



**ethnic  
communities'  
council of  
victoria**

Strategic Plan  
*Strategic Plan*

*This Strategic Plan was endorsed by the Executive Committee  
of the Ethnic Communities' Council of Victoria in September 2006*

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# ECCV Strategic Plan 2005-2010

## Introduction

The Strategic Plan 2005-10 sets the direction and resourcing priorities for the Ethnic Communities Council of Victoria for the five years from 2005. The plan presents our vision, values, key trends, issues and challenges in which we work, implications for future role of ECCV and a summary of strategic priorities, outcomes, performance indicators and priorities.

The plan has been informed by:

- Executive committee members
- Members
- Staff of ECCV
- Feedback from members and stakeholders through questionnaires, focus group discussions
- Ministers, Parliamentary Secretaries and State Government officers.

The plan is a tool and as we learn and adapt to the changes we encounter in implementing the Plan it will be updated.

We are very excited with the Plan and hope to work very closely with you all in the effective and efficient delivery of the Plan. The plan has been further updated in September 2006 following further consultation with stakeholders.

Phong Nguyen,  
Chairperson

September 2006



Our Vision

Our vision is of a culturally diverse and cohesive society that is just and fair.

Our Mission

As Australians, the Ethnic Communities' Council of Victoria exists to empower people from diverse and multicultural backgrounds.

ECCV leads in advocating for social justice, access and equity for multicultural communities and in building a strong and cohesive Victorian society.

Our Values

Integrity

Respect

Empowerment

Innovation

Cost-effectiveness



## Strategic Priority 1.

*Reach out, engage and lead on significant issues affecting multicultural and ethnic communities*

### Outcomes

- Greater visibility of ECCV in public debates
- ECCV involvement in multicultural policy development
- Improved recognition, reputation and credibility of ECCV
- Stronger engagement by ECCV with ethnic youth
- Increased membership
- Greater member satisfaction
- ECCV involvement in empowering new and emerging communities

### Key Performance Indicators

- Contribution to policy on multicultural affairs
- Media profile
- Community reputation
- Political feedback
- Membership numbers
- Member satisfaction

### Key Priorities

- Develop and advise on multicultural policy
- Develop closer relationships with and help empower new and emerging communities
- Establish a program targeted at engaging with ethnic youth
- Sponsor regular public forums on issues of concern to members and supporters
- Develop and implement a communication and marketing strategy



## Strategic Priority 2

*Lead and advocate for justice, equity and access*

### Outcomes

- Greater influence in policy debates and decisions
- Greater recognition for ECCV role in policy making
- Increased levels of assistance or advice from ECCV on policy issues

### Key Performance Indicators

- Policy outcomes attributable to ECCV influence
- ECCV profile in government and relevant government agencies
- Levels and types of policy related assistance sought from ECCV

### Key Priorities

- Develop policy documents for state elections and budgets and where appropriate federal elections
- Develop specific policies such as a Multicultural Aged Care Strategy
- Build public support for immigration, community harmony and multiculturalism



### Strategic Priority 3

#### *Build and sustain strategic partnerships and alliances*

##### Outcomes

- Stronger relationship between ECCV and VMC and clearer differentiation of respective roles
- Broader front in tackling issues of concern to multicultural and ethnic communities
- Stronger relationships with members and regional councils
- Stronger relationships with government, opposition and other decision makers
- Strong relationships with other peak bodies such as VCOSS, VTHC, VECCI, and COTA.

##### Key Performance Indicators

- Feedback from partners and allies
- Effectiveness of relationships and actions in addressing ECCV concerns

##### Key Priorities

- Undertake a review of our partnerships and alliances to assess their value and where best to focus our resources
- Initiate an ongoing dialogue with VMC to establish a strong partnership and clear differentiation of each others role



## Strategic Priority 4

*Empower our communities to lead and contribute to a better society*

### Outcomes

- More active participation of multicultural and ethnic communities in public affairs
- New and emerging communities are empowered within ECCV and the wider community
- More effective running of community organisations
- Broader and more effective leadership
- More effective responses and support to new and emerging communities and local ECCs'
- More effective succession of leadership

### Key Performance Indicators

- Participation levels in member organisations and local ECC's
- Participation of new and emerging communities within ECCV structures
- Numbers of applications for positions of leadership in member organisations and local ECC's
- Member and ECC feedback
- Feedback from leaders

### Key Priorities

- Initiate a structured consultation process with stakeholders and community members
- Establish in consultation with members and local ECC's an information, education and training program focussed on their needs
- Initiate a leadership development program or support ethnic leaders into leadership development
- Initiate or sponsor a board development program



## Strategic Priority 5

*Build strong and effective organisational capability and good governance*

### Outcomes

- A safe, healthy and inspiring workplace
- Financial growth, diversification and security
- Effective and efficient alignment of activities and use of resources with strategic plan
- Governance arrangements clarified and strengthened

### Key Performance Indicators

- Staff feedback on organisational health
- Financial performance
- Strength of alignment with strategic plan
- Governance performance

### Key Priorities

- Review policies and procedures
- Review Executive functions and operations