

2020-2021

Operating Plan

at a glance

Approved on 10 October 2020



COVID-19

On 11 March 2020, the World Health Organisation (WHO) declared the coronavirus (COVID-19) a pandemic. This Operating Plan 2020-21 represents a balance of initiatives the Society will undertake to support members through the pandemic.

Our vision

To create a more inclusive and understanding society especially with respect to those who identify as culturally and linguistically diverse (CALD) members of the LGBTQIA+ (Rainbow) community.

Our purpose

Supporting our members and the wider public in their journey to create a more inclusive society by bridging the gaps in awareness, education and understanding between members from the CALD Rainbow community and their allies.

Strategic objectives (FY20-21)

1. Improve visibility of positive experiences within CALD Rainbow community members by sharing their stories.
2. Raise awareness of positive experiences and resources available to CALD Rainbow and their allies.
3. Promote and provide educational resources to CALD Rainbow community and their allies.
4. Promote representation of the diversity of experiences in CALD Rainbow community
5. Better connect and engage with our members and promote connection between members of CALD Rainbow community and their allies.
6. Create a safe, judgement free space for members to share stories, ask questions and seek support.
7. Advocate on behalf of our members and the wider CALD Rainbow community.
8. Develop and support growth of membership and management committee.

Success measures (FY20-21)

1. Members express high levels of satisfaction with our products and services
2. Members are engaged, collaborative and productive
3. Membership retained in accordance with budgeted forecasts including the conversion rate
4. Measurable evidence of stakeholders' increased engagement with Ethnic+ Inc.
5. Ethnic+ is seen as leaders or representatives for CALD Rainbow community allyship and we are sought for feedback, guidance and expertise.

VISIBILITY & AWARENESS

Improve visibility of culturally and linguistically diverse members of the rainbow community

- Provide platform for members to share their stories and experiences
- Highlight positive experiences from culturally and linguistically diverse rainbow community
- Curate content showcasing diversity of experiences
- Create content which improves visibility of diversity of experiences

SUSTAIN

Deliver results that balance the value provided to members and the public with the need to ensure ongoing financial viability while managing our risks and challenges

- Establish sponsorships with interested parties
- Generate sales revenue for content and events
- Explore merchandising opportunities
- Establish partnerships with benefits to members (included discounted access to events/services)

EDUCATION & EVENTS

Create and curate quality educational resources and events for members

- Create an education strategy targeting different segments of membership; namely, members from culturally and linguistically diverse rainbow community and their allies
- Educate members on experiences of culturally and linguistically diverse individuals of rainbow community and their allies
- Develop quality products and services to membership and related entities which offer value and resources which foster understanding

CONNECT

Connect members with each other and the wider public

- Raise awareness of organisation through social media and marketing
- Establish partnerships with like-minded associations and organisations
- Support education and guidance to members across segments
- Support related entities and organisations

ADVOCATE

Advocate on behalf of members and empower advocacy within membership

- Position uses a trusted advisor on behalf of culturally and linguistically diverse rainbow community allyship
- Empower members to get involved in advocacy opportunities

GROW

Increase the membership and management of the organisation and support good governance

- Create membership engagement strategy
- Create clear procedures and policies for events, newsletters and governance
- Increase number of management committee staff
- Establish sub-committees for specific association tasks
- Increase diversity of management committee staff
- Increase membership recruitment and retention
- Set KPI targets and stretch targets