



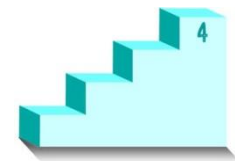
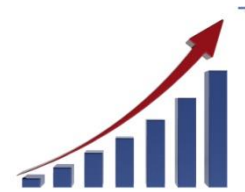
Finbar Neighbourhood House

Strategy Document

2018 - 2021

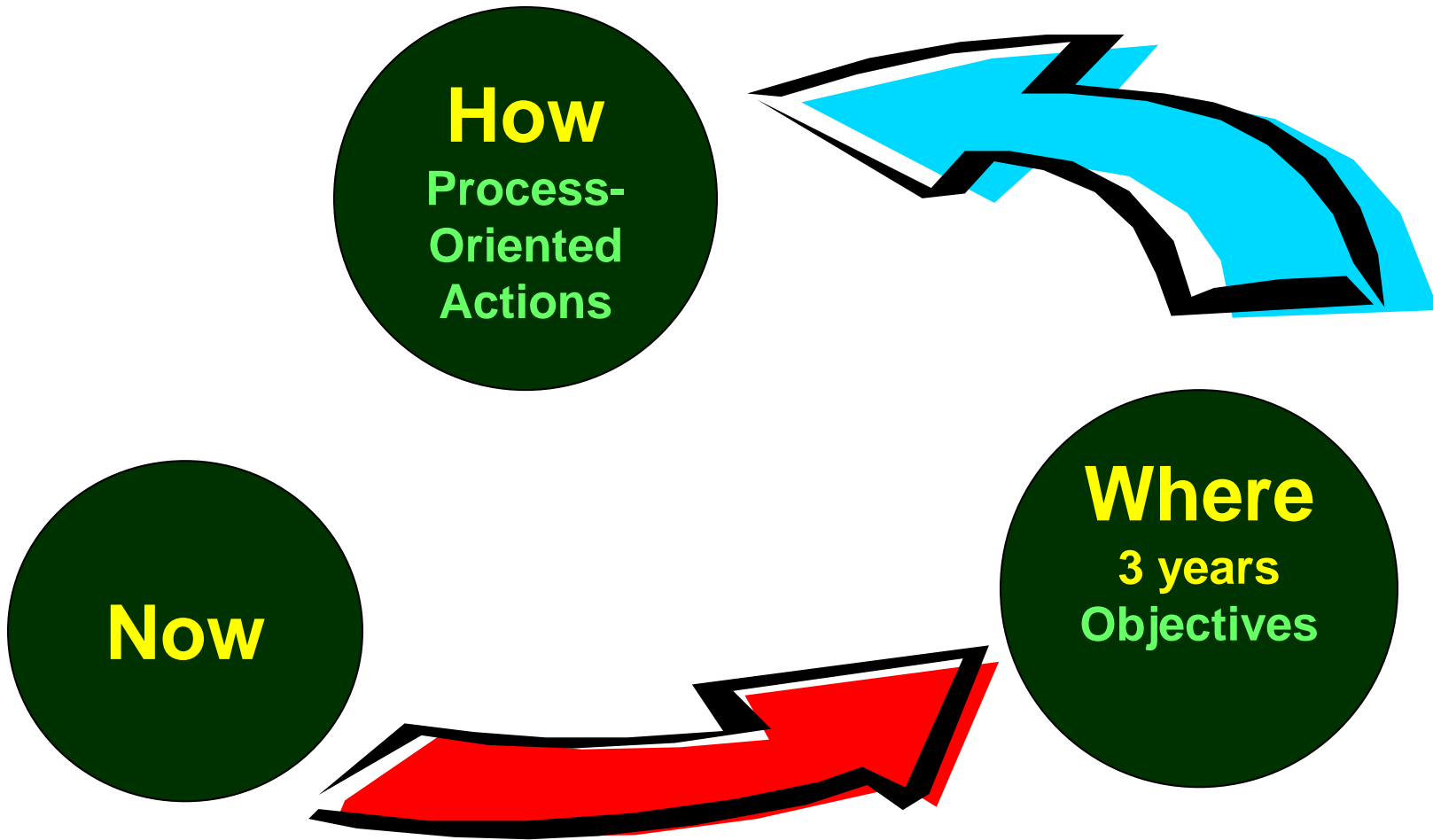
Finbar status overview

- The place is running well – Lyn and committee
- Not broken so no mending!
- No major changes
- ‘Steady as she goes’
- Incremental growth – where possible
- Steady improvements – where possible
- Leave in good shape for the future



Nothing Dramatic

Strategic Planning must be *simple* to be shared effectively (via involvement of the key stakeholders) and updated regularly



Actions ...

The properly sequenced steps required to achieve each Objective in full over the planning period

Objectives ...

A set of measurable success statements for our system as a whole

Our Organisation positioning statements are as follows

Vision Emotional! - For the 3 year planning period

Finbar creates a strong community and responds to the needs of that community. We exist to assist people to realise their full potential.

