

## 2015 STRATEGIC PLAN

### Vision

Our vision is to continue as a welcoming, purposeful and dynamic centre, which plays a pivotal role of providing education, support and recreational opportunities to its diverse community.

### Mission

PCLC is an Educational Centre actively driven by the needs and wants of its community. It is a centre that provides a supportive environment that educates and provides practical experience in social, financial, cultural and personal development. All cultures and groups are welcomed.”

### Our Values

We provide people from the City of Stonnington and surrounding municipalities with quality education options that allow them to learn in a centre which is flexible, understanding and nurturing.

We know our community and our students and we can develop an educational plan targeted to their needs.

### GOALS

Prahran Community Learning Centre Inc. aims to continue providing specific activities with the objective of increasing the educational levels of our community, overcoming social isolation and increasing group interaction and skill development.

### Target Groups

- All residents of the City of Stonnington
- Office of housing residents
- People from culturally and linguistically diverse (CALD) backgrounds
- Youth under the age of 20, who are not attending any form of education or training.
- People with a disability.

Since its conception, Prahran Community Learning Centre Inc. has emerged as a major backbone for the community, especially working to provide assistance and aid to those who need it most. We have diversified our activities and have included a range of innovative programs targeting the specific needs of our community.

The “drop in” facet of the centre provides a lifeline for many, a place for human contact, to call in when there are difficulties; or to share that special occasion with friends and well-wishers when there’s no one to share it with them.

The success of the Prahran Community Learning Centre Inc can be attributed to its following characteristics:

#### **Goal-oriented Programs and activities**

- Provides pathways for personal and professional growth and a positive change in life.
- Operates on grass-root levels.
- Has a very responsive and flexible approach to deal with various situations.
- Expert networking and teamwork at the community level.
- Increased emphasis on community relations
- Non-judgmental, compassionate, and non-authoritarian approach.
- Provides a non-threatening and friendly environment.
- The staff are empathetic, trustworthy, and accessible.
- A responsive and flexible approach leads to quick resolution of critical situations.

Apart from the designated tasks, the Prahran Community Learning Centre Inc and its staff also function as an informal support group, akin to the extended family, by providing valuable assistance to local people with limited support.

#### **Aims and Objectives**

- To foster a sense of belonging to a caring community in which members and participants are accepting and supportive of each other.
- To provide activities that overcome barriers – thus creating opportunities for personal development and skills acquisition, and access to a wider choice of activities.
- To assist people in need, in particular low income earners and single parent families.
- To represent and safeguard members, participants of the Centre and general community residents in matters affecting their rights, interests, representation and privileges.
- To act as a referral service / agency. Ensure that the appropriate information is provided to participants on where appropriate assistance can be sought for services which PCLC does not offer.
- To provide a Learning Centre located central to the Prahran community.
  
- To advance the education, welfare, social life and cultural activities of members and participants.
- To encourage individual and group self-determination.
- To provide the opportunity for people to come together and, through their involvement with others, increase their self-awareness and concerns for others.
- To raise the level of awareness of the public about the Centre and related issues.

- To encourage and assist members and participants in the decision-making process of the Centre.
- To provide a recognised means of communication between the members of the Centre, participants, Federal, State, and local government bodies, other authorities and organisations.
- To promote, encourage and co-ordinate the various activities of the Centre.
- To provide a flexible and structured learning environment to meet the needs of members and participants.

### **Critical Issues**

- Maintaining sustainability.
- Marketing / Branding.
- Potential for growth (issues; space, resources).
- Recognition and understanding of the role of Prahran Community Learning Centre in the municipality for providing quality, affordable educational options for people who live, work or are connected to the City of Stonnington.
- Support and acknowledgement to assist in continuing to deliver services for people in need.

### **Actions**

- To continue to develop our existing range of programs through collaborative partnerships aimed at ensuring long term sustainability.
- Details and performance indicators are set out in the attached “Action Plan for Project Development in 2015”.
- To continue to review our governance policies and monitor our practice.
- Maintaining Sustainability
- Source other forms of funding, aside from our core funding.
- Continue to develop existing collaborative partnerships.
- Develop new, innovative partnerships.
- “Think local first”.

### **Marketing / Branding**

- Organise an advertising campaign in local papers and newsletters.
- Hold a stall at various local venues, for example, Prahran Market, Prahran Central and Prahran Library, to advertise our courses and our services.
- Hold a “Community Forum” inviting key stakeholders, City of Stonnington Council officers and interested PCLC participants.

### **Potential for Growth**

- Network with local key stakeholders regarding the possibility of expanding our services, in particular, youth, visual art and contemporary craft, Information Technology.
- Expand OCC delivery in 2015.
- Research the issue of youth non-attendance in educational programs within the City of Stonnington.

- Liaise with the Department of Human Services at the Horace Petty Estate, Port Phillip Community Group, Stonnington Youth Services, IELLEN, Taskforce, School Focused Youth Service, SKYS and Stonnington Council regarding the availability of a new venue for our Programs.
- Source additional funding for 2015 and beyond to enable the continued sustainability of our youth programs.

**Recognition and understanding of PCLC in the local municipality for providing quality, affordable educational options for people who live, work or are connected to the City of Stonnington**

- Develop a marketing tool outlining our services, to be posted to our mailing list.
- Host a “Community Forum” inviting Key stakeholders, City of Stonnington Council Officers and interested Neighbourhood House participants showcasing our programs and services.
- Host an end of year student celebration/graduation event where outstanding student awards will be presented.
- Program Coordinators, employed at PCLC, to conduct Information Sessions targeting our key focus groups.

**Support and acknowledgement to assist in continuing to deliver services for people in need**

- Create a brief report/presentation outlining the role of Prahran Community Learning Centre since its inception and its role currently and how it has changed.
- Review existing promotional material and consider specific brochures for specific services.
- Abovementioned documents will be presented and submitted with funding applications and acquittal documents.

