENT

ECC aims to develop into a well-functioning well-structured organisation that meets the needs of the community.

STRATEGY	KEY PERFORMANCE INDICATORS	TIMEFRAME
<b>3.1</b> Management Committee supported through provision of sound governance and strategic leadership	<ul style="list-style-type: none"> <li>» Best practice governance model adopted</li> <li>» Governance Manual for Management Committee developed</li> <li>» Management Committee meets no less than 11 times per year</li> <li>» Minutes of all meetings are taken, distributed with 1 week of meeting</li> </ul>	December Ongoing
<b>3.2</b> Strategic Planning Session(s) undertaken	<ul style="list-style-type: none"> <li>» Strategic Planning sessions undertaken with Management Committee &amp; Staff</li> <li>» Consultation on Strategic Directions undertaken with stakeholders</li> </ul>	Sept/Oct
<b>3.3</b> Maintain Australian Service Excellence Standards	<ul style="list-style-type: none"> <li>» Cert Level 1 is maintained</li> </ul>	Ongoing
<b>3.4</b> Policies and procedures are reviewed and updated as required	<ul style="list-style-type: none"> <li>» Policies and procedures are reviewed and rewritten were required</li> <li>» New policies and procedures are developed and approved through the Management Committee</li> <li>» Relevant policies are readily available to Management Committee, staff students, tutors and the general public</li> </ul>	Ongoing
<b>3.5</b> Staff are supported and skills developed to achieve a quality outcome	<ul style="list-style-type: none"> <li>» Performance Management implemented with six monthly (non-formal) and annual (formal) reviews undertaken</li> <li>» Individual plans are developed and monitored as part of Performance Management</li> <li>» Each staff member commits to at least one work related development activity during the year</li> <li>» Staff recognised through Service Awards</li> </ul>	Sept/Dec
<b>3.6</b> Staff, Tutors and Management Committee meet to share information and build relationships	<ul style="list-style-type: none"> <li>» Management Committee, staff and tutors meet at least twice a year to keep abreast of operational and management issues</li> </ul>	Sept/Dec
<b>3.7</b> Provide a safe work environment to support a positive working culture	<ul style="list-style-type: none"> <li>» 0% work related incidents or accidents occur</li> <li>» Ongoing training identified and delivered: WHS, Warden duties, Manual Handling, First Aid</li> <li>» WHS audit is undertaken every six months</li> <li>» Staff and Man Committee trained in WHS procedures and practices</li> </ul>	December

THE HEART OF OUR COMMUNITY  
*linking... engaging... celebrating*