Mission Clinical - what we need to achieve in the short term

Finbar supports the wellbeing of the community and meets the needs of that community by providing an environment with opportunities for lifelong learning. We practise sustainability, social interaction and provision of information. We spend money wisely.



Our Organisation positioning statements are as follows

Purpose Clinical! - For the 3 year planning period

Finbar Exists to:

- Develop and maintain a neighbourhood house for the benefit and support of members of the community
- Assist members of the community to locate agencies that will provide support to help to relieve poverty, sickness and helplessness
- Provide access to website information pertaining to community and human services
- Provide ongoing educational programmes to promote self improvement and employment opportunities
- Promote and strengthen voluntarism, self help and community participation
- Cooperate with appropriate agencies and local neighbourhood houses to meet community and client needs
- Maintain a secure financial base for the provision of staff salaries, physically accessible service accommodation and operating needs



Our Organisation provides a variety of programs

Finbar currently offers programs that meet the needs and requests of the people within the community such as:

- Greek for Pre-schoolers
- Pilates
- Yoga and yoga for kids
- Italian and Spanish lessons
- Art Classes
- Walking Groups
- Playgroups
- Computer Classes
- Music including Ukulele
- Dance for exercise
- Scrabble
- Personal training sessions
- Broadband for Seniors Kiosk
-free one-on-one help
- Card Games
- Sewing, craft and knitting groups
- Community lunches
- Community Garden project
- Garden Workshops for adults and Children
- A recycling depot
- Ancestry – trace your family history
- Playtime in the playground
- Resume writing
- Online Job Application assistance"
- Help creating & using your 'My Gov' account

Other organisations who use Finbar facilities on an as needs basis:

- The Australian Breastfeeding Association – Inner Urban Group for monthly meetings
- Dyslexia Support Group - for monthly meetings
- University of the third age

Our Organisation positioning statements are as follows

Current Promotional Activities

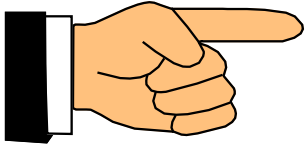
Finbar currently promotes activities through:

- Web site
 - Regular emails
 - Brochure using letterbox drops
 - Word of mouth
 - Hocking Stuart boards
-

In future we must think about:

- Information nights – Kath on sustainability, Francis the Sudanese boy soldier etc.
- Promotion booths in the following:
 - The Victoria Gardens shopping Centre - Gleadell Street Market - Brochures in Cafes
- ABC to visit the garden
- A one page flyer

Meeting the following top expectations which our major stakeholders (including our members) have of us is critical



Members and Users

- Friendly welcome
- Quality relationship
- Technical competence
- Timeliness – meeting expectations
- Value for money
- High quality work
- Access to good people



Committee

- Viable financial base
- Growth and sustainability
- Maintaining our reputation



Staff

- Safe and stable working environment
- Dependable salary
- Grow and learn new skills
- Respect and good leadership and management
- Interesting work

Major *external* Opportunities and Threats facing Finbar
Neighbourhood House are as follows
(in ranked order of perceived strategic importance)

(potential) Opportunities

1. Relationship with Yarra Libraries
2. Principal at Trinity PS
3. Principal at Yarra PS
4. Increase in density housing, new people
5. Relationship with the High schools
6. Greens maybe elected to Yarra CC

(potential) Threats

1. Change of Gvt – loss of sitting member
2. Loss of funding
3. Competition from other service providers
4. Rate capping thus a reduction in funds

These *external* Opportunities and Threats must be viewed in the light of our current *internal* Strengths and Weaknesses
(in ranked order of perceived strategic importance)

Top Strengths

1. \$ viable and people can pay
2. Welcome and friendly staff
3. Competent staff
4. Strong committee
5. Support from State and local Gvt
6. Good projects – eg. sustainability
7. Community relationships
8. Volunteers
9. Community profile and engagement
10. Good programmes

Top Weaknesses

1. Many still do not know what we do
2. Staff number of hours available
3. Concentration of knowledge in few
4. Lease tenure
5. Physical capacity - limitations

Key Actions

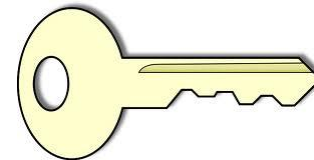
<p>Compare S with O Compare S with T Compare W with O Compare W with T</p>	<p>Strengths</p> <ul style="list-style-type: none"> • \$ viable and people can pay • Welcome and friendly staff • Competent staff • Strong committee • Support from State and local Gvt • Good projects (Garden) • Community relationships • Volunteers • Community profile and engagement • Good programmes 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Many do not know what we do • Current size of Committee • Staff size • Concentration of knowledge in few • Lease tenure • The size of the facility - limitation
<p>Opportunities</p> <ul style="list-style-type: none"> • Relationship with Yarra Libraries • Principal at Trinity & Yarra PS • Increase in density, new people • Greens maybe elected YCC 	<ul style="list-style-type: none"> • Build relationships with PS • Build relationships with HS • collaborate with Yarra libraries • Increase promotion • Leverage the sustainability award 	<ul style="list-style-type: none"> • Promote, promote • The brochure and a one page flyer • Victoria Gardens and Gleadell Mkt • Find gaps in availability - portable
<p>Threats</p> <ul style="list-style-type: none"> • Change of Gvt • Loss of funding • Competition form other providers • Rate capping 	<ul style="list-style-type: none"> • find new revenue sources 	<ul style="list-style-type: none"> • Promote, promote • asses gaps in utilisation • find additional facilities • contingency funds

