

coalition of **community**boards

Sunshine Coast

Introduction to Planning for Small Community Organisations

- Understand the benefits of a good plan for your organisation and the process for developing a clear documented direction
- Learn the keys to successful organisational planning
- Hear how other small organisations plan and learn from their successes and challenges

Notes made from discussion Intro to Strat Planning for Small Community Organisations

- 30 July 2019 @ Bli Bli

Why Strat Plan?

- Directional but not legal
- The tool for governance
- Get on the same wavelength
- Agreement and Together
- Its documented
- Defines focus and use of limited resources
- Clarity for everyone, clarity of values
- Identifies what the organisation is all about
- Provides continuity
- Necessary for some funding bodies – externally makes you look organised
- Outlined principles

What do we need to do to proceed?

- Decide on doing Operational plan and Strategic plan separately or together?
- Get organisational agreement to proceed
- Communicate to everyone
- Be clear on what we currently do
- Identify planning time period
- Allow time to discuss and co plan

Important values and how they influence the planning process

- Environment – value and protect
- Community – local and belonging
- Respect in diversity
- Nourishing families in an equitable way
- Supporting people – care for people
- Justice – human right
- Non judgemental
- Accepting – diversity
- Open to participation
- Connection – people connecting
- Integrity
- Transparency
- Courage

Vision = Future

Mission = Doing Now

Values = Underpin

SWOT = Gathering info

Major goals = key 3- 5 years

Strategies = broad actions

Key Targets = Keep on track

Notes made from discussion Intro to Strat Planning for Small Community Organisations

- 2 Oct 2019 @ venue 114, Bokarina

Example of a “SWOT” process – using one of the organisations that attended the workshop

<p>Strengths</p> <ul style="list-style-type: none"> • Sophisticated organisational skills • Strong leader with passion • Network contacts • Engaged “audience” with good participation • Clear unmet need • Defined audience • Members have a wide range of skills and experiences • Welcoming process 	<p>Weakness</p> <ul style="list-style-type: none"> • No ownership • Sole driver • Lack of website • Unstructured and informal • Lack of organisational documentation • Lack of organisational infrastructure eg. Bank account • Fear of IT • Lack of detail about audience members eg age, location etc.
<p>Opportunity</p> <ul style="list-style-type: none"> • Access resources to upskill membership • Sponsorship and “In kind” support • Auspice options • Role responsibilities from existing membership • Moving to “WE” • Support and cultivate groups interest’s further 	<p>Threat</p> <ul style="list-style-type: none"> • No legal structure • Liability rests with x1 person • No participate commitment • Offshoot of ‘new groups’ • No collective agency • MY -----> WE

Ways to build a team through organisational relationships

- Shared vision
- Shared values and experiences
- Trust
- Valuing
- Think team
- Share tasks
- Complimenting one another
- Respect each others strengths and weaknesses
- Be prepared to learn (ideally together)
- Communicate around issues not the person
- Make decisions together

Notes made from discussion Intro to Strat Planning for Small Community Organisations

- 29 Oct 2019 @ Baringa Community Centre, Baringa

Why Planning is Important

- Give confidence to approach 'stakeholders' & funders with our story
- Keep on track – how are we going? Enables us to monitor our activities
- Enables us to assess the environment
- Support communicating with;
 - Volunteers
 - Members
 - Broader community
- Helps us all get on the 'same page', we can develop a shared understanding
- Provides structure for governance direction
- Provides identity and helps with the WHY
- Provides ownership

SWOT Analysis – using example of one of the groups that attended the workshop

<p>Strengths</p> <ul style="list-style-type: none"> • Passion & enthusiasm • High awareness in local community • Relatable concept • Committed • Strong membership numbers • Political support • Strong support from men's shed • DGR on the Way • 10 -15 regular volunteers • Lots of activities and varied types of activities 	<p>Weakness</p> <ul style="list-style-type: none"> • Communication across the organisation • Low participation of members • No space / building • Governance has fragile structure – constitution, documents etc not 100% clear • Messy digital infrastructure • Administration clunky • Non regular activity facilitators • Competing interests of members • Some 'siloing' occurs due to people wanting to 'get stuff done'. • Some previous legacies from past committee • Centralised communication • Not full clarity about the "who" (target group)
<p>Opportunities</p> <ul style="list-style-type: none"> • Collaboration based on relationships with – men's shed, politicians, other local organisation & groups • Digital streamlining, consolidation. • Use a website rather than FB 	<p>Threat</p> <ul style="list-style-type: none"> • Volunteer burnout • Volunteer support • Consolidate or fall apart • Competition from other local groups if we continue to be separate.

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| <ul style="list-style-type: none">• Volunteer engagement & activation – start small and slowly build up ownership• Find premise (this is more a goal)• Consolidate 'the business' | |
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Based on the SWOT brainstorm **STRATEGIC GOALS for the group** are;

- Build social interaction and ownership of members e.g. Qrtly BBQ's, forums, drop in opportunities
- Improve communication with members & external community
- Clear up governance documents and structures, also have clearly defined committee and roles
- Own a building / space