

STRATEGIC PLAN AND STRATEGIC OBJECTIVES

STRATEGIC PLAN

VISION

Geelong residents prospering from our leadership, influence and investment

CORE COMPETENCIES

- Capacity to add value to the success of community organisations operating in Geelong
- Simple on-line procedures that provide timely and valuable responses to grant applicants
- Efficiency that allows us to maximise our investment into the community
- Experienced, industry-diverse and community-connected Board of Directors

MISSION STATEMENT

To generate and distribute community resources to enhance the social and economic wellbeing of the Geelong community

OUR POINT OF DIFFERENCE

- Established solely to build stronger communities in Geelong
- All not-for-profit organisations in Geelong can apply for support
- All income raised in each financial year is invested for the benefit of the Geelong community
- Our company welcomes the support and partnership of individuals, businesses, government and other organisations

VALUES

- Leadership
- Engagement
- Collaboration
- Support





STRATEGIC OBJECTIVES

1

To be a highly respected organisation within the city of Geelong

- Seek recognition and support from all levels of government and industry bodies
- Be valued by all of our partners and supportive of their values and corporate objectives
- Establish a highly visible and respected brand throughout the Geelong region
- Demonstrate the highest standards of corporate governance and community responsibility
- Operate with total transparency with every community investment made

3

Maximise outcomes from community investments

- Achieve the benchmark of a minimum of 90% of all income raised being reinvested back into community
- Minimise costs through the voluntary service of directors, their organisations and the support of the Bendigo Bank
- Agile and efficient decision making throughout our grant application process
- Negotiate all purchased services on pro bono arrangements or heavily discounted contracts

2

Be responsive to community needs

- Operate our grants program on a 24/7 timeline, with a focus on simplicity and being easy to deal with
- Provide quick responses to grant applications, and provide funds in a timely manner based on community needs
- Grants program is available to every segment of the community with an even geographical, sector and community distribution
- Provide a balanced funding allocation between smaller and larger grants

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Align with our partners' corporate values and objectives

- Help to build stronger communities within Geelong through a diversified grants program reaching the whole community
- Refer new business opportunities to the Bendigo Bank, our primary funding support, generating ongoing income for the grants program
- Collaborate with other community companies in the Geelong region to maximise the outcomes of community investments locally
- Leverage partnerships with government, businesses and other community organisations who share our ethos
- Provide opportunities for our partners' staff to participate in community strengthening activities