



Walker Close and Brooklyn Hall Association Inc.

Marketing/engagement plan 2018-2020

The Community Centre

The establishment of Walker Close Community Centre has been undertaken strategically and in partnership by Hobsons Bay City Council and the local community with the aim of supporting the community.

The Centre has warm and welcoming atmosphere it is centrally located, and it is easily accessible to all community groups.

The facilities at Walker Close and Brooklyn Community Hall at Cypress Avenue include functional rooms that can facilitate small or large groups for classes, activities, forums, family functions and commercial groups and are well utilised.

THE MISSION

We are dynamic and inclusive local community Centre that develops and delivers efficient, affordable and accessible programs and responsive services in partnership with the local community to make available opportunities, building capacity and advocate for our community.

Vision

To provide a welcoming environment which is accessible to everyone; where people from all ages and backgrounds recognising that our community comes from all parts of the world, can come together to find relaxation, learning opportunities, companionship and involvement in the local community in a sustainable manner.

VALUES

Responsive to community needs and believes in equality of access for all people to all our programs and services and creating a community that sustains itself".

STRATEGIC OBJECTIVES

- Service planning and delivery.
- Partnership: build a strong multi-skilled responsive committee of management.
- Capability and good governance.
- Continual Assessment to meet community needs.
- Provide sound financial management and explore funding opportunities.
- Ensure the Centre provides diverse and accessible service to the community.

To achieve this we work to the highest standard possible at any time. We do work in partnership with other organisations, businesses, community groups and councils.

Marketing plan

The goals of our centre are set by the interplay between the services and facilities we are equipped to provide and the needs of the community we serve.

- To look at how we can further respond to the needs of the community.



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- Continue to develop strong partnerships with local service providers and businesses.
- Review, ongoing development and diversification of service delivery.
- Strengthening governance and sustainable financial recording and reporting systems for better decision- making processes.
- Establishing strong networks and relationship with key resources.
- To commit for looking for further funding opportunities.
- Services and programs change according to community needs. These needs are identified through surveys and consultations as well as evaluations of programs.

MARKETING STRATEGY

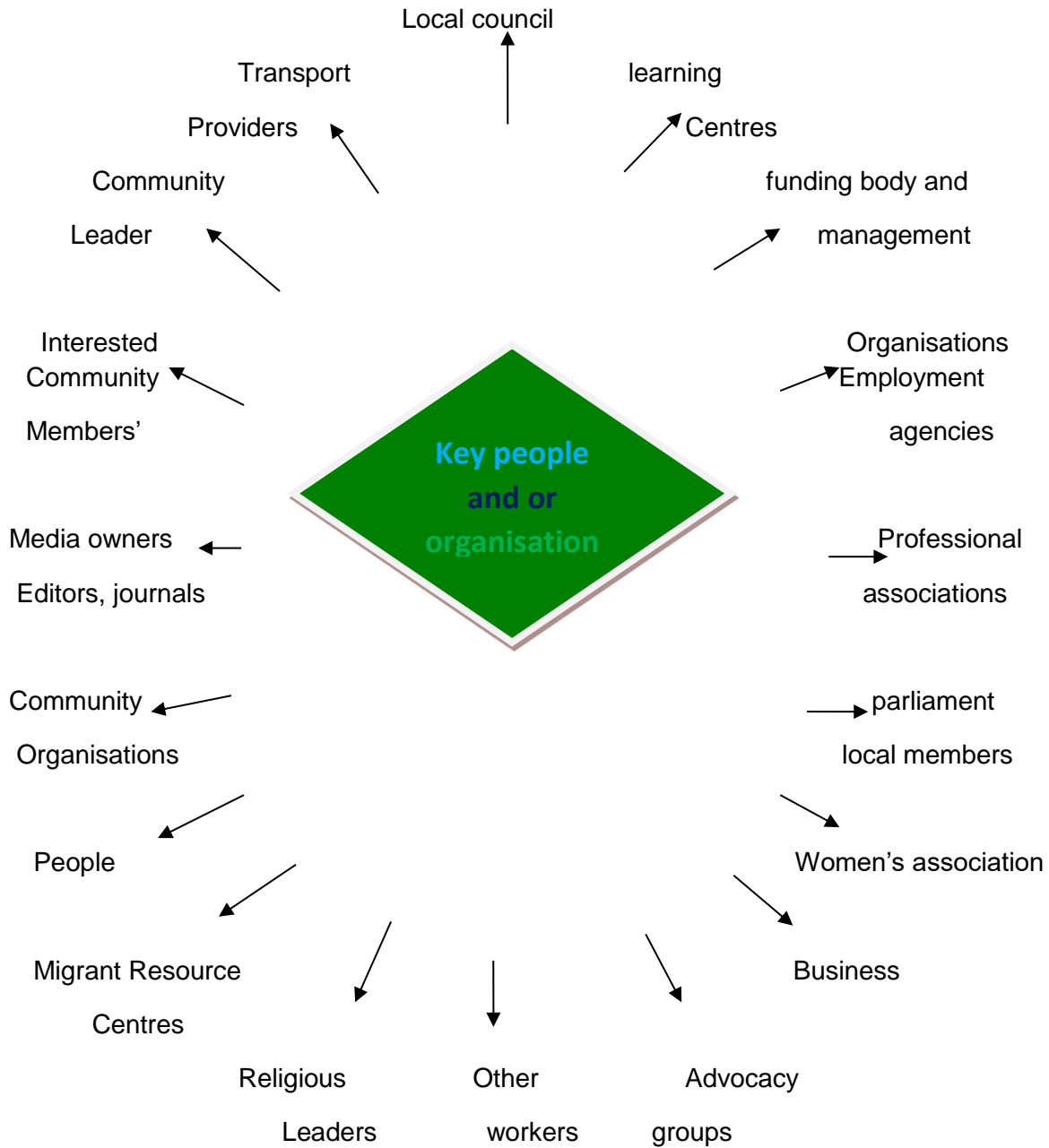
Brooklyn Community Hall, because of its enhanced facilities and improvements and Walker Close because of its convenient location both venues have significant potential for the increase use of the facilities. To further serviceable the following key marketing strategies have been designed.

