



GEELONG WEST NEIGHBOURHOOD HOUSE STRATEGIC PLAN 2021-2024

2021-24 STRATEGIC PLAN

**This document outlines the
Geelong West Neighbourhood House (GWNH)
Strategy and Goals for 2021-24**

OUR VISION

Celebrating Diversity - Building Community

OUR MISSION

We will enrich, empower and connect our community by:

- **Providing a welcoming learning community**
- **Fostering a sense of belonging**
- **Building strengths and capabilities**
- **Developing partnerships**
- **Advocating and resourcing**



GEELONG WEST NEIGHBOURHOOD HOUSE
STRATEGIC PLAN 2021-2024
2021-24 STRATEGY

PROMOTE



GROW



SUSTAIN



GEELONG WEST NEIGHBOURHOOD HOUSE STRATEGIC PLAN 2021-2024

Strategy 2021-2024

STRATEGY 1: PROMOTE

- **Develop advertising strategies which promote and connect with our community**
- **Initiate and seek clear display, signage and visual-promotion opportunities**
- **Provide consistent marketing and brand-recognition**
- **Develop metrics to measure the impact of advertising and promotion**

STRATEGY 2: GROW

- **Develop and implement new program formats across continuing, short-series and one-day/one-off programs**
- **Continue to develop systems and structures for GWNH operations**
- **Continue to develop partnerships and alliances within our Community and across partner Services**
- **Develop metrics to measure the impact new program implementation and new relationships/partnerships**

STRATEGY 3: SUSTAIN

- **Maintain clear Governance roles and responsibilities**
- **Initiate a process to sustain membership and patronage**
- **Initiate a process to develop infrastructure within the current hub-premises**
- **Initiate a process to ensure and secure continued funding**

Strategy 1 PROMOTE

GOAL	ACTION
<ul style="list-style-type: none"> • Develop advertising strategies which promote and connect with our community 	<ul style="list-style-type: none"> • Establish most effective and cost-efficient models and methods of advertising across a range of media and social media
<ul style="list-style-type: none"> • Initiate and seek clear display, signage and visual-promotion opportunities 	<ul style="list-style-type: none"> • Establish procedures and protocols for advertising • Implement a new Web-Site for GWNH
<ul style="list-style-type: none"> • Provide consistent marketing and brand-recognition 	<ul style="list-style-type: none"> • Identify sources of funding for marketing • Establish effective and efficient advertising networks
<ul style="list-style-type: none"> • Develop metrics to measure the impact of advertising and promotion 	<ul style="list-style-type: none"> • Establish procedures and protocols to measure the impact and success of promotion

Strategy 2: GROW

GOAL	ACTION
<ul style="list-style-type: none"> • Develop and implement new program formats across continuing, short-series and one-day/one-off programs 	<ul style="list-style-type: none"> • Identify new programs by topic, tutor and timing (time of day, day of week and time of year) • Establish suitability/best-delivery format option • Trial and review new programs
<ul style="list-style-type: none"> • Continue to develop systems and structures for GWNH operations 	<ul style="list-style-type: none"> • Continue to develop the skill-set of GWNH Committee of Management and Staff • Maintain and enhance Policy and Procedures systems • Maintain and review operating systems • Review and refresh this Strategic Plan by June 2024
<ul style="list-style-type: none"> • Continue to develop partnerships and alliances within our Community and across partner Services 	<ul style="list-style-type: none"> • Identify partnerships across the neighbourhood house and community sector • Develop mechanisms to ensure enduring partnerships are successful and effective relationships
<ul style="list-style-type: none"> • Develop metrics to measure the impact new program implementation and new relationships/partnerships 	<ul style="list-style-type: none"> • Establish procedures and protocols to measure the impact and success of new programs and established partnerships

Strategy 3: SUSTAIN

GOAL	ACTION
<ul style="list-style-type: none"> ○ Maintain clear Governance roles and responsibilities 	<ul style="list-style-type: none"> ● Continue GWNH Committee of Management annual planning and development targets ● Continue GWNH Committee of Management operating transparency in its governance function, relationships and accountability
<ul style="list-style-type: none"> ○ Initiate a process to sustain membership and patronage 	<ul style="list-style-type: none"> ● Implement an annual member-survey to obtain vital user-needs and planning-direction information ● Implement strategies via regular communication and support mechanisms to advise and stay connected with current membership
<ul style="list-style-type: none"> ○ Initiate a process to develop infrastructure within the current hub-premises 	<ul style="list-style-type: none"> ● Develop an <i>Infrastructure Master-Plan</i> to better use the Autumn St Hub facility and allow for concurrently timed program delivery ● Set targets for building alteration and maintenance which maximise the potential for building usage by the community
<ul style="list-style-type: none"> ○ Initiate a process to ensure and secure continued funding 	<ul style="list-style-type: none"> ● Seek opportunities for new funding via grants and philanthropic endeavours ● Establish a known calendar of community grant ● Ensure that funding obligations are not only met, but exceed formal expectation