

EXTERNAL STAKEHOLDER ANALYSIS *

Stakeholder	Priority				Findings	Recommendation(s)
	Essential	High	Medium	Low		
Schools. Especially children special needs. Reference Silverfox			◆		Great intergenerational volunteering option for seniors. Funding ex Govt.	Individuals can pursue. No apparent reason to partner with U3A SC. Promote though.
TAFE.		◆			3 local Centres - Maroochydore, Mooloolaba and Nambour	Discuss with TAFE. Access to facilities / Access to seniors through U3A for career type counselling and/or coaching. Could be a useful partnership.
Federal/Commonwealth Government - Local MP's, Senators, Shadow Officers, Other?		◆			All levels have funds through hubs. Relationships crucial. Approaches need to fit the policy of the day.	Plausible to pursue funds for specific programs. Need to review Constitution for relevant language to fit funding options. Networking important to know what is in the pipeline and to promote U3A. Establish and sustain relevant relationships and target funding programs.
University Sunshine Coast. VC, Departments, On-line opportunities other Uni's.	◆				Well established relationship. Sharing benefitting U3A and SCU.	Essential that the relationship be sustained and new opportunities sought. Role of relationship/business manager as proposed in Position Paper.
Sunshine Coast Council. MOU. Councillors, Community Services.		◆			Local Govt. MOU. Community Grants. Discretionary funds.	Need specific proposition. Identify issues/opportunities. Establish and maintain networking. Role of relationship/business manager as proposed in Position Paper.
QLD State Government. Local MP's, Relevant Ministries and Departments.		◆			Resourcing and promotion opportunities.	Have a targeted approach. Identify issues/opportunities. Establish and maintain networking. Involve local MP's and opposition in appropriate functions. Role of relationship/business manager as proposed in Position Paper.

Retirement Villages.		◆	
Graduate Organisations. Women.			◆
Progress Associations, especially Sippy Downs.			◆
Media. 104.9, etc.		◆	
Other U3A's. NSW, QLD, Australia, Noosa, International, especially UK.	◆		
Local Sporting Clubs. Croquet, other.			◆
Property Developers and Real Estate Agents.			◆

Low value alliances were removed.

Already some ongoing relationships. Remember Retirement Villages are businesses.	Very important external Stakeholder. Richest opportunity. Targeted approach. Which of our members are in Retirement Villages. Identify specific projects and opportunities. Role of relationship/business manager as proposed in Position Paper.
Very active. Partners with Uni. Provide scholarships.	Source of membership. Continue to be linked with Graduate Women's.
Has strong links with Uni.	Promotion opportunity. Maintain relationship.
Promotion and publicity vital to our members and organization. Engagement & Promotion should be emphasis.	Appoint a specialist publicity officer to develop personal links with editors of all relevant newspapers and other media outlets ; maintain the strong link with Sunshine FM Radio via Community Service Announcements and continue subscribing to the Station; continue to provide newsworthy links for members and public via the U3A SC Facebook page.
Qld State Network provides support, advice, training opportunities and gives access insurance and copyright requirements for each member U3A. There are 8 member U3As within reasonable proximity to SC. Internet provides access to worldwide organisations.	Participate in network regional meeting Participate in network workshops for members on agreed topics. Support annual conference. Use Network resources and information. Form a support network with those U3As in close proximity.
Identify need/ negotiate.	Use as a partner for advertising our activities golf, tennis. Cycling etc. Role of relationship/business manager as proposed in Position Paper.
Opportunity to put our promotional material into premises	Provide U3A-SC information packs to agents. Enhances their service to potential buyers and promotes new membership for U3A.

War Memorial Associations, especially Buderim and Welcoming Committee.	◆			Many opportunities are available to us through this association. The postcode (4556) especially on top of Buderim probably has the highest % of U3Aers of any suburb in Australia.	Access the Old Post Office information centre, and on-line newsletter, website and other promotional expo opportunities to disseminate U3A info. Shopfront advertising space and ticket sales (Choir) Access to Buderim Muscle, regular contact with SCRC and State Govt. Representatives through monthly meetings. Re-join War Memorial Association.
QLD Council on the Aging (QCOTA)			◆	MOU QCOTA with U3A Network. Sponsorship opportunities.	Targeted approach recommended. Role of relationship/business manager as proposed in Position Paper.
Australian Council on the Aging (ACOTA)			◆	Sponsorship opportunities maybe.	Targeted approach recommended. Role of relationship/business manager as proposed in Position Paper.
National Seniors Australia.			◆	Not our core business. National Seniors Foundation Trust.	Target opportunities where they may exist.
Australian Association of Adult and Community Education (AAACE)			◆	Adult Learning Australia. Lifelong Learning Council in QLD.	Targeted alignment. Need to have a specific and relevant project.

* Recommendations provided by Strategic Plan Steering Group on 15th December 2016.