

STRATEGIC PLAN

July 2018 – December 2021



MILDURA COMMUNITY HOUSE

OUR VALUES

Integrity & Honesty

Matching what we say with what we do as individuals, teams or the organisation.

Accountability & Transparency

Ensuring individuals, teams and the organisation are accountable and transparent.

Diversity & Inclusion

Acknowledging and supporting diversity and inclusion of opinions, cultures and religions.

Equity & Tolerance

Promoting equity, justice and tolerance for both individuals, teams and organisations.

Our Focus

Enhancing the skills, knowledge and the experiences of individuals, families and communities, and strengthening the capacity of communities throughout Mildura.

Our Vision

Enriching Lives, Strengthening Communities.

Our Mission

Delivering high quality services that enrich lives and increase the opportunities for individuals, families and communities.



MILDURA COMMUNITY HOUSE

Further Information
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OUR ENABLING STRATEGIES – OUR GROWTH STRATEGIES

The enabling strategies and projects that will assist us strengthen the various components and processes of our governance and the organisation are:

- 1.1 Governance & Leadership: Review the existing governance model and structure, policies and procedures, documents and tools of MCH with the aim of ensuring the Board and management operate on the basis of contemporary community governance principles and practices.
- 1.2 Engage & Educate Staff: Engage and educate staff about the new individual-driven, competitive marketplace and MCH's position as a community business (NFP) that must rigorously attract and retain individuals, and increase its market share.
- 1.3 Strategic Business Development/Project Management Position: Review the organisational structure and key positions with the aim of putting in place a position focused on the leadership and management, strategic business development and project management of the various strategies and projects.
- 1.4 Business Model: Research, co-design and implement our business model that transitions existing and develops new people and product/service categories, market and market channel categories, and funding and finance categories.
- 1.5 Robust Financial Model: Develop and utilise a robust financial model that accurately reflects all key assumptions and key drivers of both today's and tomorrow's business, providing key metrics against cashflow, profit and loss and balance sheets reports.
- 1.6 Organisational Policies & Procedures: Review all existing organisational policies and procedures and, where necessary, develop new policies and procedures that are all housed within an agreed quality framework and policy and procedure templates, with appropriate version control.
- 1.7 Performance Management System: Develop and utilise an organisational-wide performance management system that provides Board, management and individual staff transparency and accountability against various categories of measurement, measures of success and external benchmarks.
- 1.8 Enhanced Organisational Systems & Technology Solutions: Focus on the business model and the associated organisational requirements, reviewing and enhancing existing organisational systems and technology solutions.
- 1.9 Buildings, Infrastructure & Equipment Plans: Develop a Master Building, Infrastructure & Equipment Plan, fit for purpose.
- 1.10 Renewed Brand & Marketing: Research, develop and implement an MCH Branding & Marketing Strategy that in part is aligned to both existing services; My Health, My Lifestyle, My Community, My Family, My Home, and the new services; My Career, My Environment, My Education.



OUR NEW BUSINESS MODEL – OUR GROWTH STRATEGIES

The growth strategies and projects that will assist us grow our existing services and develop new services are:

- 2.1 Individual Engagement, Individual Education: Develop and implement specific individual engagement and individual education strategies for both existing and new individuals with a particular focus on specific individual categories, eg: indigenous, people with disability, etc.
- 2.2 Review Existing Services: Review all existing services (that have been categorised into My Health, My Lifestyle, My Community, My Family, My Home) including their key objectives, processes and outcomes for individuals, their funding sources and deliverables, and their relevance to existing or new individuals.
- 2.3 Grow Existing Services: Grow those existing services that are to be retained ensuring both the Board and management is clear on the key objectives, processes and outcomes for individuals, their funding sources and deliverables, and their relevance to existing or new individuals.
- 2.4 Research & Develop New Services: Research and develop new services (My Career, My Environment, My Education) with the aim of ensuring individuals are provided with a range of service options and service pathways that can meet individual, family or community requirements.
- 2.5 Alternative Funding & Finance: Investigate alternative funding and finance mechanisms and revenues that can support existing and new services, provide a margin/profit to the service area, thereby supporting the future development, growth and sustainability of MCH.
- 2.6 Partnerships: Review existing and develop new targeted partnerships that add mutual benefit and value to both parties, and in particular ensure the achievement, in whole or in part, MCH's strategies and projects.