

# Strategic Plan 2025-2028



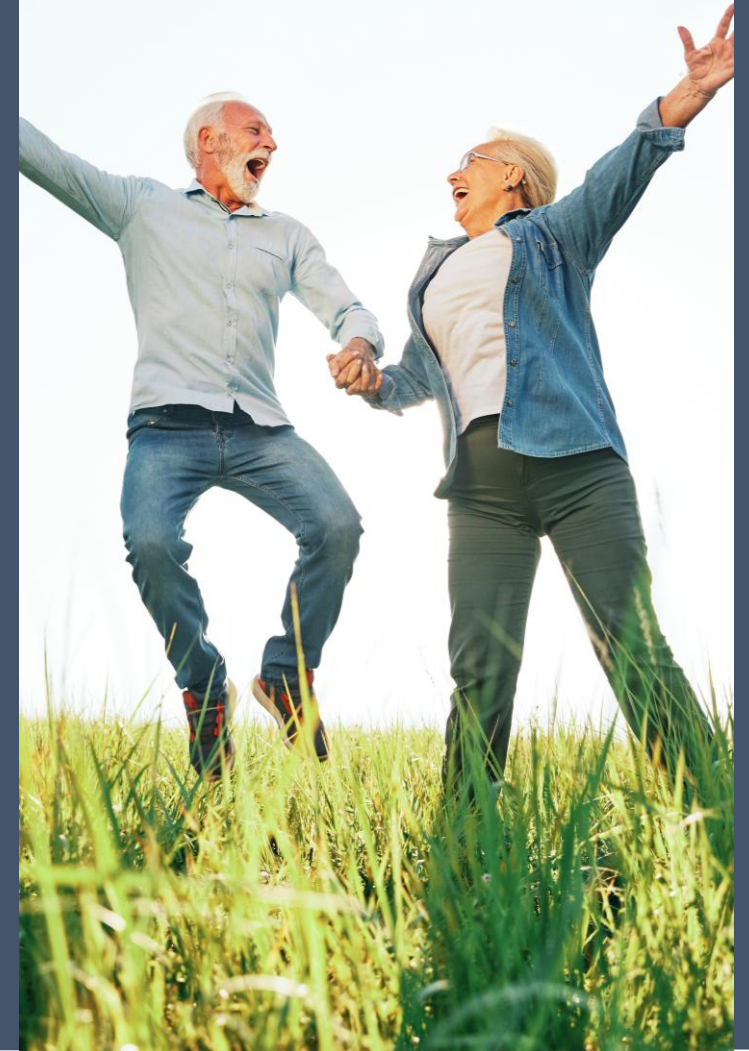
# Introduction

U3A Southport welcomes all senior gold coast residents to join our organisation, meet new friends and enjoy their active retirement across a breadth of activities - languages, arts and crafts, exercise, technology, discussion groups, lectures and social activities, just to name a few. By pursuing your passions and finding new interests, you can improve your mental and physical health and quality of life. You can keep your brain stimulated, improve your fitness and increase social activity!

We offer around 80 activities for you to enjoy. U3A requires no prior learning and there are no tests, exams or formal recognition. It is learning for the sheer joy of learning! Members are encouraged to participate by learning whatever takes their interest or by teaching a subject of their choice.

As a not-for-profit organisation, all our course leaders are volunteers, bringing a wealth of knowledge, enthusiasm and expertise to a breadth of activities. Building a Sustainable, Inclusive and Engaged Learning Community.

Enjoy and enrich your  
active retirement!



# How we get there

## VISION

To be a dynamic, inclusive, and inspiring learning community for people in their third age of life.

## MISSION

To provide inclusive, affordable educational, social, and physical activities that enrich and empower the lives of older adults.

