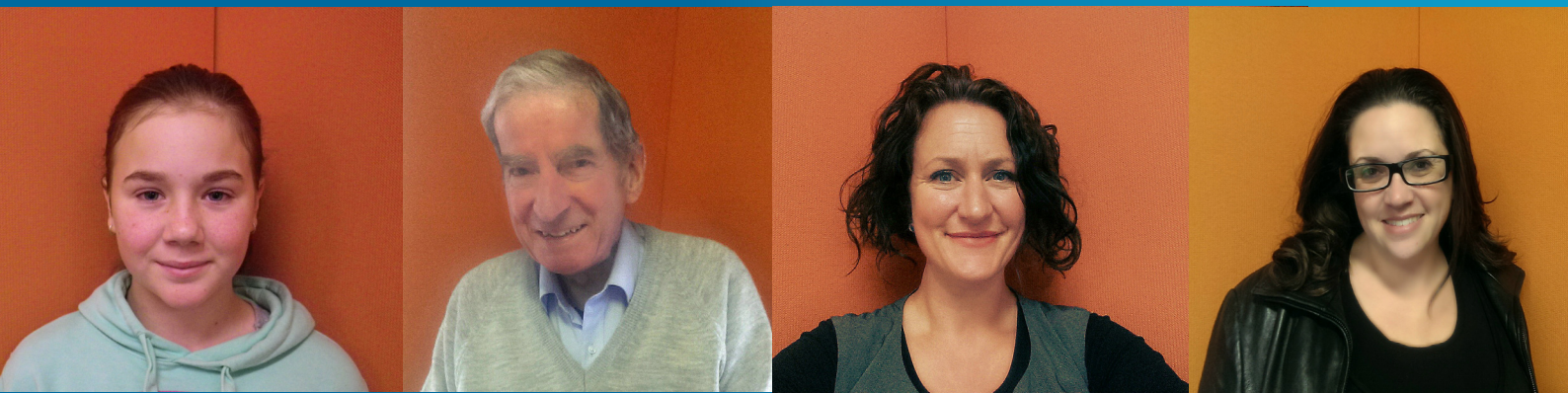




The Ashburton Community Centre

Strategic Plan 2014-2017



Inspiring comm**YOU**nity



Our Vision

A Centre for inspiration, growth and enjoyment.

