



Mitcham

Community House



Strategic Plan

2023-2026

Phone 9873 4587

Email info@mitchamcommunityhouse.org

Website www.mitchamcommunityhouse.org



MitchamCommunityHouse

ABN 94 427 759 044

Reg Incorpor No. A0001021S

teaching

connecting

supporting

Mitcham Community House

Business Overview

WHO WE ARE

Mitcham Community House (MCH) is a not-for-profit, community-based organisation which provides a wide range of weekly activities including classes that support health and wellbeing, pre-accredited Adult Education, social and support groups, and childcare.

Mitcham Community House is located at 19 Brunswick Road Mitcham (Melway Ref: 48 K9 near the Mitcham Railway Station). The building is owned by the City of Whitehorse and MCH pays a peppercorn rental of \$110 per annum.

There are five classrooms and over 1,000 people pass through MCH each week.

GOVERNANCE

MCH is an incorporated association and there are currently five people on the Committee of Management. The Committee meets every two months with the option of forming subcommittees to meet more frequently and reporting back to Committee.

FUNDING

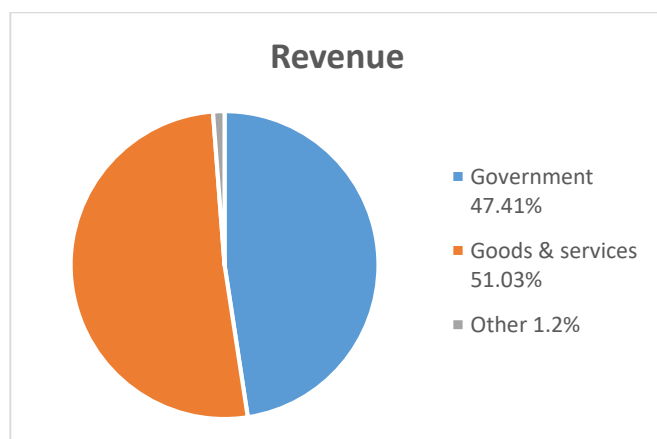
MCC receives support from a range of funding agencies including:

- Department of Families, Fairness and Housing (DFFH)
- City of Whitehorse
- Department of Education and Training/ACFE

Each of these agencies requires compliance, accountability and outcomes for funding received.

Other income sources:

- Class fees
- Annual house fee (\$10)
- Occasional grants
- Fundraising
- Bequests



Mitcham Community House

OUR VISION Teaching | Supporting | Connecting

OUR PURPOSE MCH provides a safe, welcoming, and inclusive environment where people participate, develop skills and connect to the community.

OUR VALUES:

- Education
- Safety
- Quality
- Innovation
- Creativity
- Responsiveness
- Connection
- Inclusion

GOVERNANCE AND STAFFING PROFILE

Committee of Management

Chair	Wendy Rose
Deputy Chair	Wendy Gander
Treasurer	Bob Williams
Member	Marina Dickson
Member	Sue Fallon

Staff

Manager	Leila Ragg
Administration Officer	Pam McCutchan
Finance Officer	Nicky Albert
Childcare Coordinator	Jody Walker
Childcare Educator	Angel Stephanraj
Tutors	Multiple employed on sessional basis

Volunteers

Hailey Sporton	Maddy Green
Sue Curlis	Jessica Pooke
Helene Boucher	Caroline Shelley
Judith Cooke	Mavis Smith
Lesley Hawkes	

Mitcham Community House

PROGRAMS

MCH offers programs that meet the needs of local residents such as:

- Children's services – including playgroups, childcare, school holiday activities and pre-schooler parties
- Technology (computers/iPads/phones/cameras)
- Social Activities
- Health, Wellbeing and Fitness
- Art and Craft
- English as an Additional Language
- Adult Education
- Support Groups
- Rentals

CONTEXT

This Strategic Plan has been prepared within the overall context of:

- Council Plan 2021-2025 adopted by the City of Whitehorse, specifically **Strategic Direction 7: Health and Wellbeing** which aims to address inequalities in health outcomes through advocacy, education, access to affordable programs and enhancing social connections.
- Neighbourhood House Coordination Program (NHCP) funding which aims to support the provision of community development programs and activities which lead to community-strengthening outcomes and address locally identified priorities and needs.
- The need for recovery as we emerge from the extraordinary circumstances of a global pandemic

MITCHAM DEMOGRAPHIC SUMMARY (2021 Census data)

