



Walker Close and Brooklyn Hall Association Inc.

What are then the goals and strategies to be undertaken?

GOAL 1: ENSURE ACCESSIBLE SERVICE PROVISION TO THE DIVERS COMMUNITY

Strategies:

- Regular review of existing programs/activities are effectively used
- Feedback boxes, forms to be available, and review of comments and suggestions
- Undertake detail research on community needs
- Monthly, quarterly and annual review of feed backs, programs, services
- Interview groups, individual, regular and casual service uses
- Work in partnership with the diverse community

GOAL 2: TO MAINTAIN SOUND FINANCIAL MANAGEMENT SYSTEM

Strategies:

- Make sure all sources of funding are in line and obtaining additional funding from sponsorship/grants
- Regular review of cost structure and keep informed financial sources life time
- Develop monthly, quarterly, semi-annual statistical financial reporting system
- Apply accrual basis accounting recording system; as expenses are incurred and revenues are earned (cost matching) which will provide sound financial information to make an appropriate decision
- Develop appropriate statistical financial reporting system and appropriate cost structure
- Initiate fundraising programs look for grant opportunities

GOAL 3: TO DEVELOP ONLINE RESOURCES

Strategies:

- Provide information on the organisation's mission, goals and values
- Provide ready accessible user-friendly webpage for all users to easily access programs and services
- Develop on line booking forms, feedback forms, current enquiries
- Promote resources with the internal and external images
- Develop effective links between the websites of other sites
- Offer current brochures available online
- Put up internal and external venue images and other available resources



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GOAL 4: MAXIMISE FACILITY USAGE/REDUCE IDLE TIME/INCREASE PARTICIPATION LEVEL

Strategies:

- Identify regular hours and after hours venue usage time
- Maintain up-to-date booking information
- Increase participation level by keep informing and
- Identify community needs based on the research and feed backs
- Identify target areas where the community need to be informed
- Provided information for the resources available/internal and external/
- Identify and prioritise the targeting of current “non-user” groups
- Revise service rates and set competitive price
- Broaden community awareness of what the centre can offer

GOAL 5: DEVELOP SHORT COURSE PROGRAMS

Strategies:

- Build a strong relationship with short courts providers
- Identify community needs for various course types
- Advertise on local news papers and on WebPages
- Looking for course related grants
- Expand computer accessibilities

GAOL 6: DEVELOP PROGRAMS FOR NEWLY ARRIVED MIGRANTS

Strategies:

- Network with agencies working in the area
- Create connections with CALD communities
- Organise programs, events, celebrations to suit all age groups
- Identify their needs and assist them to settle well and fit in the Australian culture

Key performance indicators

- Monitoring and Reporting on progress
- Level of community satisfaction via evaluation forms
- Level of usage to maintain sustainability