

PEREGIAN BEACH COMMUNITY HOUSE INC.

www.peregianbeachcommunityhouse.org

STRATEGIC PLAN 2020/2022

The Peregian Beach Community House is a community focused facility. Situated on a prime location in Peregian Beach, the House offers a range of spaces for a variety of activities. A not-for-profit community-focused facility, the House provides an affordable venue for community groups to meet and for other community-oriented organisations to offer services to the local community. This includes a wide range of activities not previously offered to the local community including: health and wellbeing activities; support groups; community meetings and seminars; and exhibitions and displays.

OUR MISSION

To provide a venue and facilities as a gathering place for the community where individuals and groups can gain access to activities, services and information in a welcoming and inclusive atmosphere. To help meet the evolving needs of the Peregian Beach and Marcus Beach communities.

OUR VISION FOR 2020-2022

“The Community Hub of Peregian Beach”

- A well-recognised hub promoting community partnerships with all local community groups and associations
- Warm, welcoming, appealing community house that can be used for a wide variety of community- based activities
- A place that provides opportunities for community members to meet, learn, train, exercise and socialise
- A self-funded community facility that is not dependent on fund raising, primarily funded via continuous facility hiring, in conjunction with community grants and sponsorship
- A management committee and members who advocate on behalf of the community regarding needy community infrastructure and services.

OUR VALUES

- Inclusiveness
 - Respect
 - Trust
 - Sharing
 - Transparency
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KEY PERFORMANCE AREAS

1. GOVERNANCE & MANAGEMENT
2. COMMUNICATION AND COMMUNITY AWARENESS
3. MEMBERSHIP DEVELOPMENT
4. COMMUNITY DEVELOPMENT
5. MARKETING AND SPONSORSHIP

KEY STAKEHOLDERS

- Community members
- Community House members
- Community House hirers
- Local government – Noosa Shire Council
- Peregian Beach / Marcus Beach community groups and associations
- Partners/ sponsors/ supporters
- Noosa Shire not-for-profit community associations

THE ISSUES WE FACE - SWOT ANALYSIS

<i>Strengths (Internal)</i>	<i>Weaknesses (Internal)</i>
<ul style="list-style-type: none">• Committee: Hard working, committed individuals with a passion for the Peregian Beach Community and with a range of skills matching those required to manage PBCH effectively.• Administrator: strong organisational and administrative skills. Conversant with social media and media. A successful Facebook page with a strong following.• Strong balance sheet; well-maintained financial regime.• Partial financial support from Noosa Shire Council and community grants.• Ability to identify funding sources.• Full time, long-term leasing of two Community House rooms which provides	<ul style="list-style-type: none">• Small membership base detracting from financial support and volunteer assistance to the "House".• Lack of incentives for residents to become financial members.• Small membership base not reflective of the broader Peregian Beach / Marcus Beach community.• Limited offerings owing to inadequate space and lack of noise transfer inhibition.• PBCH web site dated; information often out of date. Web site not inviting.• Some policies and procedures out of date.• Lack of succession planning.

Peregian Beach Community House Strategic Plan 2020-2022

<p>sufficient income to maintain the Community House without the need for constant fundraising.</p> <ul style="list-style-type: none"> • Improving hiring rate of the available space to ensure a continuous income. • Working partnership with Noosa Council project management to ensure continual involvement and input to the Rufous Street development. • Parking on site and close to the “village hub”. 	
<p><i>Opportunities (External)</i></p>	<p><i>Threats (External)</i></p>
<ul style="list-style-type: none"> • Formation of community partnerships (e.g. with Peregian Beach Tennis Club, Veggie Village, Peregian Beach Kindergarten, Peregian Beach Community Association, Peregian Beach Business Association, Marcus Beach Bushcare Association, Noosa Community Biosphere Association). • Partnership with Noosa Council to promote, protect and enhance community wellbeing. (Noosa Plan and Social Strategy) • Expanded role for not-for-profit organisations in the delivery of social services. • Develop a working partnership with the management of the IT Hub to identify and explore any opportunities for the Community House regarding the provision/hiring of space for IT training and any other activity. • Changes in community expectations and demographics. • New Community House provides opportunity to raise profile. 	<ul style="list-style-type: none"> • Limited funding opportunities • Failure to secure Noosa Council funding • Failure to attract tenants / hirers. • Declining relevance to the community • Challenges from alternative community organisations • Delays to construction of new Community House. • Threats from competing venues • Failure to meet legislative obligations. • Failure to attract suitably qualified / experienced administrative support staff.

KEY PERFORMANCE AREA 1

• GOVERNANCE AND MANAGEMENT

OBJECTIVES

Peregian Beach Community House aims to:

- Maintain a strategic, professional approach in the delivery of its services and practices.
- Engender a philosophy of management cohesiveness which recognises the unique contribution of volunteers, staff and local community support.
- Provide a transparent and accountable approach in its operations and financial management
- Operate within sound governance principles

OUTCOMES

Peregian Beach Community House expects it would achieve the following long-term outcomes:

- The ongoing strategic and progressive growth of its operations.
 - Positive relationships and partnerships are created with the organisation's internal and external stakeholders.
 - Remain financially viable
 - The organisation has adopted sound governance practices
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KPA 1 - STRATEGIES	TIMEFRAMES
1. Maintain and review organisational direction and priorities through regular strategic planning process	Annual
2. Revise position descriptions for key committee roles	Annual
3. Develop policies and procedures manual to assist organisational operation	Ongoing
4. Develop and maintain organisational budget.	Ongoing
5. Provide appropriate risk management strategies e.g. insurances relevant to the association's operations	Ongoing
6. Explore the use of excess funds to provide Community events	Ongoing
7. Maintain a healthy balance sheet	
8. Develop, and encourage, succession planning	

KEY PERFORMANCE AREA 2

• COMMUNICATION AND COMMUNITY AWARENESS

OBJECTIVES

- To actively partner with local community groups to achieve community cohesiveness and awareness of the immediate area and its facilities
- To actively share resources and manpower with local community groups and associations
- To actively promote the objectives of the community house association and provide information for all community stakeholders.