Key strategic initiatives for the next 3 years

- **Grow the Membership**
 - Look at what we loose and why
 - Who we gain and from where
 - How we are best to keep
 - Find and keep 100 new
 - Longevity awards
- **Increase levels of promotion**
 - Social media and website
 - Cafes and shops
 - Victoria Gardens and Gleadell Market
 - New housing developments
 - Information nights – guest speakers
 - Brochure and one page flyer
- **Continue our relationships**
 - With Secondary Schools
 - With Primary Schools
 - With Council
 - With other Neighbourhood houses
 - With State and Local Gvt.
- **Increase the programmes**
 - Assess utilisation find gaps
 - Survey the membership
 - Look for programmes that pay
 - Find more good volunteers
- **Find new revenue**
 - New Grants
 - New programmes
 - Increase utilisation
- **Organisation, Culture, administration**
 - Operations
 - Committee

Key growth possibilities from brainstorming

- Increase membership by 100
- Increase utilisation where we can
- Find new money grants and gifts
- Leverage the sustainability award
- Find more skilled volunteers



Action plan – Partnership with Yarra City Council

Item	Action required	Who	When
Memorandum of Understanding	Comply with the terms of the MOU which recognises the shared vision of Council and Finbar to connect with the community and provide equitable recreational, social, educational training and wellbeing opportunities	Lyn and Committee	Ongoing
Co- sponsored programmes eg. MFTH event	Work with the nine neighbourhood houses and Council	Lyn Deb S	Ongoing
Nine houses network meeting	Co-operate with Julie Johnson and Kathy Vrettas	Lyn	Monthly
Annual Council meeting	Prepare and deliver great presentation		October
Membership of Advisory groups	Disability committee, Active aging, Environment, Sustainability	Grant, Deb B, all committee	Ongoing
Changes in Council makeup	Be aware of changes in the make up of the Council to see Opportunities and Threats	Grant, Bruce	Ongoing

Action plan – Partnerships with others

Item	Action required	Who	When
DHHS	Compliance with Service agreement, publish the Risk Management plan, undertake the annual Network survey,	Lyn, Julie A Bruce M	Ongoing
Yarra PS	Continue to work together	Lyn D	Ongoing monthly
Trinity P/S	Open up opportunities to work together	Hoppy/Lyn	Ongoing
Melb Girls & Richmond High	Open up opportunities to work together	Kath/Zoe/ Hoppy	Ongoing
NENHN	Liaise with Julie Johnson	Lyn	Ongoing

Action plan – Growth

Item	Action required	Who	When
Enrol new members	Letter drop, email, social media, partnerships	Grant/Lyn	Ongoing
Composting, regeneration & waste reduction	Leverage off the Award, extend the program	Kath/Zoe/Grant	Ongoing
Food production	Extend the existing work	Kath	Ongoing

Action plan – Promotion

Item	Action required	Who	When
Develop Promotion Plan	New material, new outlets, Community events, arrange monthly talks, inform YCC, email, social media,	Hoppy and Grant	Mid August
Reports on AGM & activities	Write up events, activities and AGM get good photos. Post on web site and produce hard copy	Lyn D	October
Community events, Talks etc.	Part of the plan but run trials	Hoppy/ Grant	August

Action plan – Fund raising

Item	Action required	Who	When
Seek grants	Use the network to identify grants and apply	Lyn and committee	Ongoing
Look at paying Programs	Review pricing of current, cut unproductive	Lyn D	Ongoing
New members	See Growth plan	Grant/ Lyn	Ongoing

Action plan – Organisation, Culture & Administration

Item	Action required	Who	When
Build a process to review Business operations	Build a process to review budget process, program costs & revenue. Operational costs.	Deb B, Bruce, Grant	End August
Actually review Business operations	Actually review Finance structure, budget process, program costs & revenue. Operational costs	Deb B, Bruce, Lyn & Grant	AGM October
Review Committee tasks	Ensure all members are doing what they are capable of. Assign or re-assign tasks	Bruce & Hoppy	AGM October
Review and report on Staff training	Who needs what/ are they getting it? Is it organised?	Lyn	Ongoing
Review programmes	Assess viability and costs of major programmes. Make changes where not viable	Bruce/ Lyn	AGM October