## OUR VALUES

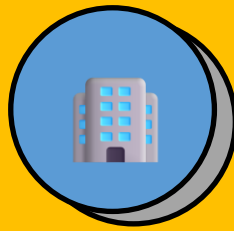
-  Lifelong Learning
-  Inclusivity
-  Community Engagement
-  Wellbeing
-  Respect & Dignity

# Developed Innovations

## **Our achievements from 2022-2025 Strategic Plan**

- ✓ New website launched
- ✓ Electronic membership system implemented through Member Wizard
- ✓ Full Accounting system implemented through Member Wizard
- ✓ New Look Newsletter developed
- ✓ New Look Facebook Page – U3A Southport
- ✓ U3A shirts
- ✓ Advertising in Seniors Newspapers, local retirement villages and buildings
- ✓ Article in Australian Over 50s Living & Lifestyle Guide
- ✓ Exhibiting at Seniors Expos
- ✓ Participation in Seniors Month activities at Australia Fair Shopping Centre
- ✓ Presentations to Community Groups
- ✓ Increase in variety of classes and social activities for members
- ✓ Increase in membership numbers and enrolments in classes
- ✓ Success in applying for Federal, State, Council and local business and community grants
- ✓ Replacement of all office and study room furniture and computers
- ✓ Fund Raising through raffles

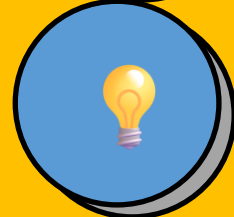
# Strategic Priorities (2025-2028)



Premises & Infrastructure Development



Membership Growth, Retention & Tutor Recruitment



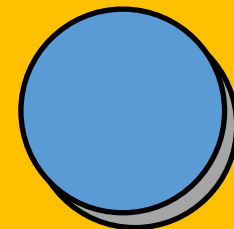
Programs & Services



Sustainability



Impact and Advocacy



Primary  
goals

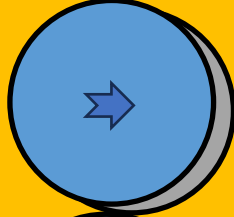


# Goal 1. Premises & Infrastructure

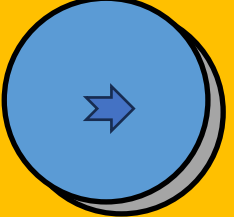
Objective:  
Secure and  
transition to a  
suitable long-term  
location.



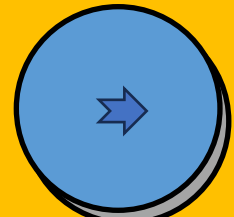
## ACTIONS



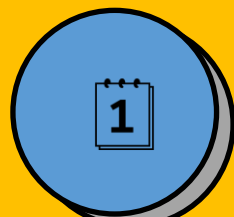
Finalise purchase of new premises



Start the process of refurbishment of new premises



Maintain safe, accessible spaces and leverage technology



**Timeline:** 2026 - 2027



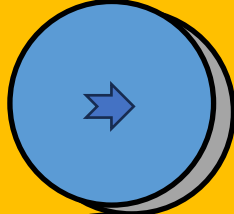
**Lead:** New Premises Subcommittee

# Goal 2. Membership Growth & Retention

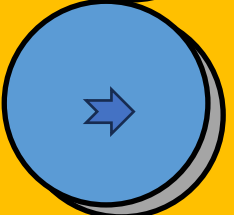
Objective:  
Increase and  
diversify member  
base.



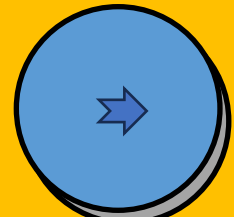
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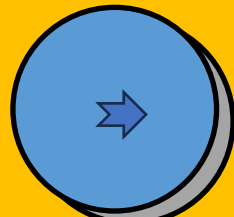
Launch targeted marketing campaigns through various options via media and community groups



Offer intergenerational classes



Establish flexible course options e.g. online Canberra Forum



Increase volunteer and tutor numbers by engaging current tutors and promote via Expos, etc



**Timeline:** Ongoing

**Lead:** Committee & Marketing



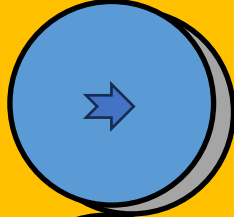
# Goal 3. Programs and Services

## Objective:

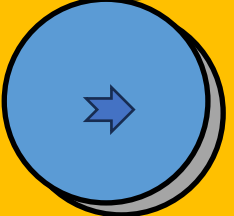
Expand and tailor activities to meet evolving needs of seniors.



