



VISION, MISSION, VALUES

Vision:

An association of healthy, happy, empowered and socially integrated seniors.

Mission:

To facilitate physical, intellectual and social activities that promote wellbeing for seniors on the Sunshine Coast.

Values:

- Respect - for all people we encounter in our daily lives
- Inclusiveness – a welcoming, friendly culture that encourages seniors to engage in programs that are affordable
- Creativity – new ideas and innovative practices that enrich people’s lives
- Accountability – the highest level of open and good governance

We acknowledge the traditional custodians of the lands on which we walk live and work and pay our respects to the Elders, past present and emerging



University of the Third Age
Sunshine Coast
'Life, Learning, Laughter'

OUR STRATEGIC PLAN

Our 2022 - 2026 Strategic Plan builds on our current plan developed in 2016.

Our 2016 plan was implemented at a time of change within our organisation, when we moved from paper based systems for joining, enrolling in classes and payment, to the current online system, and the development of our website provided the central place to go to for all information about our U3A.

In the current plan (2017 – 2021) we focused on systems, governance and supporting our members and Tutors. Whereas in the new Strategic Plan we are committed to developing external partnerships so that we can continue to provide contemporary services for our members and seniors living on the Sunshine Coast.

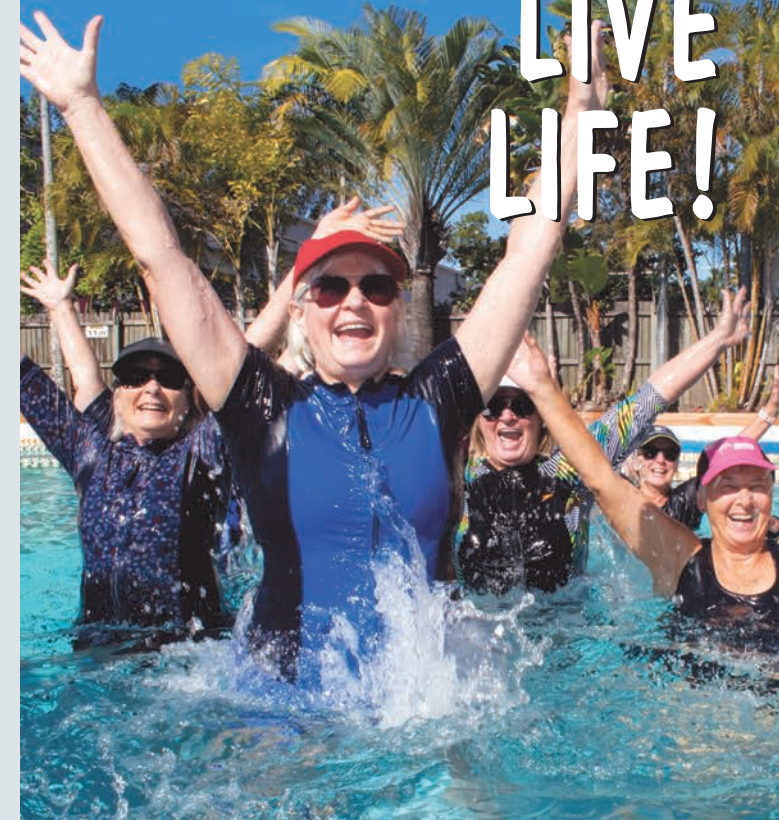
We are also committed to taking our service delivery to a higher level in today’s digitally connected environment. At the same time we remain committed to our core business of providing lifelong learning and social engagement opportunities for our members.

As with our current Plan, the Management Committee invited a cross section of our organisation, Tutors, volunteers and members to attend a planning and review day, which was led by two external consultants Andrea Douglas and James Fowler. The work and outcomes from group discussions consolidated the strategies and actions in this Plan.

This Plan outlines the actions and strategies which your Management Committee believes will meet the challenges of active aging and in the provision of interesting and varied activities, delivered in a variety of ways, valued by members.

The Plan provides objectives and strategies with scope for the development of operational plans by the Management Committee to achieve the outcomes.

LEARN LAUGH LIVE LIFE!



