

STRATEGIC PLAN 2020-2022

280 Flinders Street, Townsville Qld 4810

Ph: 4727 9730

cic@townsville.qld.gov.au

www.cictownsville.com.au

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Acknowledgment of Country

The Community Information Centre acknowledges the Bindal and Gurambilbarra Wulgurukaba Peoples as Traditional Owners of the land on which the Community Information Centre operates. We pay our respect to Elders past, present and future and value the traditions, cultures and aspirations of the First Australians of this land.

Introduction

Following instruction from the Community Information Centre's Management Committee, this strategic plan was written by the CIC coordinator. Information contained in this plan was sourced from a number of areas, including a 'Brain Storming' session with the Management Committee, Volunteers of Community Information Centre (CIC) and community feedback through a survey sent to over 3000 recipients who have previously engaged or are currently engaged with CIC.

This plan was reviewed and adopted by the Management Committee May 2020. The plan contains goals and action items that enable the Management Committee to monitor and evaluate CIC's progress in reference to the set objectives listed. A strategic plan review meeting will be held every 6 months, to ensure the CIC is on target to meet its goals and objectives. This current strategic plan covers the period from June 2020 to June 2022.

CIC History and Overview

For four decades the Community Information Centre has served the population of Townsville and has, in turn, been nurtured by it. When the idea of a community information service was first mooted in the 1970's Townsville was a small city. The CIC began under the auspices of the Townsville Welfare Council, itself a response to the neediness in the community. During 1971, a number of concerned citizens realised that there was a need for an organisation to coordinate the provision of welfare services in Townsville. The inaugural meeting was finally held on 31 July 1972. The City Council was deeply involved in the development of the CIC from its origin. The political atmosphere of the council at the time helped to ensure that CIC was funded. It was a council with a social conscience.



Current Management Committee

Chairperson	Annette Burns
Secretary	Gwen Casey
Treasurer	Patricia Scholes
Members	Councillor Ann-Maree Greaney, Colleen Doyle, Anita Berry, Robyn Moore, Megan Hawke, Deanne Bell, Ricky Esterquest, Jane Grant,
Coordinator	Teresa Hudson

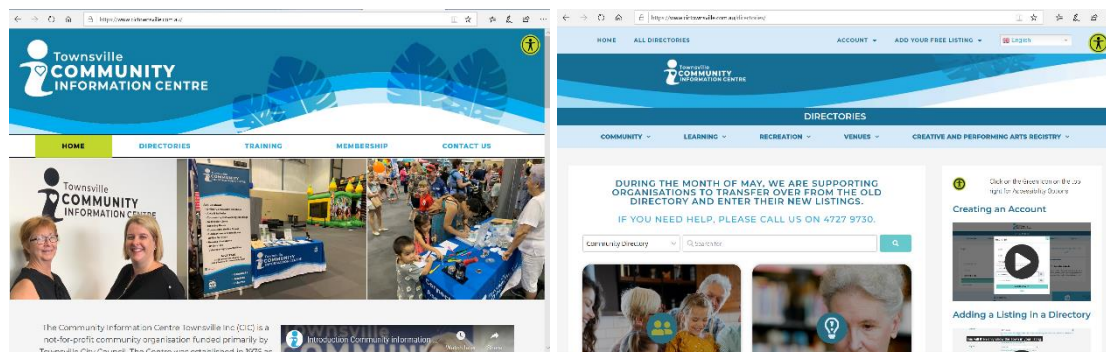
Current programs and offerings

Opening Hours - Monday to Friday, 9am to 4pm

- JP every Wednesday 1-4pm
- Centrelink and Hearing Australia outreaches with CIC on a regular basis
- CIC facilitates a monthly Community Network Meeting
- Learning Links is a Volunteer learning Communities program that provides a learning space of a skill or talent at free or little cost.
- Activation Zone which facilitates opportunities for business's and organisations to showcase and promote their services in the community
- Meeting room for Hire
- Local brochures on a variety of services in the Townsville community
- Attend expos and events
- Workplace and School visits
- Social Media promotion
- Resume help
- Volunteering opportunities
- Online Community Directory, Venues and Creative and Performing Registry
- Arts E Bulletin via subscription
- Membership for CIC

Funding

The Community Information Centre's major sponsor is the Townsville City Council. In 2020, The Community Information Centre was successful in securing funding through the Cat C Monsoon Funding Grant with the State Government. This funding supported the project of the development of CIC's own website and the recreation of the Community Resource Directory.



Statistics – January to December 2019

We informed 6773 people

392 People aged 18-30

1153 People aged between 31-45

1491 People aged between 46-65

1244 People aged 65 +

1362 people of unknown age

2531 Males engaged with CIC

3826 Females engaged with CIC

698 peoples Gender was unknown

In 2019, 127 people attended the Community Network Meetings

The CIC's online Directory had 138, 564 true visits to the site.



Mission

We provide a pathway to *connect, assist and inform* all members of the community.

Purpose

The Community Information Centre is a central point of information for Townsville residents, to access a comprehensive information and referral service. By providing quality and diversity in the range of information, the Townsville community has the opportunity to connect to relevant supports and services. The CIC also plays an integral role to advocate for supports needed, when gaps in services are identified.

