

Parkville Association Strategic Plan 2016-2019

Our Purpose: To help members create and enjoy a caring sharing community in Parkville		Our Values: Cooperation, communication, community		Our Missions: to enhance the community, environment and amenity of Parkville and protect its heritage	
Critical Issues: <ol style="list-style-type: none"> Increase membership and diversity and location of membership. Measure and deliver what members want e.g. Conserve built heritage , Royal Park, Boulevards (Royal Parade, Flemington Road) Community involvement and provide effective advocacy for members Identify and connect with all community groups and institutions in Parkville Understand and respond to the strategies and plans of the City of Melbourne, the State Government and regulatory authorities that impact on the economic, social, environment and heritage of Parkville Resist any development out of character with Parkville. Ensure social and community functions are inclusive Raise funds to support the Association 					
Our Goals	1. Community Involvement	2. Conservation and amenity	3. Membership	4. Manage our Resources	
	To foster wide community knowledge of, access to and engagement in local events. To enable the local community to foster better relationships and work alongside Hospitals, schools, universities and other local entities for the betterment of Parkville	To conserve, protect and improve the Parkville community's <ol style="list-style-type: none"> Residential character and amenity Heritage qualities and history of historic buildings Streets, streetscapes, laneways views including the framing boulevards Royal Park, levers Reserve other recreational areas, significant trees and plantings. All public spaces in Parkville 	To increase and diversify membership and the participation of members in our activities so as to support all our objectives and purposes.	To manage our resources effectively and to govern the organization to strengthen service delivery to our members	
What are we doing to achieve these Goals?	Committee and sub committee attention to the majority of members' and community issues Events and activities to involve the members and prospective members Monthly emails to all members with a quarterly hard copy to the greater community Maintain and manage the website and social media effectively so that all information and news is up to date	Advocate on behalf of members to regulators on above conservation and amenity issues Promote within the community the policies of the Parkville Association based on the memberships views PUBLISHED POLICIES Planning objections Heritage protection Royal Park Through traffic Parking	Advocate effectively on behalf of the overall membership Identify what our members want by an annual survey and biannual community forums Annual programme of social events aimed at connecting our members	Practice good governance and manage the committee to have appropriate policies and protocols	
What else do we need to do?	Identify clearly what our members want Liaise and work with other like organisations to support the community interests of our members	Interact regularly with Council and other planners and regulators longer term plans and be in a position to influence members and residents issues	Regularly communicate with membership to ensure effective management of needs Actively target and recruit	Review the skills and performance of the Committee annually	

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		<p>Develop an advocacy policy that targets all stakeholders</p> <p>Focused issues management</p> <p>Active advocacy and communication with the City of Melbourne, Government even Federal and State and local institutions</p>	<p>newcomers particularly a younger demographic</p> <p>Work with and support all community groups operating within the Parkville community</p> <p>An annual fundraising plan</p>	
<p>How we will measure if we are successful?</p>	<p>Maintain 95% of existing membership and increase membership initially by 25% and 10% pa thereafter</p> <p>Increase age diversity of membership</p> <p>Assertive, timely and courteous response to members and residents issues</p> <p>Availability of resources to deliver what we say we will</p>	<p>Alignment in the main with City of Melbourne strategies with systematic contact with individual Councillors.</p> <p>Courteous and strong responses to members and residents issues where appropriate</p> <p>Availability of the resources to deliver what we say we will</p> <p>Manage a 'fighting fund' and support for agreed heritage and amenity issues</p> <p>Advocate and deliver specified projects- Gatehouse Street calming</p>	<p>Maintain 95% of existing membership and increase membership initially by 25% and 10% per year thereafter</p> <p>Ensure all historical records for Parkville are stored, available and updated.</p> <p>Engaged and active subcommittees</p> <p>Participation in events Fundraising targets achieved</p>	<p>Demonstrate values in committee and sub committee processes</p> <p>Positive P & L at the end of each financial year and our assets are deployed to the best effect for members</p> <p>Transparency</p> <p>Annual plan determined at the first meeting after AGM and shared with members</p> <p>All financials fully audited</p>

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