STRATEGIC PLAN 2022 - 2026 U3A SUNSHINE COAST

Formed in 1986

A founding member of
U3A Network Queensland



OUR STRATEGIC GOALS, STRATEGIES AND EXPECTED OUTCOMES OF THE STRATEGIC PLAN

GOAL 1:

Effective communication with all stakeholders and the community producing an awareness in the community of what U3A is and offers.

RESPONSIBILITY: Communications Officer

Strategies:

- Promote benefits of U3A membership internally and externally
- Build the U3A brand awareness and understanding in our community.
- Standardise U3A Sunshine Coast branding across all platforms and media
- Produce an annual communication plan in accordance with the Strategic Plan.

Outcomes:

- Articles and information will be shared increasingly to external newsletters, social media and websites.
- Promotional material will be produced for use at events and other venues.
- Relevant digital and other technologies will be utilised and shared externally.
- A cloud-based Network document storage system will be developed to allow access to committee and members
- E-Voice will be produced at least six times per year for distribution to all members and stakeholders
- An online event registration, bookings calendar platform will be developed and implemented.
- A package of videos online will be made available to members to guide them in the use of online technologies and social media.

GOAL 2:

Provide members with varied activities and learning opportunities and identify and respond to the learning expectations of our members

RESPONSIBILITY: Tutor & Courses Coordinator, Lecture Coordinator, Management Committee, Member Liaison Officer, Systems Administrator

Strategies

- Provide activities and programs that cater for members' needs.
- Explore and implement innovative delivery methods.
- Contain level of membership expansion to maintain quality opportunities.

Outcomes:

- Membership of U3A Sunshine Coast will continue to grow to sustainable levels
- A survey of members to reaffirm and improve the organisation's direction
- An easy to use feedback system to follow up reasons for non-renewal of membership and possible remedial action
- A process for establishing Tutor mentoring, forums and recognition opportunities
- A program established to promote and widely advertise the ongoing need for Tutors
- A new system for online learning for members available by mid – 2023
- A library of on-line lectures via video able to be accessed by members
- Member Liaison officer to report to the Management Committee on surveys and feedback from members

GOAL 3:

Develop, nurture and sustain volunteers and develop a sense of community, to increase engagement of members.

RESPONSIBILITY: President, Management Committee, Member Liaison Officer

Strategies:

- Identify potential tutors and other volunteers and actively promote the benefits of contributing.
- Provide training and support to tutors and volunteers.
- Acknowledge and express appreciation for the contribution of all.
- Develop a feeling of belonging amongst tutors

Outcomes:

- Regular training sessions and small social function opportunities provided for volunteers and tutors
- A well-attended New Members introduction morning, held twice a year
- Member and Tutor handbooks that provide accurate, relevant and current information
- A formal feedback system put into place by November 2022
- A strong sense of community is fostered, increasing participation and engagement of volunteers

GOAL 4:

Establish new external partnerships and nurture existing ones, with improved links with a variety of stakeholders that

are mutually beneficial and increase recognition of U3A as a voice for seniors in the community
RESPONSIBILITY: President, Management Committee, Business Development Coordinator

Strategies:

- Establish local, regional and state partnerships along with other community and organisational relationships.
- Identify and respond to expansion opportunities.

Outcomes

- A close working relationship in partnership with USC
- Relationships with local government and community groups established
- An annual program of Grant applications established, matching Grant Programs offered
- Continued provision of appropriate venues for classes and other lifestyle activities
- Continued the investigation for opportunities for a partnered physical presence in Caloundra

GOAL 5:

Ensure a viable organisation into the future while maintaining effective management of resources and sound financial practices, enabling the organization to continually renew, evolve and innovate

RESPONSIBILITY: President, Management Committee and Sub Committees

Strategies

- Ensure high standards of governance practices.
- Refine processes and systems continually in order to optimise services for members
- Monitor success and achievements and identify threats to the organisation's viability

Outcomes:

The formation of a subcommittee to develop broad annual operational plans to progress the actions and achieve the outcomes of the strategic plan

- Financial reserves are maintained at sustainable levels
- Annual budgets that reflect and enable the strategic direction to continue
- Strategy developed that provides appropriate guidance for steering and subcommittees in support of management committee requirements
- A comprehensive succession plan in place.
- Annual governance review carried out in accordance with the Network Queensland Governance Checklist.