- Creating a professional and inclusive community image;
- Maximising benefits created by the location, appearance and range of facilities in both buildings;
- Providing up-to-date quality information through all means of communication to highlight events and activities;
- Creating an atmosphere in the Centre that is fully inclusive and attractive to people of all ages, backgrounds and interests;
- Providing for input and suggestion from users and other members of the community;
- Holding introductory/open days, fun days and fundraising events;
- Promoting an active relationship with local press and media and advertise the activities and events in flyers, brochures, local press and further afield;
- Carrying out surveys at regular intervals in order to judge changing needs
- Creating and maintaining an effective website;
- Undertaking continual assessment to meet community needs including users' feed back during and after completion;
- Regularly monitoring and reflecting on the implementation of new programs and activities;
- Working in partnerships with other community centres through network;
- Ensuring that user groups provide accurate and timely information about their activities for general circulation and also make every effort to promote their own groups.



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To effectively achieve our marketing goals we planned to reach out and establish network and create strong relationship with the following key focus areas.





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Why contact with them

| Category of people/organisation | Why make contact with them |
|---|---|
| Other Local councils | Possibility of support in terms of resources, equipment, money, for organising, accommodation and other assistances. |
| Other community leaders | Might be able to help with second hand goods and equipment as well as promote program among service users since this is a mutual concern. |
| Funding body and management | See if any project money available to establish similar emergency accommodation service. |
| Interested community groups/members | To get individual or group support such as material, Intellectual and for any other voluntary support services. |
| Organisations/employment agencies/Centre link | For the need for employment opportunities; apprentice/training, access support programs such as work experience, and job networking. |
| Religious leaders | Information about cultural considerations as well as family norms in a multicultural environment. Could approve and support programs amongst their communities. |
| Professional association | Find out about any particular difficulties such drug users, personal affairs and as a whole for counselling purposes. |
| Individual residents active in local issuers | May be interested in fund raising to be used for such immediate accommodation support. |
| Local media owners/editors/journals | See if they are interested in doing a story about benefits of young people who are wondering for searching jobs which has not yet got government attention. |
| Other workers | To ask for provisional individual or group assistance in sharing their experience and skills. |
| Other community organisations | See if they have had similar experiences. |
| Local members of parliament | Although they can't directly help. |