



MOUNT BARKER
COMMUNITY CENTRE

STRATEGIC PLAN

2020 – 2023

VISION

A Connected and Inclusive Community

MISSION

To offer responsive and inclusive opportunities and supports for the community to participate in and to develop connections

VALUES

- **Community involvement and participation**
- **Empowerment**
- **Diversity**
- **Advocacy**
- **Consultation**
- **Equity**
- **Collaboration and partnerships**
- **Inclusivity**
- **Responsiveness**
- **Recognition of community needs**
- **Integrity**
- **Innovative**
- **Dynamic**
- **Independent**
- **Progressive**

KEY RESULT AREAS 2020 – 2023

Support, Capacity Building and Social Inclusion

Build the capacity of our community, promote social inclusion and provide support through:

- Programs and activities are responsive to community need and are inclusive of all sections of the community
- Be a hub-based resource for the community in which to engage and support individuals, groups and other organisations in the development of shared goals
- Provide person-centred programs and services that are innovative and responsive

Strategic Partnerships and Relationships

We will build strong partnerships based on mutual trust, shared values and common goals:

- Establish and maintain formal and informal partnership that are developed to provide services which deliver the best outcomes for individuals and the community
- Partnerships will strengthen the capacity of the organisation
- Partnerships will be adaptable and flexible to ensure they respond to changing environments
- Be ready to take advantage of opportunities as they arise

Organisational Capacity

We will build the capacity of the organisation in a manner which is consistent with our values, through developing and maintaining our financial, physical and community engagement resources. This shall be achieved in the following way:

- Exploring diversified income streams which include new grant opportunities, further development of social enterprise, donations, philanthropic support and service delivery fees based on program development
- Continue to develop strong systems and policies which support best practice in governance, management, and service delivery
- Ensure all services are effective, responsive, value for money and affordable
- Building an organisational culture, values and community connections which are safeguarded and maintained through growth and change
- Valuing and supporting a diverse paid and volunteer workforce which reflects the community that we work in and ensures the Organisation is inclusive of all sections of the community
- Maintaining a skilled and committed Board which supports the Organisation through good governance and which provides sound leadership and support
- Maintain a skilled and committed Volunteer workforce which seeks to build capacity for individuals, the organisation and the community

Communication, Promotion and Marketing

We will ensure effective, efficient and targeted communication, promotion and marketing of the Centre, its values and its activities through:

- Ensuring that promotion of Centre activities is consistent with our core values and representative of the community in which we work
- Communication, promotion and marketing successfully reflects the objectives of the specific program and any specific funding requirements
- Ensuring that communication strategies are accessible to the diverse capacities of the community in which we work. This includes using both print, electronic and social media platforms and ensuring all communication is clear, concise and easy to understand
- Sharing stories and posts which promote the broader values of the organisation, such as social justice, compassion, equity, accountability, integrity and empowerment
- Ensure that our organizational name encapsulates all aspects of the services and programs provided

PRIORITY AREAS

Development and expansion of services which will include:

- Youth services
- Community Information Service
- Community Care – crisis management and prevention
- Low Income Support – Pantry, identify other support areas not being addressed
- Brukunga Hall – crisis care site, rural outreach
- Enhanced Hire facility services
- Expand services into other townships
- Diverse cultural programs
- Childcare more visible to the community and with identification that it is not for profit with proceeds going back into the community
- Indigenous cultural programs
- Preventative services

Key partnerships will include:

- Mount Barker District Council
- Crisis Care Services
- Low Income Support Services
- Community Halls
- Industry Peak Bodies – CCSA, AMSA,
- Local Business
- Service Clubs

- Sitting members of local electorates
- Other NGO's

What we should look like in three years' time:

- Improved governance model that includes coverage of all outreach services
- Regional Information Service where all relevant community information can be obtained
- Maintain and highlight our independent identity
- Provide hub-based operations across the Mount Barker District
- Be financially secure
- Increased attendance at centre programs by people from minority groups including Aboriginal, Torres Strait Islander, Culturally and Linguistically Diverse, New and Emerging Communities
- Increased attendance at centre programs by groups currently attending in low numbers: men, young people
- Full childcare waiting list with a focus on nature play based learning
- Clearly identified 'name' that encapsulates the whole organization
- Increase community awareness of our programs and services



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