Mission

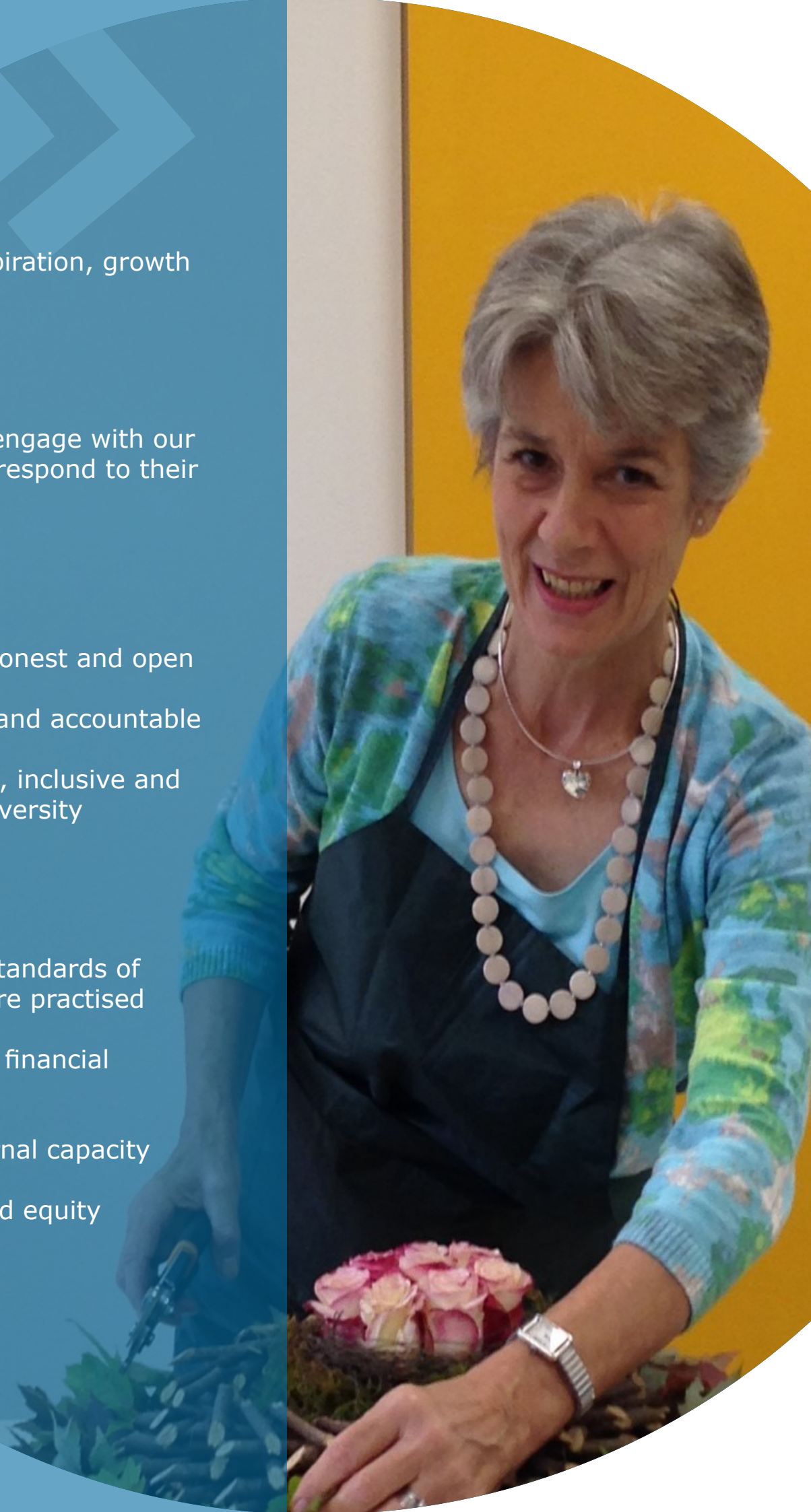
To connect and engage with our community and respond to their needs

Values

- ▶ Respectful, honest and open
- ▶ Professional and accountable
- ▶ Collaborative, inclusive and embracing diversity

Objectives

1. Ensure high standards of governance are practised
2. Ensure future financial sustainability
3. Increase internal capacity
4. Increase brand equity



Objective 1: To ensure high standards of governance

- Ensure the Centre meets its legislative, statutory, fiduciary and contractual obligations
- Ensure the Centre meets the accountability requirements of its funding bodies
- Oversee the fulfilment of the Strategic objectives
- Actively prepare for the future leadership of the Centre with succession planning

Objective 2: To ensure future financial sustainability

- Operate within an approved budget
- Streamline our financial processes
- Monitor and review the financial viability of the programs/activities offered
- Source additional and alternative forms of funding
- Manage the relationship with the City of Boroondara
- Foster a relationship with the State Government and advocate for future funding
- Develop shared valued initiatives with community organisations, businesses and our stakeholders

Objective 3: To increase internal capacity

- Assess organisational needs
- Continue the development of policies and procedures
- Introduce a Customer Relationship Management program (CRM) to maximise relationships with our tutors and members
- Seek appropriate opportunities for joint training and professional development with the other City of Boroondara Houses and Centres
- Develop a volunteer program

Objective 4: Increase brand equity

- Identify our point of difference
- Identify existing and emerging community needs and develop targeted programs/activities in response to those needs
- Provide a suite of programs/activities that promote community connection and engagement
- Review and implement our marketing plan
- Identify key performance indicators for building brand
- Increase content marketing to attract and retain more members
- Develop a strategic approach to social media marketing
- Build and strengthen our marketing involvement with the other City of Boroondara Houses and Centres

For more information

The Ashburton Community Centre is a place where people can come to connect and engage with our community.

Contact details:

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