



Sandybeach  
Centre

# STRATEGIC PLAN

Created 2021



# WHO WE ARE

Sandybeach Centre is a not for profit community cooperative centre that provides programs and services to local Bayside community and beyond. The centre's staff and volunteers deliver adult education services, social support and connection programs, early learning via the Child Care program and exercise and lifestyle programs to families and individuals. We also provide access to our facilities for community groups and local small businesses.

## OUR MISSION

Sandybeach Centre is an inclusive organisation providing programs and services that enrich the quality of life for our diverse community.

## OUR VISION

Sandybeach will become the place to meet, connect, learn and have fun.



# OUR VALUES

## RESPECT

Respect for all members of our community is important. Without it, the enrichment and change will not be possible. We focus on being respectful of each individual and adopt a person-centred approach in everything we do.

## INTEGRITY AND HONESTY

Great results can be accomplished with integrity by honest and enthusiastic people who value their community and actively seek out positive change for everyone. "Do the right thing, be mindful and acknowledge our mistakes".



## CARE

Provide a safe and secure environment for staff, volunteers and all who engage with us.

## COLLABORATIVE AND INCLUSIVE

Everyone is welcome. We aspire to work with people from diverse backgrounds and embrace teamwork first in order for all to succeed. We seek to understand the diverse needs of our community and our role in addressing them.

# STRATEGIC GOALS



# OUR KEY STRATEGY

Our aim is to develop and grow a **sustainable business** with innovative programs and services which meets our mission.

## STRATEGIC GOALS

GROWTH	QUALITY	SUSTAINABILITY	RELEVANCE
<p>Identify programs and service offerings that address new, emerging trends and community needs that are currently unmet.</p> <p>Build organisational agility, workforce capability and develop a “growth culture”.</p> <p>Expand services to assist more participants, families and community members.</p> <p>Expand our various delivery platforms which expand our current service offerings.</p>	<p>To provide services of a highest possible standard for a broad range of clients.</p> <p>Ensure staff and volunteers always adopt a respectful, inclusive and a ‘person-centred’ approach taking into account the individual needs and capabilities of each client.</p> <p>Maintain a safe, happy engaged work place and develop a culture which strives for service excellence and continuous improvement.</p> <p>Ensure skills base of staff and volunteers are relevant and meets the needs of the organisation and its participants and challenges the norm.</p>	<p>Diversify revenue sources, in recognition of our decreasing reliance on funding from Government grants.</p> <p>Optimise facility utilisation and renewal.</p> <p>Ensure optimum efficiency of operations with a focus on working smarter not harder and applying limited funds into areas of greatest impact and returns.</p> <p>Review systems, procedures and policies (including IT infrastructure) to optimise utilisation.</p>	<p>Ensure that all services meet the needs of our clients and reflect priorities and expectations of the wider community.</p> <p>By continuous review of demographic data and research be the best at understanding the current and emerging needs of our clients.</p> <p>Identify innovative programs and service offerings that respond to new and emerging trends.</p> <p>Identify &amp; evaluate innovative ideas that support enrichment, learning and engagement with our community.</p> <p>Monitor the local environment to ensure community connections and relationships are developed and maintained.</p> <p>Promote the Sandybeach brand and specific programs on offer.</p> <p>Maintain our reputation as community hub.</p>