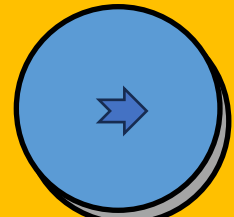
### ACTIONS



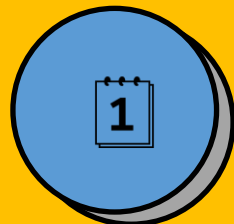
Offer intergenerational workshops



Introduce flexible course options



Explore regular features in Seniors' publications, local area newspapers, flyers in public venues and with different groups in the Southport area



**Timeline:** 2025 - 2027



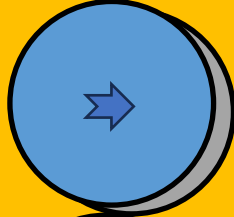
**Lead:** Committee & Volunteer Coordinators, Staff & Tutors

# Goal 4. Program & Course Innovation

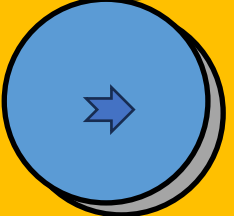
Objective:  
Expand and update  
course offerings.



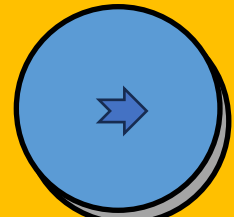
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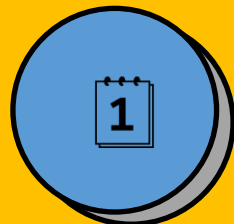
Survey members to identify emerging interests and capable volunteer instructors



Pilot tech-based and hands-on workshops



Research the option for software class activity and schedule program



**Timeline:** Ongoing



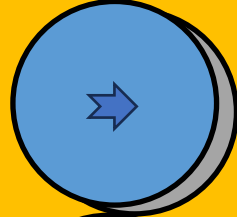
**Lead:** Class Coordinators

# Goal 5. Sustainability

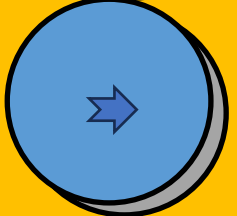
Objective:  
Maintain stability  
and transparency.



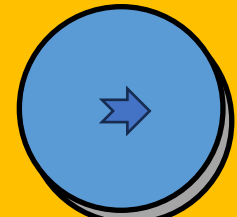
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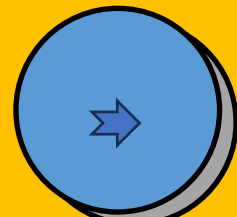
Ensure strong governance, financial health and economic growth and workforce (volunteer staff and tutors)



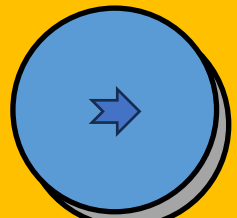
Conduct annual budget reviews



Seek infrastructure grants and sponsorship



Continue investing in Term Deposits



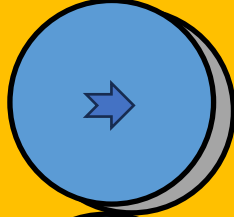
Monitor Asset Register

# Goal 5 Cont'd... Sustainability

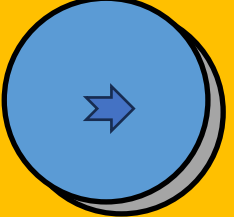
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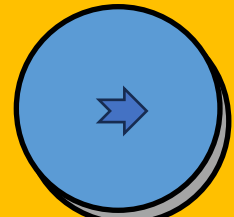
## ACTIONS



Develop volunteer induction and training programs



Recognise and celebrate contributions including nominations for Awards Programs



Create pathways for future leaders



**Timeline:** Annually



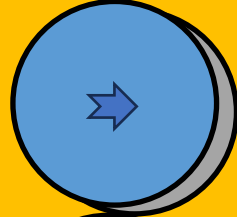
**Lead:** Executive Committee

# Goal 6. Impact & Advocacy

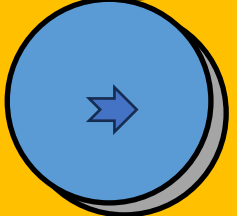
Objective:  
Strengthen U3A  
Southport's role in  
the broader  
community as an  
advocate for  
seniors' needs.



