



19 Fitch Road, Fulham S.A 5024

Phone/Fax 8235 1644

admin@fulhamcc.com.au

www.fulhamcc.com.au

Reedbeds Community Centre Inc.

A.B.N 28 202 292 795

Reedbeds Community Centre Inc T/A Fulham Community Centre

FULHAM COMMUNITY CENTRE STRATEGIC PLAN 2022 - 2026

1. About Fulham Community Centre

Who We Are, Our Mission

We are a Not-For-Profit community centre. Our mission is to provide a progressive centre which is accessible to all in our community and acts as a catalyst to facilitate, promote and meet the needs of the local community.

Our History

The Fulham Community Centre was originally built in 1971 as the Fulham Primary School, the first open plan primary school here in SA. After the school closed its doors the once vibrant building stood empty for years. During that time a group of local community members came together and advocated for the school to be repurposed as a community centre.

The education department gifted the building to the City of West Torrens with the understanding the building would be used as a Community Centre. After 4 years of standing empty, in 1992 the Centre opened its doors to the public once again under the name of Reedbeds Community Centre.

The name was changed to Fulham Community Centre in 2017.

To this day the Fulham Community Centre is still a Not-For-Profit community centre, governed by a group of volunteers.

Our Values:

With its strong history in advocacy and community coming together, it is apt that the very core values of the Fulham Community Centre are those of Community Participation, Inclusivity, Connection, Collaboration, Integrity, Creativity, Progressiveness, Authenticity and Kindness.

2. Our Heart Centred Vision

1. Deeply connected community centre:

We will know this heart centred vision is being achieved when we see:

1. People coming into the centre with their friends who have encouraged them to attend a class, program or event with them.
2. People are motivated and interested to contribute to the centre
3. People contact the centre looking for support, help or advice. They trust us to help them get the help they need.

2. An inclusive and progressive community centre

We will know this heart centred vision is being achieved when we see:

1. An increase of hirers from diverse backgrounds as people understand we are open to all and we are here for everyone.
2. Our community celebrate and welcome an increase of culturally diverse events, workshops and programs
3. Fostering partnerships with organisations who share a similar ethos.

3. Caring for our future

We will know this heart centred vision is being achieved when we see:

1. We create programs that nurture future generations through support and education
2. Continue to ensure best practise to be sustainable
3. Support the growth of the community garden to help feed our locals

3. Our Strategic Goals

1. Nurture current community centre users and increase users

1.1 Develop a strong communication strategy

Through opening the doors of communication, we hope to ensure centre users feel supported, included and invested in the Community Centre. We will do this by:

1. Ensuring our quarterly e-news is delivered within the first fortnight of each term
2. Having a regular presence on our Facebook page. Posting community relevant, engaging and informative posts at least twice a week
3. Have staff trained in Instagram and appealing to a more diverse demographic
4. Allow for greater feedback from users, by changing the checklist form after people have hired the centre and/or emailing hirers after their hire to see if there is room for improvement. Also having an annual feedback survey delivered via our e-newsletter
5. Nurture and grow our CRM system
6. Continue to create events and workshops that reach out and serve our greater community. This includes continuing the Community Christmas Fair.

2. Develop and maintain a reputation as a progressive community centre

2.1 Ensure the Fulham Community Centre is aware of changing local trends and needs and acts quickly to support gaps in the community whilst remaining relevant and impactful for the community.

Fulham Community Centre is committed to creating a safe, progressive centre that challenges old paradigms of what a community centre is perceived to be. We will do this by:

1. Ensuring the community centre is fresh, clean and modern, appealing to the needs of the local community.
2. Staying abreast with evolving community cultural needs.
3. Being aware and supporting and sensitivity to diversity needs
4. Learning about new technologies, which may enhance centre users experience.
5. Performing a new community needs analysis once the Bureau of Statistics releases its latest data. Align each community needs analysis with this new data release every 5 years after Census.

6. Find ways of connecting with local media outlets to showcase different programs that support and impact our local community.

3. Maintain our operational and service excellence

3.1 Create a professional, warm space where Centre users feel supported and thought about by having their needs met. We will do this by:

1. Be on the forefront of what our Centre users might need from us and having that available to them.
2. Creating a video for hirers so they can see the steps to lock and unlock the centre rather than relying solely on memory during the orientation.
3. Ensuring the centre is always clean, welcoming and a safe space
4. Review and update all points of contact to ensure branding is up to date and relevant across the whole centre
5. Move to obtain our ASES accreditation (STAR level minimum)
6. Ensure that our services, workshops and programs reflect the changing needs of our local community.