

Strategic Plan 2015 – 2020

Ethnic Communities' Council of Victoria

Abridged Version



The Voice of Multicultural Victoria

Ethnic Communities' Council of Victoria Inc.
Statewide Resources Centre
150 Palmerston Street, Carlton VIC 3053

T: 03 9349 4122
F: 03 9349 4967
E: eccv@eccv.org.au

Acknowledgements to Cultural Perspectives

Foreword

Our strategic plan is a crucial element in the governance of the Ethnic Communities' Council of Victoria.

It is our opportunity every few years to imagine the future and make plans which enable us to remain strong, to deal with emerging challenges and take advantage of new opportunities. It is the primary document that sets our direction and establishes the priorities of our organisation.

Our planning process for the 2015-2020 strategic plan was genuinely inclusive, involving our members, stakeholders, staff, Board, funders, and the broader community.

We wanted to re-establish our organisation's vision and priorities in response to an ever changing environment and to ensure that alongside our members and stakeholders we are working toward the same purpose.

This strategic plan is a forward looking document which sets the Ethnic Communities' Council of Victoria's direction for five years.

In it, we take an overview of the values and operating principles that guide what we do, and introduce four themes which will include advocacy, research, partnerships, and project initiatives and profile building across the years 2015-2020.

Our work in the past had begun to fall naturally into a number of coherent thematic areas. This plan gives those areas clearer definition through four new strategic priorities so that our advocacy, research and projects have a more defined rationale within our overall work program.

We believe in being explicit about our core values and key objectives. At the same time we pride ourselves on being a nimble, responsive organisation that reacts rapidly and effectively to issues and changes in our operational environment.

We are confident that our future direction will advance social justice and reinforce our commitment to championing diversity, giving a voice to multicultural Victoria.



Eddie Micallef
Chairperson

Values

Integrity Respect Equality Empowerment Social Cohesion Innovation

Vision Work cooperatively for a culturally diverse and harmonious society that is just, fair and inclusive, where all people have the opportunity to participate in and contribute to community life.

Mission Ensure that we remain a member driven peak body committed to empowering people from culturally diverse backgrounds. We strive to give voice to multicultural Victoria. We strive to be a leader in advocating for human rights, freedom, respect, equality and dignity for ethnic and multicultural communities and in building a socially cohesive and inclusive Victorian community.

Themes

Ensure quality of life for Victorians from culturally diverse backgrounds	Promote the independence of Victoria’s multicultural sector	Effectively engage with our members and stakeholders	Strengthen our accountability and governance
---	---	--	--

Priority 1

Continue consultation and representation to empower multicultural Victoria

Priority 2

Advocate to decision makers to enhance and change public policy

Priority 3

Grow the capacity of ethnic and multicultural organisations through alignments and partnerships

Priority 4

Raise our profile and advocacy outcomes through media and social media communication strategies

- Actions**
1. Conduct annual member/stakeholder surveys
 2. Undertake research with universities and research organisations
 3. Encourage members and stakeholders to increase their contribution and participation
 4. Encourage alternative models of consultation

- Actions**
5. Explore policy advisory groups and broader public consultation
 6. Arrange for not-for-profit governance programs to enhance ethnic and multicultural community organisations
 7. Be a leading representative body for members and stakeholders
 8. Provide evidence-based advocacy to influence change

- Actions**
9. Collaborate with not-for-profit organisations for single issue advocacy and coordinated advocacy campaigns
 10. Work with community organisations to assist them become more sustainable
 11. Establish coalitions around key issues to identify sector collaboration and initiate key advocacy coordination
 12. Facilitate funding and resources strategies to empower our members and stakeholders

- Actions**
13. Raise public awareness of pertinent issues affecting culturally and linguistically diverse Victorians
 14. Promote the benefits of multiculturalism
 15. Coordinate campaigns to raise awareness of social justice, human rights, health and wellbeing challenges faced by multicultural communities
 16. Diversify our resources and capacity

ECCV Strategic Plan 2015-2020

The voice of multicultural Victoria

Our strategic plan is a forward looking document which sets the Ethnic Communities' Council of Victoria's direction for five years. In it, we overview the values and operating principles that guide what we do, and introduce the four themes which will house advocacy, research, partnerships and project initiatives and profile building across years 2015-2020.

About us

Since 1974, we have been the key advocate for culturally diverse communities in Victoria and the link between these communities, government and the broader community. We remain the peak body representing ethnic and multicultural organisations in Victoria. We continue our advocacy work for ongoing improvement on the social impact and social outcomes of public policy. With a robust evidence base we advocate and lobby all levels of government on behalf of ethnic and multicultural communities in areas of human rights, access and equity, improving services, racism and discrimination.

