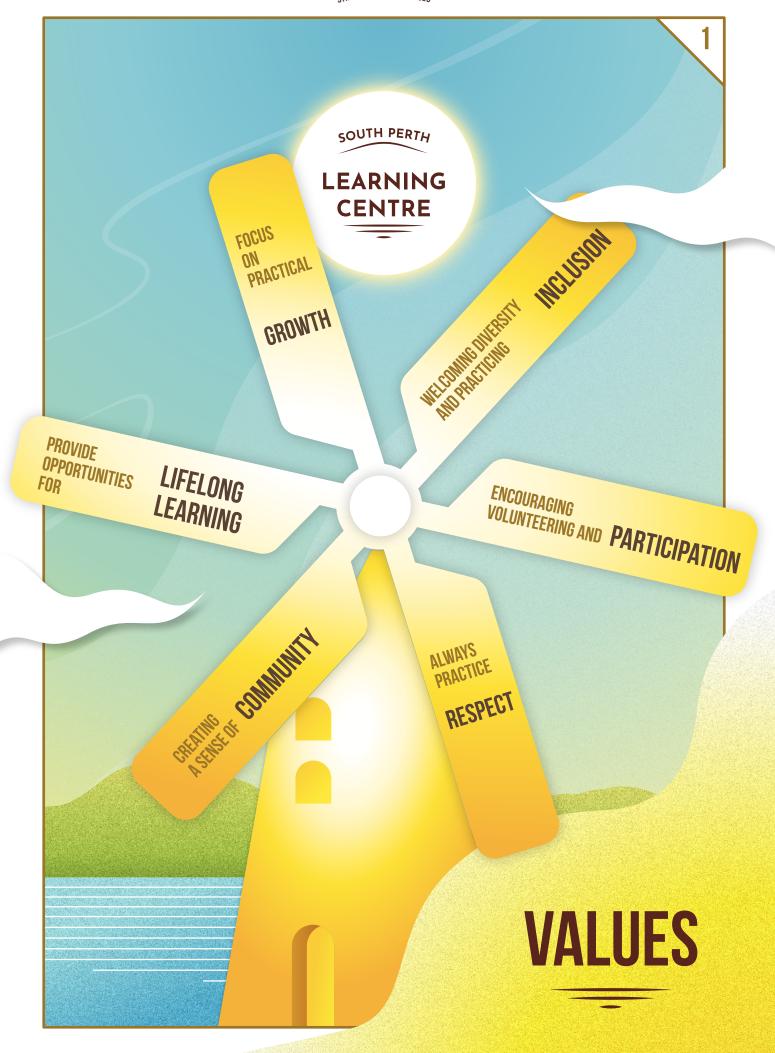
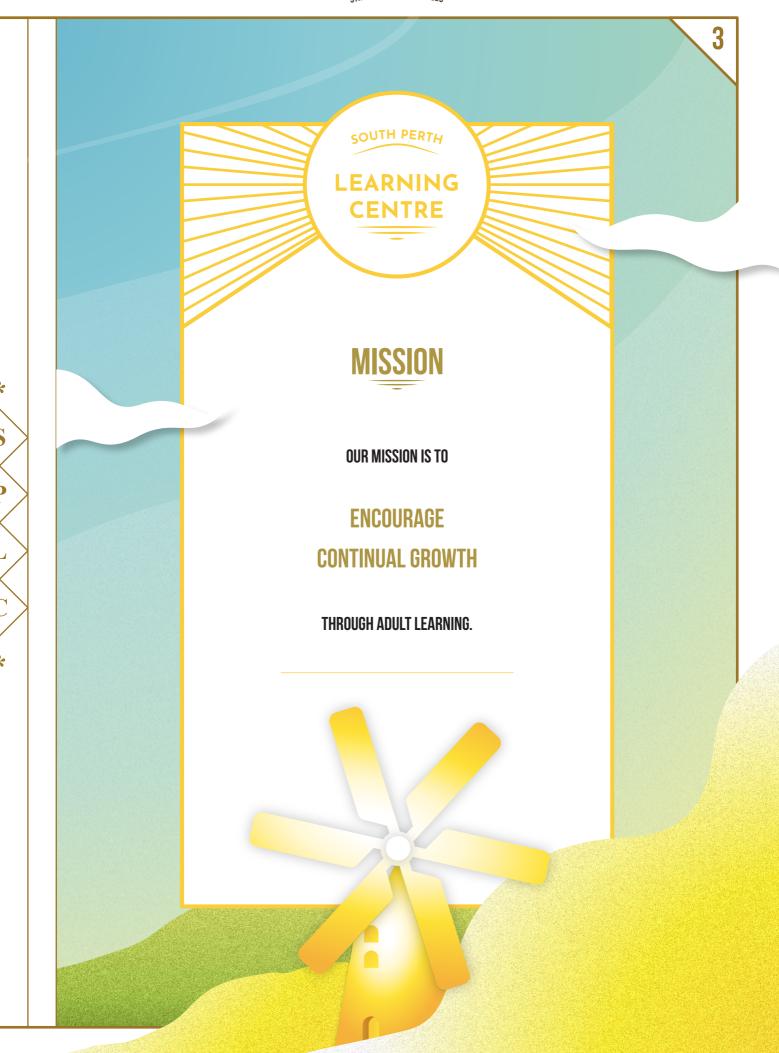
STRATEGIC PLAN SOUTH PERTH **LEARNING**







Strategic Action Plan 2021-2025

GOAL	INITIATIVE	INDICATOR
MAINTAIN CENTRE FOR	Ensure the Centre offers a wide range of inclusive and accessible learning opportunities.	Learning opportunities to include a range of areas, subjects, styles, costs and availability.
LEARNING	Survey participants to inform programme choices.	Ascertain and ensure participant satisfaction.
SUPPORT MEMBERS	Centre offerings to align with member interests and needs.	Member surveys to ensure alignment. Provision of on-going member driven professional learning opportunities and recognition of skills acquired (First aid, IT, Admin, health and safety).
	Celebrate and recognise member commitment and loyalty to the Centre.	Annual open day event for Centre members. Better appreciate Centre member-volunteers. Promote benefits of membership.
DEVELOP GOVERNANCE SUCCESSION PLAN	Future proof Operational team.	Set operational KPIs. Bi-annual performance review of staff. Research manageable development opportunities, retention and performance benefits. Document work procedures and Centre policies. Allow for annual admin Centre closure. Maintain dynamic and reliable team of volunteers. Formalise University student work experience programme.
	Future proof Governance team.	Ensure effectiveness of current members. Strategic recruitment. Map tenure for Governance team succession. Document Governance procedures and processes.
EXPAND DEMOGRAPHIC	Attract new members.	Extending range of courses. Repeat past successes. Wider scheduling and availability for courses out of business hours. Create and leverage links with community organisations.
