

**Strategic Objectives**

**Program for impact**

**Communicate our stories to grow our influence**

**Foster community capacity through collaboration**

**Evolve governance for financial sustainability and accountability**

**Our Directions**

Plan and partner intentionally to achieve strategic and community goals.

Align programs to meet the needs of our diverse community.

Demonstrate our impact through improved evaluation processes.

Regularly articulate what we do and its impact.

Highlight the Centre's work through various media and channels.

Continue to build a digital community outside of the Centre's walls.

Utilise our staff skill sets to develop a compelling, creative identity for The Centre.

Amplify the work and stories of other Vic Park groups and organisations.

Establish our best position and role in the local ecology.

Extend our reach through partnerships, advocacy and mutual exchange

Encourage locals to bring their ideas, passions, cultures and networks into the Centre.

Maintain and establish strategic, funder and stakeholder relationships.

Ensure longevity through appropriate growth, strategic delivery and governance processes.

Promote an organisational culture of learning, empathy, quality and innovation at all levels.

Ensure ongoing strong strategic financial leadership.

**How we Measure Success**

Increased communication of our impact to funders, partners and community.

Recognition of our work and its impact by external people and organisations.

Key programs have qualitative and quantitative evidence of their impact.

Utilise program data systematically to map community connections and broader impacts.

Increased social media metrics and Centre user conversion rates.

Regular engagement with the neighbourhood, surrounds and other aligned organisations - online and offline.

Better leverage of our partnerships to share our stories, raise visibility and extend reach.

Continue to play a key role in local committees and convening groups.

A network of strong, reciprocally supportive friendships and partnerships.

A track record of online community building and engagement.

A strong community of volunteers, contracted workers and staff with skills, cultures and social circle that grow our networks and capabilities.

Diversified funding streams.

Un-tied cash reserves to allow for updates, innovation and new initiatives.

Healthy project/program margins.

Demonstrable success in attaining regular grants and operational funding.

Staff achievement, growth, fulfilment and autonomy to invent.