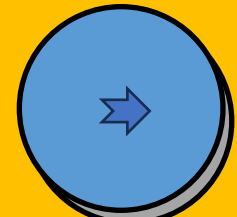
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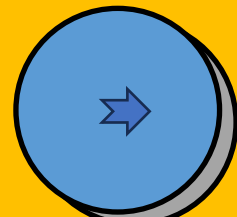
Develop engagement calendar



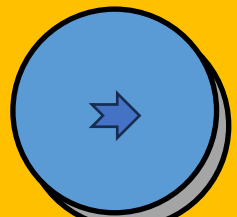
Host fundraising and community events



Collaborate with local councils, Griffith University, schools



Promote U3A at community expos



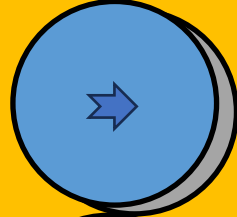
Meet with other U3A Presidents of U3A North & U3A Broadbeach

# Goal 6 Cont'd... Impact & Advocacy

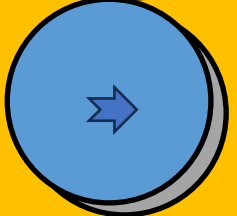
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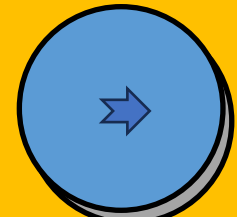
## ACTIONS



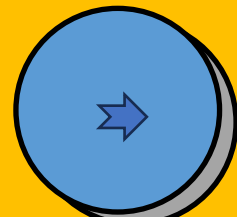
Highlight member stories through newsletters and social media



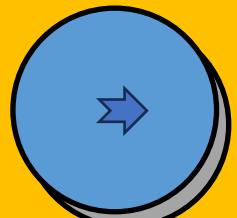
Increase social media presence



Google reviews process



Introduce static displays in Australia Fair



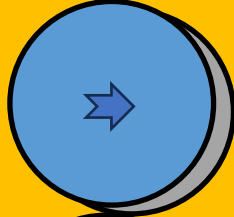
Survey members to identify emerging interests

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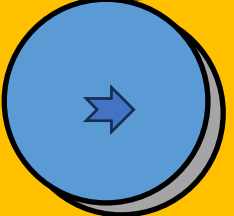
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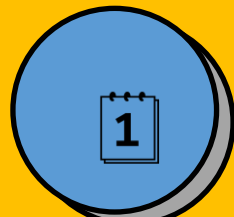
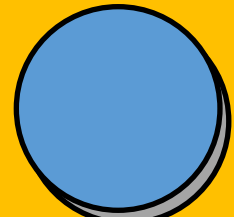
## ACTIONS



Pilot tech-based and hands-on workshops



Research class activity and schedules programs



**Timeline:** Ongoing



**Lead:** Committee Representatives


# Implementation & Monitoring





# Implementation & Monitoring

- ❖ Role descriptions and succession plans are in place for all U3A Southport key roles including President, Vice-President, Treasurer, Secretary, Office Manager, Class Coordinator & Administration, ordinary committee members & Margaret Steet Operations Co-ordinator.
- ❖ Monthly Committee Meetings
- ❖ Monitor Compliance Calendar monthly and review and update annually

- ❖ Appoint strategy champions for each goal
- ❖ Quarterly progress updates
- ❖ Annual review and adjustment
- ❖ Member feedback integration
-  Lead: Committee Representatives