NRCH

NORTH RINGWOOD COMMUNITY HOUSE
INCORPORATED

STRATEGIC PLAN
2024-2027

INTRODUCTION

North Ringwood Community House (NRCHI) is located on the former Parkwood Secondary College site, 35-39 Tortice Drive, North Ringwood. NRCHI is the lead tenant of the Parkwood Hub, which also includes the following organisations:
- Maroondah Toy Library
- Ringwood U3A
- Maroondah Photographic Society.
- Ringwood Men's Shed

This site is owned by Maroondah City Council who have leased the building used by NRCHI to NRCHI.

In early 2023 an off-lead dog park was developed by Maroondah City Council on land to the rear of the Community House.

There are on average 517 people who attend NRCHI each week. This figure is taken from the NHVic Census Data 2022.

The house has 7 training rooms, including a dedicated art workroom and computer room.

GOVERNANCE

The organisation is an Incorporated Association registered under the Associations Incorporation Act. Currently there are 5 people on the Board of Governance with the Constitution requiring a maximum of 7 Board members. The Board are actively recruiting for additional Board of Governance members. The Board meets 8 times per year.

FUNDING

North Ringwood Community House receives support from a range of funding agencies including:

- Department of Family, Fairness and Housing
- Maroondah City Council
- Victorian Government – Skills First / Adult Community Further Education

Each of these agencies require compliance, accountability and outcomes for funding received.

STRATEGIC PLAN

VISION

An engaging, supportive and responsive Community House.

MISSION

North Ringwood Community House provides a welcoming and inclusive environment creating opportunities for lifelong learning and social connection.

VALUES

Respect: Practising the values of openness and tolerance.

Inclusivity: Welcoming and accessible to all individuals.

Commitment: Understanding and responding to the needs of the community.

Encouragement: Providing support in a friendly environment.

PURPOSES

1. To bring diverse groups of people together to connect, learn and contribute to their local community through vocational, social, educational and recreational activities.

2. North Ringwood Community House Inc. is a registered Training Organisation whose primary purpose is to provide vocational education to the local community.

OVERVIEW/DEMOGRAPHIC SUMMARY

North Ringwood Community House primarily services the Ringwood Community.

The Maroondah City Council population in 2023 is 118,833 and is forecast to grow to 140,904 by 2041 which is a change of 18.57% between 2023 and 2041. In 2021 there were 9,726 people living in North Ringwood. Specific demographic data for North Ringwood can be found in Appendix 2.

With continued population growth the training, educational, recreational and social needs of the community will continue to increase.

In 2022, the following NRCHI participant statistics were collected from enrolment data.

45.87% of patrons resided in the Ringwood area and 54.13% lived in surrounding areas. 47.69% of patrons were in the 61-80 year bracket, 29.7% in the 41-60 year bracket and 10.56% from the 21-40 year bracket. 91.42% were born in Australia, and 88.8% were women.

PROGRAMS

From 2024 the House will offer the following programs and services to meet the needs and requests of the people within the key areas outlined below.

- Vocational (accredited)
- Pre accredited
- General adult education
- Social Skills Development
- Community Development
- Health and Leisure Courses and Activities
- Art and Craft Courses
- Community information and referral
- Social Groups
- Facility Hire

The specific training programs offered at NRCHI include:

Certificate III in Individual Support
Certificate IV in Leisure & Health
Word Excel
Resume Writing
Online Applications
Basic Computer Skills for Beginners
Beyond Basic Computer Skills
Professional Creative Writing
Introduction to Domestic Aged Care
Auslan
English Language Education Support
Skills for Work & Study – Aged Care Literacy

MARKETING STRATEGY

Target Market

The broad target market for NRCHI is anyone who lives or works in Maroondah or surrounding areas.

Promotion and Advertising

The primary methods used to promote programs and services are as follows:

- Website
- Social Media including Facebook and Instagram
- Direct mail to email database of 850
- Course booklet to surrounding residents 10,000

Pricing

The centre aims to be as affordable as possible for all Patrons whilst ensuring no program runs at a loss.

STRATEGIES

ACTION PLAN 2024 - 2027

The action plan below is based on the four practice areas for neighbourhood houses and identifies the issues raised during the Strategic Planning Workshop.

Governance & Administration

Goal: A skilled, effective and responsive Board and staff team who ensure legal compliance and financial sustainability whilst meeting the identified needs of the community.

Strategy/Action	Measure
Actively recruit a Board member to take on the role of Treasurer.	Treasurer recruited.
Review how people become members of NRCHI.	New membership system created.
Provide support and training to all Board members. e.g How to undertake the Executive Positions	Training provided and undertaken. Effective Secretary and Treasurer in place.
Continue to look for opportunities to expand funding streams.	New regular income streams established
Review Board Induction Process	Board induction process improved

Community Awareness & Participation

Goal: To increase community awareness and sustained participation through a range of targeted program and marketing strategies.

Strategy/Action	Measure
Board led events in Semester 1 and 2 (Christmas)	Events held to increase awareness and participation
Make connection with NDIS Co-ordinators and other disability providers and carers support to explore program, room hire and service opportunities.	Increase in the number of disability groups using NRCHI. Increase in income from this sector.
Make contact with Home Schooling Network to determine their needs.	Home schoolers using NRCHI.
Investigate how web based platform search engines work in order to ensure NRCHI appears in local relevant searches.	NRCHI appearing in local searches.
Explore training opportunities to maximise search engine results.	Strategies in place to connect with those searching for courses, programs and activities.
Advocate to council for a directional sign on the corner of Wonga Road and Tortice Drive.	Directional sign erected.
To explore the possibility of those receiving Job Seeker payments and Vocation Major students volunteering in the centre.	Volunteer participation in the centre increased from these sources.

Partnerships and Networking

Goal: To develop, strengthen and build on new and existing partnerships. To extend and leverage NRCHI's capacity and reach.

Strategy/Action	Measure
Identify local CALD groups and reach out to discuss opportunities.	CALD users increased.
Build existing Carer networks.	Regular contact with carer networks and opportunities to increase services to this group explored.
Investigate dementia support and engagement.	Activities and program provided for dementia support.
Continue to build the relationship with the Ward Councillor.	Ward Councillor kept informed of House activities and invited to appropriate events.

Program, Services & Accessibility

Goal: Provide an inclusive and innovative range of range of RTO, ACFE and general programs and services that respond to the diverse needs of our community.

Strategy/Action	Measure
Develop a strategy to deliver online training programs for RTO.	Online training provided.
Develop a separate webpage for RTO offerings.	RTO webpage running.
Expand ACFE hours to increase program offerings.	Increase ACFE hours by 20% each year.
Develop strategy to determine the needs of our community.	Current needs identified and programs offered to reflect this.
Build on current community connections to determine needs	Expanded attendance and diversity of programs and participation.
Determine the primary purpose of the childcare room	Childcare room's purpose determined and developed fit for purpose.