Our vision

Our vision is of a culturally diverse and harmonious society that is just, fair and inclusive where all people have the opportunity to participate in and contribute to community life.

Our mission

Our mission is to work to ensure that we remain a member driven peak body committed to empowering people from culturally diverse backgrounds. We strive to give voice to multicultural Victoria. We strive to advocate for human rights, freedom, respect, equality and dignity for ethnic and multicultural communities and in building a socially cohesive and inclusive Victorian community.

Our values

We have six key values:

- Integrity
- Respect
- Equality
- Empowerment
- Social cohesion
- Innovation

Themes of work for the period 2015-2020

The major themes for 2015-2020 are:

1. Ensure quality of life for Victorians from culturally diverse backgrounds
2. Promote the independence of Victoria's multicultural sector
3. Effectively engage with our members and stakeholders
4. Strengthen our accountability and governance

Our strategic plan gives these themes clear definition so that our advocacy work and individual projects have a specific rationale within our overall work program.

Our strategic priorities around cultural diversity for 2015-2020 are:

- Continue consultation and representation to empower multicultural Victoria
- Advocate to decision makers to enhance and change public policy
- Grow the capacity of ethnic and multicultural organisations through alignments and partnerships
- Raise our profile and advocacy outcomes through media and social media communication strategies

Our capacity

Key areas of competence required to deliver our five year objectives are:

- Research and analysis
- Public advocacy
- Project development
- Community capacity building
- Coalition building – partnerships
- Media and communications
- Governance

Measuring success

Every priority in this plan will have performance indicators that allow the Victorian Government, the Board and executive staff to monitor progress. This is the central mechanism by which we will set goals and evaluate our success as an organisation. These will include measurement of our influence alongside our outputs. Our work to secure positive social change for all Victorians presents challenges. We are focused on these challenges and working towards better ways of demonstrating and pinpointing the value we add.

Strategic themes and priorities at a glance

THEME	STRATEGIC PRIORITIES	DEVELOPING & STRENGTHENING
Ensure quality of life for Victorians from culturally diverse backgrounds	Consultation and representation to empower individuals and communities	Undertake an annual survey of our members and stakeholders to better understand and identify policy areas that will have the greatest impact
	Advocacy to enhance or change public policy	Explore convening a peak policy advisory group and pursue broader constituent and public consultations to inform future legislative change proposals and our advocacy agenda
	Grow capacity through alignments and partnerships	Collaborate with NGO and NFP organisations for single issue advocacy and coordinated advocacy campaigns
	Use media/social media to raise profile of ECCV and advocacy outcomes	Raise public awareness of the issues affecting culturally and linguistically diverse Victorians through various media channels and communications campaigns
Promote the independence of Victoria's multicultural sector	Consultation and representation to empower individuals and communities	Undertake issue based research in collaboration with research organisations such as universities, to establish a credible voice and challenge policies
	Advocacy to enhance or change public policy	Enhance capacity of ethnic and multicultural community organisations through a structured program focused on NFP governance
	Grow capacity through alignments and partnerships	Draw on partner expertise and knowledge and develop strategies to provide information and support for community organisations to meet their obligations and become more sustainable
	Use media/social media to raise profile of ECCV and advocacy outcomes	Mobilise communities through social marketing and education campaigns to advance the benefits of diversity and multiculturalism
Effectively engage with our members and stakeholders	Consultation and representation to empower individuals and communities	Encourage members and stakeholders to increase their contribution to and participation in our work
	Advocacy to enhance or change public policy	Be a leading representative body for members and stakeholders
	Grow capacity through alignments and partnerships	Establish coalitions around key issues to identify sector collaborations and initiate key advocacy coordination
	Use media/social media to raise profile of ECCV and advocacy outcomes	Coordinate campaigns to resonate and raise awareness of the social justice, human rights and health and wellbeing challenges ethnic and multicultural communities face

THEME	STRATEGIC PRIORITIES	DEVELOPING & STRENGTHENING
<p>Strengthen our accountability and governance</p>	<p>Consultation and representation to empower individuals and communities</p>	<p>Encourage open participation and alternative models of consultation that contribute to agenda setting</p> <p>We will work constructively to bring about broader engagement and positive and accountable governance structures</p>
	<p>Advocacy to enhance or change public policy</p> <p>Use media/social media to raise profile of ECCV and advocacy outcomes</p>	<p>Maintain our independence whilst engendering stakeholder activism and evidence based advocacy to influence social change</p>
	<p>Grow capacity through alignments and partnerships</p>	<p>Diversify our resources and capacity</p>

www.eccv.org.au