

OUR STRATEGIC PLAN FY20-21

Updated as at 1 October 2020



COVID-19: On 11 March 2020, the World Health Organisation (WHO) declared the coronavirus (**COVID-19**) a pandemic. This Strategic Plan has been revised as a result of **COVID-19**.

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 LGBTIQ+ (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.

OUR GOALS

Increase the **visibility** of the positive experiences within the CALD Rainbow community.

Create a **safe space** to share and showcase **stories** from CALD Rainbow community and their allies.

Provide **support** and **resources** for allies (members and non-members).

Foster **understanding** between CALD Rainbow community and their allies and increase allyship to community.

OUR STRATEGIES

1. **Visibility and awareness** - Improve visibility of culturally and linguistically diverse members of the rainbow community.
2. **Sustainability** - 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
3. **Education & events** - Create and curate quality educational resources and events for members
4. **Connection** - Connect members with each other and the wider public
5. **Advocacy** - advocate on behalf of members and empower advocacy within membership
6. **Growth** - Increase the membership and management of the organisation and support good governance

OUR RISKS AND CHALLENGES

1. Knowing our members – we must appreciate the intersectionality, unique circumstances, comfort levels and priorities of each of our members in order to respond to their diverse and individual needs as well as changing support and needs as a result of a changing global and social climate.
2. Staying relevant and resourceful – we must maximise and identify value for money for membership and clearly demonstrate that value.
3. Remaining member-focused – we must maintain a skilled, knowledgeable, and service-oriented organisation that puts the member first and understands their unique challenges.
4. Openness to national and international opportunities – we must be open to and knowledgeable about national and overseas risks and opportunities that could impact our membership base and the wider CALD Rainbow community.

OUR MEASURES OF SUCCESS

1. Members express high levels of satisfaction with our products and services.
2. Members are engaged and interact with us and other members.
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.
6. Annual financial targets are achieved.