OUTCOMES

- Community House association activities are coordinated, and supported by community members and groups.
 - Interest by potential users is expanded. The Community House has become more relevant to community needs.
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- Community partnerships are enhanced through the development of integrated initiatives.

KPA – 2 STRATEGIES	TIMEFRAMES
1. Compile list of Peregrine Beach and Marcus Beach community associations and groups	Update
2. Survey community groups to identify additional need for services	Annual
3. Develop strong networks with other community/community services organisations/business	Ongoing
4. Create a suitable profile amongst community and business groups	Ongoing
5. Participate in community/business ventures where possible and appropriate. (e.g. IT Hub, SLSC)	Ongoing
6. Maintain ongoing and appropriate liaison with local government authority and suitable stakeholders groups. Advocate on behalf of the Community House environment, members, hirers and followers as appropriate.	Ongoing
7. Identify & develop aims objectives, projects, proposed projects and community information services	Annual
8. Submit regular media and social media releases to provide an update of project and associated activities	As required
9. Identify and promote to suitable potential user groups	Ongoing
10. Engage the involvement of young people in associated facility and program projects	Ongoing
11. Continue the social media updates (Facebook, WEB site) to members and subscriber with include: <ul style="list-style-type: none"> • PBCH activities & development • PBCH news & developments • Local community group special announcements 	Ongoing

KEY PERFORMANCE AREA 3

- **MEMBERSHIP DEVELOPMENT**

OBJECTIVES

- Deliver quality, well managed membership activities which will enhance and increase participation by Peregrine Beach community members.
- Enhance the relevance of the Community House in the community.

OUTCOMES

- Increased membership numbers and level of satisfaction in membership services.
- Community support for the development of the facility and associated services is increased through effective use of skills and abilities.
- The Community House will look inviting and appealing to new members and potential hirers.
- Community House facilities will attract new members and hirers.

KPA 3 – MEMBERSHIP DEVELOPMENT STRATEGIES	TIMEFRAMES
1. Identify and develop concepts of members benefit	Ongoing
2. Identify and record members skills through memberships sign up forms	Annual
3. Identify and introduce incentives for residents to become financial members	Ongoing
4. Develop a program of activities, regular activities for members.	Ongoing

KEY PERFORMANCE AREA 4

• COMMUNITY DEVELOPMENT

OBJECTIVES

- Actively partner with Noosa Council to assist in achieving community health and social well-being.
- Identify the needs of the local community to ensure community cohesiveness.
- Support the needs of a changing community. Facilitate activities and services that meet the social needs of the community.

OUTCOME

- The Community House will host an increased range of social services to the local community.
- Community House facilities will attract increased usage
- Residents will gain access to an increased range of activities and services
- The centre is identified as a community hub which supports a philosophy of community wellbeing and sense of place.
- The Community House has become more relevant to community needs.

KPA 4 - COMMUNITY DEVELOPMENT STRATEGIES	TIMEFRAMES
1. Develop shared initiatives with Noosa Council	
2. Survey community groups to identify additional need for services	
3. Maintain ongoing and appropriate liaison with Noosa Council and relevant stakeholder groups.	
4. Encourage the establishment of Noosa Council “shop front” services at the Community House.	
5. Promote community understanding of community well-being and quality of life.	

KEY PERFORMANCE AREA 5

• MARKETING & SPONSORSHIP

OBJECTIVES

- Build strong relationships and partnerships with key external and internal clients including local government, other community groups, sponsors and community members.
- Develop a strategy for financial self- sufficiency.

OUTCOME

- Regular and productive partnerships are formed and sustained with mutually beneficial outcomes achieved for both internal and external stakeholders.
- Profile of the Community House is raised throughout the local community.

KPA 5 – MARKETING & SPONSORSHIP STRATEGIES	TIMEFRAMES
1. Review and update the community house marketing strategy	Ongoing
2. Develop a marketing plan which is consistent with marketing profile	By end 2021
3. Maintain organisational website & social media to promote and foster community partnerships	Ongoing
4. Identify community house sponsorship & fundraising needs	annual
5. Seek appropriate funding opportunities which will assist the development of facility and service provision	Ongoing

Appendix – the facts and the action plans

KPA 1

Succession plan formulated

Policies and procedures updated and finalised

KPA 2

Establish a close working relationship with community groups

Promote the Community House as a community asset to be used by all.

KPA 3

Membership incentive development

Increase membership numbers

KPA 4

Partnership agreement with Noosa

Council activated

KPA 5

Marketing plan to be developed by end of calendar year 2021

Facebook “like status” goal (currently 620 likes) 800

Revamp WEB site looking tired

New hire fee’s annually

Fundraising courses to attend eg crowd funding, bequeath/wills \$300

Community grants explored
