

U3A Campbelltown Business Plan 2017 -2020

Preamble: We are a not-for-profit community organisation, whose core business is Lifelong-Learning-for-Seniors. We offer educational opportunities for retired or semi-retired people over 50, to gain new skills, meet new people and share life-long passions with others at a very reasonable cost per year. Our tutors and leaders are unpaid volunteers.

Aims:

To ensure the survival of U3AC in an increasing market of programs designed to help with healthy ageing.

Planned Actions for Success: 2017-2020

Financial Strategy

- Aim to build membership to 300 by end of 2020.
- Maintain a healthy cash flow and minimal annual deficit by having annual fees that rise each year in line with increasing costs.
- Continue with dedicated Grants officer with the skills required to access sources of government funding.
- Maintain a high occupancy rate by having classes or groups using the premises 5 days a week.

Communication Strategy

- Plan Open Days and exhibitions with focus on active ageing, at least one per year.
- Appoint a dedicated Publicity Officer who is a member of the Board; develop a clearer marketing strategy aimed at increasing membership through publicity and advertising.
- Maintain and update the database to underpin class rolls, Outlook address book, and newsletter mailouts.
- Our main communication avenues will be
 - Newsletters sent out by email towards the end of each term;
 - A well maintained website storing current downloadable documents such as enrolment forms; update website to current best practice.
 - Occasional group emails to remind members of coming events;
 - A well maintained FaceBook site;
 - Printed newsletters and enrolment forms made available through Campbelltown Library and other venues.
- Develop more collaboration with other U3A Groups, particularly through U3A South Australia.
- Provide volunteers with necessary training to maintain a reserve of office staff.

Curriculum Management Strategy

- Continue to increase and widen the range of courses or groups offered.
- Produce photo albums celebrating history and current activities of U3AC, particularly in line with Campbelltown Council Anniversary Celebrations in 2018.
- Maximise the use of available teaching resources and continue to support Leaders as necessary with updating equipment or training.
- Through courses, activities and groups offered, aim for a membership that reflects the cultural diversity and gender balance of our local community.
- Maintain a variety of music courses.

Board of Management Strategy

- Maintain the Marchant Community Centre as our base but utilise ARC Leisure Centre where possible.
- Investigate other local and Campbelltown Council venues that would enable course expansion.
- Have a succession plan in place to ensure continuity of qualified leaders, trained volunteers, and Board members
- Investigate transport for disabled/elderly – e.g. use of Campbelltown Council Community Bus.
- Partner with Campbelltown Council for funding opportunities and grants, maintaining regular meetings with staff.
- Bring constitution up to date to meet current government standards.
- Do everything in our power to create a culture of learning, friendship, and support for members.