

STRATEGIC PLAN 2019 - 2025

The Strategic Objectives below were adopted by the Committee of Management, U3A Bendigo Incorporated, and minuted as such, on **1st November 2018**. Details as to how the plan and its milestones will be implemented are currently being developed by the Strategic Planning Sub-Committee. The Sub-Committee consists of Jill McArthur, Robin Bragg and Lyn Goodall.

Overall Strategic Objective:

To position U3A Bendigo as a substantially and continuously developing community organisation, improving its status and recognition as a significant, sustainable, viable, voluntary organisation.

STRATEGIC OBJECTIVES FOR U3A BENDIGO

OBJECTIVE	WHO IS RESPONSIBLE
<p>1. SUBSTANTIAL AND CONTINUOUS DEVELOPMENT:</p> <ul style="list-style-type: none"> To increase every 3 years the active involvement by the U3A Bendigo membership in its courses and management. To enhance members learning, wellbeing and social stimulation Plan to increase the number of subjects or activities that U3A Bendigo provides by a net of 4 per year Set annual goals such that U3A Bendigo increases its membership to at least 3% of the over 65 year old population of Bendigo by 2025 	<p>Executive Officer, & Course Coordinator</p> <p>Executive Officer, & Course Coordinator</p> <p>Course Coordination (CC) Team President, Executive Officer</p>

OBJECTIVE	WHO IS RESPONSIBLE
<p>2. IMPROVING OUR STATUS, RECOGNITION AND SIGNIFICANCE:</p> <ul style="list-style-type: none"> Aim to regularly increase U3A Bendigo Course documentation to support the implementation of a knowledge and skills database for all courses, classes, groups and activities every year To continue with the marketing and advertising strategy within budget guidelines and continue to develop the image of U3A's "Live, Learn and Enjoy" and "Find Your Direction" with our Prospectus 2019 	<p>President, Executive Officer, Office Staff, Database & Documentation Officer</p> <p>Database & Documentation President, Executive Officer & others - Marketing sub-committee?</p>
<p>3. FOCUSING ON OUR SUSTAINABILITY AS A COMMUNITY ORGANISATION:</p> <ul style="list-style-type: none"> To ensure the U3A Bendigo Management Committee undertakes a review of management structures, governance policies, procedures and funding models at least every 2 years, and implements its findings and recommendations as required Increasingly seek to participate in active learning roles with other U3As, with U3A Network at a central and regional level, with continuing education providers, and with the local community organisations, so to benefit the U3A Bendigo membership and the local community 	<p>President, Database and Documentation Officers</p> <p>President, Vice President & Executive Officer</p>
<p>4. FOCUSING ON OUR FINANCIAL VIABILITY AS A COMMUNITY ORGANISATION:</p> <ul style="list-style-type: none"> To ensure the U3A Bendigo Management Committee undertakes a review of its finances, budgeting, funding models and forward projections on a monthly basis To manage U3A Bendigo's finances as a not-for-profit business, always cognisant of the need to maintain its financial viability and sustainability 	<p>Treasurer, President, Executive Officer</p> <p>Treasurer, President, Executive Officer</p>

OBJECTIVE	WHO IS RESPONSIBLE
<p>5. TO DEVELOP PLANS FOR FUTURE GROWTH AND INCREASED CAPACITY, ENSURING U3A BENDIGO REMAINS RELEVANT TO THE OVER 65'S COMMUNITY OF THE CITY OF GREATER BENDIGO:</p> <ul style="list-style-type: none"> • Future Growth and Capacity – extrapolated to approx 1200 members by 2025. • Venue, Membership, IT capacity, Teaching resources to be identified and planned for • To continue to foster an environment of a caring, sharing and safe organisation 	<p>President, Executive Officer, & Course Coordinator</p> <p>President, Executive Officer President</p>
<p>6. TO CONTINUE TO DEVELOP CAPACITY BOTH IN VENUE CAPACITY AND THE FOSTERING OF LEADERS, CONVENORS, COMMITTEE MEMBERS AND SUPPORT STAFF:</p> <ul style="list-style-type: none"> a. Venue capacity – if our extrapolated calculations are correct we will have 1200 members by 2025, and we will need to run at least 28 extra courses / activities by 2025 b. Recruit more potential Convenors to run extra courses or activities 	<p>President, Executive Officer, & Course Coordinator</p> <p>Course Coordinator Team</p>
<p>7. DEVELOP RELATIONSHIPS AND LIAISE WITH OTHER RETIREMENT VILLAGES AND AGED CARE FACILITIES</p> <ul style="list-style-type: none"> a. Further develop the use of Retirement villages as venues. 	<p>President, Executive Officer, & Course Coordinator</p>

Authorisation: This Strategy was adopted by the Committee Of Management of U3A Bendigo Incorporated, and minuted as such, on **1st November 2018**.

Details as to how the plan will be implemented and identified Milestones are currently being developed.