	Increase awareness of SPLC in the local and wider community.	Strategic advertising and marketing. Establish SPLC brand and use consistently. Roadshow for member based organisations. Social media platforms: Facebook, Instagram, articles etc. Hard advertising - promotional materials, posters, business cards etc.
SAFEGUARD FINANCIAL STABILITY	Assess current financial situation.	Assess and analyse the financial data. Understanding Centre overheads and income. Summarise possibilities and opportunities for improvement. Inform budget process.
	Maximise operational capacity and profitability of the Centre.	Strategic course scheduling and planning. Expand programme hours. Research facilitator agreement models. Maximise room hire opportunities. Guarantee profitability through securing participation numbers. Create alternative income sources.
	Operate in line with budget.	Operational team to monitor and adjust budget when necessary. Regular financial reports and auditing to be completed. Annual budget review meeting with Operation and Governance team.
	Pursue additional funding opportunities.	Dedicated grant writer. Strategic grant application.
	Focus of marketing and promotion.	Dedicated marketing/promotion resource. Pursue advertising opportunities. Develop volunteer marketing team.
INCREASE COMMUNITY ENGAGEMENT	Establish relationships, explore and provide opportunities for collaboration with charity, community and institutional organisations.	Relationships established. Opportunities explored. Collaborations achieved.
	Invite the local and wider community in.	Sustainability station and reasons for community drop off/in. Annual Centre open event. Loaning digital devices to improve community connection. Research and create further opportunities for engagement.