

STRATEGIC PLAN 2020-2022

Victoria Park
COMMUNITY CENTRE INC.

VISION : The place where community happens; where people are empowered to thrive.

MISSION : To connect communities.

VALUES : Collaboration. Innovation. Generosity. Outreach.

OBJECTIVES

An accountable, well-governed and effective organisation with recurrent funding

Diversify funding model

- 1(a). Identify future funding needs to achieve strategic outcomes and ensure the centre is sustainable
- 1(b). Develop a governance framework to ensure continued compliance and maximum efficiency/effectiveness
- 1(c). Develop a new partnership and sponsorship framework to allow the centre to secure ongoing funding from diverse sources

Empowered communities and healthy, informed, knowledgeable, engaged citizens

Grow programs for Youth, Men and CALD communities

- 2(a). Identify key target groups, including demographics, needs and objectives
- 2(b). Continue to support existing user groups for collaboration, partnership and outreach
- 2(c). Co-design sustainable programs with partners to connect and empower the community

Reframed perception of community 'centres' to meet community need

Create community 'hubs' throughout Victoria Park

- 3(a). Innovate using online tools and technology to reach a diverse community
- 3(b). Expand the notion of the 'centre' to not only include activities within the building
- 3(c). Review our brand and identity to align to our new vision