



# ACC STRATEGIC PLAN 2021 - 2023

## *A Summary*

**Vision:** An engaged, vibrant and inclusive community

**Purpose:** Create and support the infrastructure that enables people to connect, grow and thrive

**Values/Behaviours:** Respectful, honest and open; Innovative, professional and accountable; Collaborative, inclusive and environmentally responsive

**Our Key Challenges** for the near future include: responding to the challenges of COVID, increasing diversification at all levels, greater promotion of the Centre and changing membership demographic.

**Our Strategy** can be summarised:

If we:	> This will result in:	> Eventually leading to:
Create responsive and effective procedures, maintain and improve our Centre's resources and communicate our values and Centre's offerings in a prompt, friendly and diverse way...	A visually appealing well-maintained Centre equipped with appropriate amenities for a diverse range of users...	A welcoming, inclusive, suitably equipped and resourced Centre for our community.
Increase membership, our range of activities along with a wide range of promotional materials...	An expanded range of activities with more people attending...	A diverse range of accessible activities, recognised and enjoyed by people from all backgrounds.
Participate in local and sector-based partnerships, are pro-active in evaluating and seeking feedback and then creating new responses...	Our Centre being able to fine tune its current activities and identify and implement new activities...	An Organisation responsive to current and emerging community needs.
Implement effective financial management procedures and diverse income streams managed by an effective Committee of Management...	Our Centre's governance and finance structures being able to manage the peaks and troughs which may occur...	A financially stable and sustainable Organisation with high standards of governance.
Identify initiatives and values which promote community well-being and integrate them into our Centre's activities...	Our Centre's activities representing more diverse values and communities and attracting more people seeking these activities...	An Organisation that advocates and supports social and environmental values and initiatives promoting community well-being.

Our performance will be measured against Key Performance Indicators set by the City of Boroondara and the ACC Committee of Management.

Operations of the Centre will be monitored and directed by a Committee of Management duly elected from the membership and adhering to the Rules of Association.

# Strategic Plan

## 2021 - 2023

**VISION:** An engaged, vibrant and inclusive community

**PURPOSE:** To create and support the infrastructure that enables people to connect, grow and thrive

### **VALUES/BEHAVIOURS**

- Respectful, honest and open
- Innovative, professional and accountable
- Collaborative, inclusive and environmentally responsible

### **GOALS**

1. A welcoming, suitably-equipped and resourced Centre for our community
2. A diverse range of accessible activities<sup>[1]</sup> recognised by people from all backgrounds
3. An Organisation responsive to current and emerging community needs
4. A financially stable and sustainable Organisation with high standards of governance
5. An Organisation that advocates and supports social and environmental values and initiatives promoting community well-being

[1] Activities refers to classes, programs, events, workshops, connect groups and room hire activities offered at the Centre





## GOAL 1

*A welcoming, suitably-equipped and resourced Centre for our community*

- 1.1 Create a visually appealing and welcoming Centre
- 1.2 Provide appropriate maintenance of the Centre
- 1.3 Review, improve and implement clearly articulated policies and procedures for staff, tutors and volunteers that acknowledge their valuable roles
- 1.4 Review equipment and amenities regularly and upgrade to maintain fit for purpose
- 1.5 Create internal and external communications systems and materials that reflect the diversity of the local community resulting in prompt and friendly communications
- 1.6 Support the engagement of people from diverse backgrounds at all levels within the Organisation

## GOAL 2

*A diverse range of accessible activities<sup>[1]</sup> recognised by people from all backgrounds*

- 2.1 Expand the range of activities and align themes to promote diversity, attracting different groups
- 2.2 Increase membership
- 2.3 Increase participation in activities
- 2.4 Develop accessible activities
- 2.5 Increase diversity

## GOAL 3

*An Organisation responsive to current and emerging community needs*

- 3.1 Participate in local partnerships with businesses, government and community groups with a focus on identification of, and meeting, community needs
- 3.2 Increase opportunities for people to connect whilst engaged with our Centre
- 3.3 Trial innovative responses and new activities
- 3.4 Regularly evaluate activities, seeking feedback in order to be proactive towards achieving continuous improvement
- 3.5 Involvement in Neighbourhood House sector at a local, Council-wide, State and National level.

[1] Activities refers to classes, programs, events, workshops, connect groups and room hire activities offered at the Centre



## GOAL 4

*A financially stable and sustainable Organisation with high standards of governance*

- 4.1 Generate financial sustainability through diverse income sources including room hire, new grants and other funding opportunities
- 4.2 Maintain efficient financial management of the Centre including preparation and regular review of financial projections and monitoring of financial performance
- 4.3 Maintain compliance with the City of Boroondara funding agreement
- 4.4 Develop, implement, review and regularly update Centre policies and procedures to provide effective Centre operations and OHS&W
- 4.5 Maintain a proficient, well-rounded and diverse Committee of Management

## GOAL 5

*An organisation that advocates and supports social & environmental values and initiatives promoting community well-being*

- 5.1 Articulate and promote our Centre's resources that can be utilised by other individuals or groups for not-for-profit initiatives which promote community well-being
- 5.2 Create and promote our communications avenues that enable other community issues to be easily and effectively promoted
- 5.3 Identify and support other community organisations that, due to exceptional circumstances or need, require additional support. eg bush-fire affected areas
- 5.4 Acknowledge the Traditional Owners of Country and their continuing connection to land, waters and culture. Support local indigenous community initiatives where appropriate.
- 5.5 Provide Centre activities that are environmentally sustainable where possible

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## ASHBURTON COMMUNITY CENTRE

### Ashburton Community Centre

160 High Street, Ashburton 3147

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Neighbourhood Houses  
Boroondara



Neighbourhood Houses  
The heart of our community



BOROONDARA  
City of Harmony