People	16,795	Families	4,708
Male	8,126	Average children per family	1.7
Female	8,669	(in families with children)	
Median Age	39	For all families	0.7
Private dwellings			7,032
Average people per household			2.5
Median weekly household income			\$2,030
Median monthly mortgage payments			\$2,167
Median weekly rent			\$402
Average motor vehicles per dwelling			1.7

Mitcham Community House

CURRENT ISSUES AFFECTING MITCHAM COMMUNITY HOUSE:

- Recovery from covid related restrictions, and residue from those restrictions
- Rising cost of living stemming from increasing inflation

SWOT ANALYSIS:

STRENGTHS	WEAKNESSES
<p>Quality staff team providing quality services to the community</p> <p>A wide range of offerings for different groups across the community</p> <p>A focus on continuous improvement</p> <p>Living the organisation's values</p> <p>Consistent branding</p>	<p>Marketing strategy could be more comprehensive. Is MCH well known in the community?</p>
OPPORTUNITIES	THREATS
<p>Opportunities for ongoing growth based on current activities</p> <p>Meeting the needs of a growingly diverse community</p> <p>Expanding activities and groups to meet different needs</p>	<p>A range of other services and organisations offering similar activities and groups</p> <p>The ever-expanding 'red tape' and costs of providing childcare and early childhood education services</p> <p>Staffing challenges across sectors, including early childhood education and tutor sectors</p> <p>Challenging financial environment, impacting financial sustainability</p>

Mitcham Community House

OUR KEY STRATEGIES:



At our core, MCH exists to help people to participate, develop skills and connect to the community.

We do so by offering a wide range of engagement opportunities in a safe and inclusive environment.

Ultimately, our aim is to support our community.

Strategic Goals

Growth: To increase the range of activity and program offerings each year alongside increasing activity registrations.

Quality: To ensure quality services through supporting quality staff

Sustainability: To build financial sustainability through growth and multiple income stream strategies

Relevance: To enhance the reputation of Mitcham Community House across the broader community

Growth To increase the range of activity and program offerings each year, alongside increasing activity registrations

Objective 1

Increase range of activities each year in consultation with key stakeholders, inclusive of classes, groups, childcare and rentals

Key actions and tasks

- Implement a user feedback process and broader community survey
- Offer 1 – 2 additional and new activities each year, based on consultation outcomes
- Enhance/expand childcare offering while maintaining sustainability

Mitcham Community House

Objective 2	Key actions and tasks
Implement a range of strategies to build numbers of participants in all services and activities	<ul style="list-style-type: none">• Implement a community survey• Offer bi-annual community events eg: open day• Offer additional community focused forums or education events, with a minimum of 2 per year

Quality **To ensure quality services through supporting quality staff**

Objective 1	Key actions and tasks
Expand quality governance of MCH	<ul style="list-style-type: none">• Implement an ongoing committee of management recruitment process• Complete a committee skills matrix process to identify strengths and gaps• Add 1 new committee member per year• Continue ongoing and iterative policy and procedure review process

Objective 2	Key actions and tasks
Ensure quality of staff employed by MCH	<ul style="list-style-type: none">• Identify and implement quality staff recruitment process• Build succession plan• Establish ongoing professional development strategy for all staff

Objective 3	Key actions and tasks
Implement a range of supports to maintain number and quality of MCH tutors	<ul style="list-style-type: none">• Implement a tutor feedback process• Develop and implement a tutor induction program• Offer an annual tutor support/ development event

Mitcham Community House

Sustainability **To build financial sustainability through growth and multiple income stream strategies**

Objective 1

Implement a process of accessing grants and trusts to support income generation

Key Actions

- Identify relevant grants, trusts and other accessible funding sources annually
- Successfully receive grant and/or trust income from one additional source annually

Objective 2

Identify areas of priority funding within the scope of MCH activity

Key actions and tasks

- Complete an annual environmental scan focusing on priority funding areas connected to MCH scope of activity
- Build activity associated with environmental scan outcomes
- Successfully apply for funding associated with identified activity

Objective 3

Maintain fiscally responsible position

Key actions and tasks

- Ensure break even or surplus result each financial year from 2024/25 onwards
- Collaboratively work with all relevant stakeholders to ensure financially sustainable strategy

Mitcham Community House

Relevance To enhance the reputation of Mitcham Community House across the broader community

Objective 1

Expand marketing processes

Key actions and tasks

- Develop and implement annual marketing strategy that includes both planned and ad hoc strategies for promotion
- Build additional marketing collateral to support implementation of identified marketing strategy

Objective 2

Enhance connection between community and MCH

Key actions and tasks

- Identify opportunities for external events of relevance to MCH activity
- Offer bi-annual community events eg: open day