Vision

A Connected and Informed Community

Values

Our work is underpinned by a commitment to:

Accountability

Maintaining organisational integrity, accountability and good governance

Equity

Providing equitable access to quality information, services and learning opportunities
Treating all people with dignity and respect

Innovation

Striving to enhance the performance and profile of the organisation.

Integrity

Respecting and upholding rights to privacy and confidentiality in all aspects of practice and management

Collaboration

Collaborate and strengthen partnerships to achieve our vision



Community Feedback

Community consultation was sought in the developing of this Strategic Plan. Responses have been collaborated below to support the developing of the goals and the strategies.

Question	Responses
<i>How would you like to see CIC evolve in the next five years?</i>	<ul style="list-style-type: none"> • More visual in the community • More widely known • More community services events to be held. • Involved with youth programs, supporting activities and business for locals, unite current organisations and businesses with key goal. • More community forums held. • Local TV Station News Programmes where CIC explains what services are available. • Services meet to discuss more specific information. • Access information about the arts • Use technology • To have a way for services to advise their programs and activities
<i>Are there needs or gaps in the community that CIC should be aware of?</i>	<ul style="list-style-type: none"> • Keeping volunteers abreast of issues or current events happening in the community. • Seek out local issues or events. • I'm not familiar with the whole structure of CIC. • Not enough information sharing between programs and organisations • Support for adults suffering mental health illness. • A data base for Musicians locally. • Dance programs, language training, ATSI languages • The Arts Bulletin has been great but without easy access
<i>Are there any changes taking place in CIC that concern you? What are they? What might be done about those changes?</i>	<ul style="list-style-type: none"> • I'm not in the loop as to what's happening at CIC • More communication to public and residents would be beneficial. • Guidelines for its role need to be clear.
<i>What programs do you know of that people are trying in other places that we should try in CIC?</i>	<ul style="list-style-type: none"> • Digital, mobile, seminars • Data base of spaces for hire • Your workplace rights, how to start volunteering

SWOT Analysis

During the Brain Storming Session with the Management Committee, a SWOT analysis was undertaken to help determine areas of focus.

<p>Strengths – attributes of the organization that are helpful to achieving the objective</p> <ul style="list-style-type: none"> • Location to Ground Floor • Community Network Meeting • TCC Funding and Support • Diversity of Volunteers, Management Committee and Stakeholder engagement • Reputation in the Community • Networks within the Community • Management Committee • Volunteers • Directory - ownership 	<p>Weaknesses – attributes of the organization that are harmful to achieving the objective</p> <ul style="list-style-type: none"> • Awareness in the community – who are you, where are you? • Limited funding – financial stability • Staffing – limited for workload capacity • Volunteers – limited – capacity and stability • Marketing • Resources • Location – access, parking • Not being sustainable in the future • Lack getting Information to younger demographic
<p>Opportunities – External conditions that are helpful to achieving the objective</p> <ul style="list-style-type: none"> • Volunteers going into pop ups • Operating space • Greater collaboration with Libraries and other organisations due to network • Develop a revenue stream • Community Inductions (NDIS funding) • Extend Learning Links • Build stainability into project • Community Gro • TFL • Community Podcast and Video pathways of information and access 	<p>Threats – External conditions that are harmful to achieving the objective:</p> <ul style="list-style-type: none"> • Building/growing too fast • Losing staff - sustainable of business • Change of council • Losing Funding

Goals

Be Informed

Ensure staff and volunteers are well informed and resourced, to connect and inform the Community

Be Present

On all platforms and mediums, CIC needs to be present in the Community

Be Sustainable

Stability is vital to contributing to the success and longevity of CIC. CIC aims to seek and secure funding opportunities that aligns with all the goals while embedding sustainable projects.

Be Relevant

We will continue to evolve and ensure CIC's relevance and presence in the community is of value.

Be Collaborative

CIC will create, strengthen and promote partnerships within the Community.

Community Overview

Statistics from Australian Bureau of Statistic for 2016 Census Data for Townsville

Total Population – 229,031

Percentage of Indigenous Population - 7.9%

Median Age of Persons – 36 (Australia wide is 38)

Unemployment Rate – 8.7% (Australia wide is 6.9%)

Median Household income is \$1,362



STRATEGIC PLAN

Our Mission

We provide a pathway to connect, assist and inform all members of the community

Our Vision

A connected and informed Community

Our Values

Equity

Provide equitable access to information, services & learning opportunities, treating people with dignity & respect

Accountability

Maintain accountability and governance

Innovation

Strive to enhance the performance and profile of the organisation

Collaboration

Collaborate and strengthen partnerships

Integrity

Maintain organisational integrity, respect rights and confidentiality

Our Strategic Goals

BE INFORMED

Ensure we are well informed about the community to connect and inform others

BE PRESENT

On all platforms and mediums, CIC needs to be present in the community

BE SUSTAINABLE

Ensure financial stability while embedding sustainable projects

BE COLLABORATIVE

Create, strengthen and promote partnerships

BE RELEVANT

We will strive for innovation to evolve that will ensure CIC's relevance and presence in the community is of value

