



Woodcroft Morphett Vale  
Neighbourhood Centre

# **STRATEGIC PLAN 2017-2020**

**Woodcroft Morphett Vale Neighbourhood Centre  
175 Bains Road Morphett Vale SA 5162  
ABN: 15 903 543 682**

## **CONTENTS**

### **Table of Contents**

	Page
Organisation Vision & Mission	3
Organisational Structure	5
Key Strategic Directions	6
Financial, Human & Physical Resources	6
Governance & Organisational Development	7
Programs & Services	8
Marketing & Communication	9
Building Partnerships & Networks	9

## **The Organisation**

Name: Woodcroft Morphett Vale Neighbourhood Centre Inc.  
Structure: Not for profit, charitable Incorporated Association (SA)  
ABN: 15 903 543 682  
Location: 175 Bains Road, Morphett Vale SA  
Established: 20 May 1987  
Member: Community Centres SA, Onkaparinga Neighbourhood Centres Network  
Registered: Australian Charities and Not for Profits Commission, Child Safe Environment Compliance, Food Business Premises.

## **Vision Statement**

To enrich the lives of the people in our community

## **Mission Statement**

Woodcroft Morphett Vale Neighbourhood Centre is a warm, welcoming place where you can;

- Feel free to be yourself
- Share information
- Participate in activities run by the local community

## **Organisational Objectives:**

(From the Constitution)

The objects of the Association shall be:-

1. To lease buildings from the City of Onkaparinga or other organisations to operate as a Neighbourhood Centre for community activities or acquire property.
2. To act as a non-profit, benevolent and charitable institution to provide services and benefits to the disadvantaged members of the community.
3. To foster a sense of belonging to a caring community, in which members are accepting and supporting of each other.
4. To establish and maintain appropriate facilities at the Centre.
5. To provide adult education and development classes as required to contribute towards the educational advancement of community members.
6. To provide active recreation and sporting activities as required contributing towards an active healthy community.
7. To manage *the* Centre.
8. To raise funds for the Centre and the community.

9. To supervise and/or employ such staff and / or volunteers as are necessary for the day to day running of the Centre.
10. To utilise the services of any person employed by the Council who may be located at the Centre as a Community Development Officer.
11. To do all such things as may be incidental to the attainment of the objects.

## **Strategic plan summary**

We will continue to provide a venue for the community to access equitable services and programs and to build networks, share knowledge and learn new personal and employment skills.

The Woodcroft Morphett Vale Neighbourhood Centre works closely with regional health, welfare, education and employment organisations. Our facility is available to community groups and non government and government agencies to provide services to our community in our community. While we receive some financial support, we still need to generate additional funds from fees for services, fundraising and grants for specific projects.

Our target groups include people of all ages, cultural groups and abilities with specific attention to inclusion, informal and formal skill development and engagement of people who may be disadvantaged.

## Key Strategic Directions – 2017-2020

Woodcroft Morphett Vale Neighbourhood Centre’s focus is on providing on-going services, programs and activities for members of our community and this is demonstrated in our Strategic Plan

<b>Financial, Human &amp; Physical Resources</b>	<b>Governance &amp; Organisational Development</b>	<b>Services &amp; Programs</b>	<b>Marketing &amp; Communication</b>	<b>Building Partnerships and Networks</b>
Become more financially viable and sustainable with adequate resources	Develop a well-functioning, well-governed and structured organisation	Develop and expand services and programs to respond to the changing needs of our community	Build a market leading profile and communicate the Centre’s values and programs within our community	Collaborate and build partnerships and networks within the wider community

### **FINANCIAL, HUMAN AND PHYSICAL RESOURCES**

#### **GOAL 1 – Become more financially viable and sustainable with adequate resources**

##### **Strategies:**

- 1.1 Increase facility access for business and community group hirers
- 1.2 Develop a budget that shows a profit
- 1.3 Identify additional funding opportunities
- 1.4 Investigate potential for social enterprise
- 1.5 All program risk assessed and budgets developed to ensure viability
- 1.6 Human Resources – sustainable work force with a trained team of volunteers and staff
- 1.7 Ensure facilities and equipment within the Centre which are utilised by staff, groups and external users are safe, current and compliant
- 1.8 Adult Community Education (ACE) funding applications submitted and contractual requirements met
- 1.9 The Centre meets all legislative requirements
- 1.10 Grant writing, budgeting training for staff and Management Committee
- 1.11 Fundraising campaign strategy developed with budget

### **GOVERNANCE & ORGANISATIONAL DEVELOPMENT**

#### **GOAL 2 - Develop a well-functioning, well-governed and structured organisation**

##### **Strategies:**

- 2.1 Delivery of good Governance in Management Committee business
- 2.2 Volunteer needs are met, skills identified and capacity utilised
- 2.3 Paid staff are supported and skills developed to achieve a quality outcome
- 2.4 Provide a safe work environment to support a positive working culture

- 2.5 Organisational Risk Assessment and Management Plan developed and regularly reviewed
- 2.6 Management Committee skills identified and linked to succession planning

## **PROGRAMS & SERVICES**

### **GOAL 3 - Develop and expand services and programs to respond to the changing needs of our community**

#### **Strategies:**

- 3.1 Develop programs and activities which are responsive and relevant to current and unmet community needs
- 3.2 All programs are viable and sustainable – budgets, risk assessed and user pays if not externally funded
- 3.3 Seek experienced volunteer and/or paid tutors
- 3.4 Culturally inclusive programs developed
- 3.5 Community members are engaged in a diverse range of programs offered
- 3.6 Provide volunteering opportunities at the Centre
- 3.7 A focus on environmental initiatives

## **MARKETING & COMMUNICATION**

### **GOAL 4 - Build a market leading profile and communicate the Centre's values and programs within our community**

#### **Strategies:**

- 4.1 Community statistical data and needs analysis undertaken across whole community and surrounding areas
- 4.2 Marketing Strategy developed to ensure maximum coverage for minimal cost
- 4.3 All programs, services and activities promoted locally and across region
- 4.4 Centre services are known to the local community

## **BUILDING PARTNERSHIPS & NETWORKS**

### **GOAL 5 - Collaborate and build partnerships and networks within the wider community**

#### **Strategy:**

- 5.1 Foster partnerships, networks and collaboration within the community