



# 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.