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# Serpentine Jarrahdale Community Resource Centre

## Strategic Plan 2024 – 2027



## Acknowledgement of Country

In the spirit of reconciliation the Serpentine Jarrahdale Community Resource Centre acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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## About Us

Serpentine Jarrahdale Community Resource Centre (SJCRC) is located 56 kms southwest of the Perth CBD and 20 kms south of Armadale in the small but fast growing rural/urban township of Mundijong. The SJCRC is a not-for-profit (NFP) organisation with aims to improve access to government services, business information and development, social interaction within the community, inclusion and development through courses, workshops and events for the residents of the Shire of Serpentine Jarrahdale as required by our agreement with the Department of Primary Industries and Regional Development (DPIRD).

Our skilled management committee, staff members and local volunteers deliver a wide range of activities and services which include but are not limited to:

- Access to government services.
  - Access to local and state Government information and services
  - Video conference services
  - Information and support service information
  - Private hot office available for meetings/appointments
- Economic and business development support.
  - Facilitate business development activities, seminars and initiatives
  - Partnership with SJ Food and Farm Alliance
  - Partnership with SJ Farmers' Market
  - Partnership with Carers WA
  - Partnership with Act Belong Commit
  - Information and support for local businesses
- Social development support.
  - Large, carpeted function room for hire at commercial and NFPP rates
  - Private board room with video conferencing available
  - Information Technology (IT) training room
  - Private hot office with printing services
  - Commercial kitchen with a private alfresco area
- Services and products.
  - Office and administration services
  - Publishing and multimedia conversion
  - Be Connected IT courses
  - TRANSWA ticketing and information
  - Tourism information
  - Equipment and room hire
  - WA National Park passes
  - Firewood collection permits
  - Justice of the Peace services
- Building community connections.
  - Hosting the SJ Farmers' Market
  - SJCRC Café
  - Monthly newsletter and social media connections
  - Free community meet and eat luncheons
  - Digital mentoring and training
  - Variety of social classes and workshops

## Our Vision

To offer a vibrant and relevant community resource for everyone in the Shire of Serpentine Jarrahdale that supports social, economic, and environmental development by connecting through active engagement and inclusiveness.

## Our Mission

To provide a community focal point delivering access to communication technology and a range of government and business services including education and training opportunities to the Shire of Serpentine Jarrahdale community.

## Our Values

- **Equity, Diversity and Inclusivity** – providing a safe space where all members of our community feel welcomed, valued and respected.
- **Community minded** - ensuring the programs, activities, products and services provided by the SJCRC are responsive to the needs of our diverse community.
- **Collaboration** – sharing our knowledge and resources with community groups and local businesses to foster a cooperative and supportive environment.
- **Professionalism and Integrity** – maintaining accountability and transparency in all our collaborations and interactions while delivering reliable and high-quality services to our community.

## Our Objectives

- **Governance** – The SJCRC will take responsibility to be ethical and accountable while adhering to compliance and statutory legislation through the delivery of services to the community.
- **Sustainability** - The SJCRC will be financially and socially sustainable through active engagement with all stakeholders and the community by being innovative, inclusive and responsive.
- **Operational** - The SJCRC will provide effective and innovative services, timely reports, and establish key priorities within budgeted parameters.
- **Community/Membership** – The SJCRC will deliver innovative enterprises and activities to address community needs and provide opportunities for future funding streams.
- **Marketing/Public Relations** - The SJCRC will build trust with our community by nurturing relationships and distribute our news to promote our services and people.

## Objective 1 – Governance

The SJCRC will take responsibility to be ethical and accountable while adhering to compliance and statutory legislation through the delivery of services to the community.

Our priorities are:

- Ensuring compliance with the rules and regulations as set by the Australian Charities and Not-for-profits Commission by having appropriate policies and procedures in place.
- Overseeing operations by ensuring the management committee and staff members understand their obligations in compliance with advice received from Linkwest and adhering to DPIRD reporting requirements.
- Regularly providing and updating relevant policies and procedures as affects the SJCRC daily operations.
- Ensuring the management committee and staff members are accountable to all relevant stakeholders including its members, community, sponsors and The Shire.
- Creating an adequate succession plan to ensure a number of people are skilled in multiple roles and activities to provide cover in the instance of absences or illnesses.

## Objective 2 – Sustainability

The SJCRC will be financially and socially sustainable through active engagement with all stakeholders and the community by being innovative, inclusive and responsive.

Our priorities are:

- Engaging with the community to ensure we are providing innovative and relevant services to keep memberships engaged and socially sustainable.
- Ensuring financial sustainability by maintaining accurate records of government grants while also developing partnerships and commercial opportunities as per the needs of our stakeholders and community.
- Developing, nurturing and maintaining good relationships with stakeholders and members of our community as well as local businesses, government agencies and potential sponsors.
- Ensuring all Job Description Forms for committee members and staff members are up to date and envelop the skills and attributes to ensure all positions appropriately align with our vision, mission and values.
- Providing leadership to deliver our vision.
- Providing efficient and appropriate IT for the needs of the SJCRC and the evolving needs of the community.

## Objective 3 – Operational

The SJCRC will provide effective and innovative services, timely reports, and establish key priorities within budgeted parameters.

Our priorities are:

- Ensuring the management committee, staff members and volunteers adhere to the appropriate SJCRC policies and procedures.
- Providing professional development and training to all staff members and volunteers when appropriate.
- Ensuring the policies and procedures effectively support the daily operations of the SJCRC, its staff members and volunteers.
- Maintaining regular, timely and accurate reports by staff members and providing the information to the management committee.
- Ensuring the Business Plan is reviewed annually by the management committee.
- Maintaining and updating our IT infrastructure to meet operational, security and community needs.
- Effectively communicating the economic and financial position of the SJCRC with staff members and SJCRC members via regular management committee meetings and the Annual General Meeting as appropriate.
- Ensuring regular and effective communication with primary funders, DPIRD, grant providers and sponsors by adhering to contractual obligations.
- Establishing key priorities according to contractual requirements for funding.

## Objective 4 – Community/Membership

The SJCRC will deliver innovative initiatives and activities to address community needs and provide opportunities for future funding streams.

Our priorities are:

- Providing innovative initiatives and activities to ensure maximum community engagement and participation.
- Increasing our community reach by diversifying our services and ensuring we reach out to all parts of our community to increase our memberships and engagements.
- Providing open communication through a wide range of mediums.  
Ensuring we are client focused by consulting and adapting to community needs.
- Providing relevant, resilient, harmonious and confident services.  
Ensuring we maintain a level of trust and integrity with our stakeholders and community.
- Pursuing diversity and inclusivity in all community services and activities provided.
- Fostering connected and engaged relationships with a diverse range of community groups.
- Providing adequate feedback opportunities to ensure future services and activities are improved upon.

## Objective 5 – Marketing/Public Relations

The SJCRC will build trust with our community by nurturing relationships and by distributing information to promote our services and people.

Our priorities are:

- Building a Governance portfolio for each position in the management committee to provide transparency in the roles and responsibilities of each member of the management committee.
- Allowing the community and small interest groups to connect by providing spaces for hire to conduct meetings, workshops or social events.
- Establishing and maintaining a good working relationship with the Shire of Serpentine Jarrahdale as one of our key stakeholders.
- Nurturing relationships with stakeholders and our community.
- Developing an established online presence via a website and social media content while also maintaining traditional communications via our monthly newsletter.
- Ensuring the management committee and staff members are actively engaging with its volunteers and the wider community.

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