

# Cockburn Community Resources

City of  
Cockburn



## What is a Strategic Plan?

Simply put, strategic planning determines where an organisation is going over the long-term. Generally ranges from between two/three – five years.

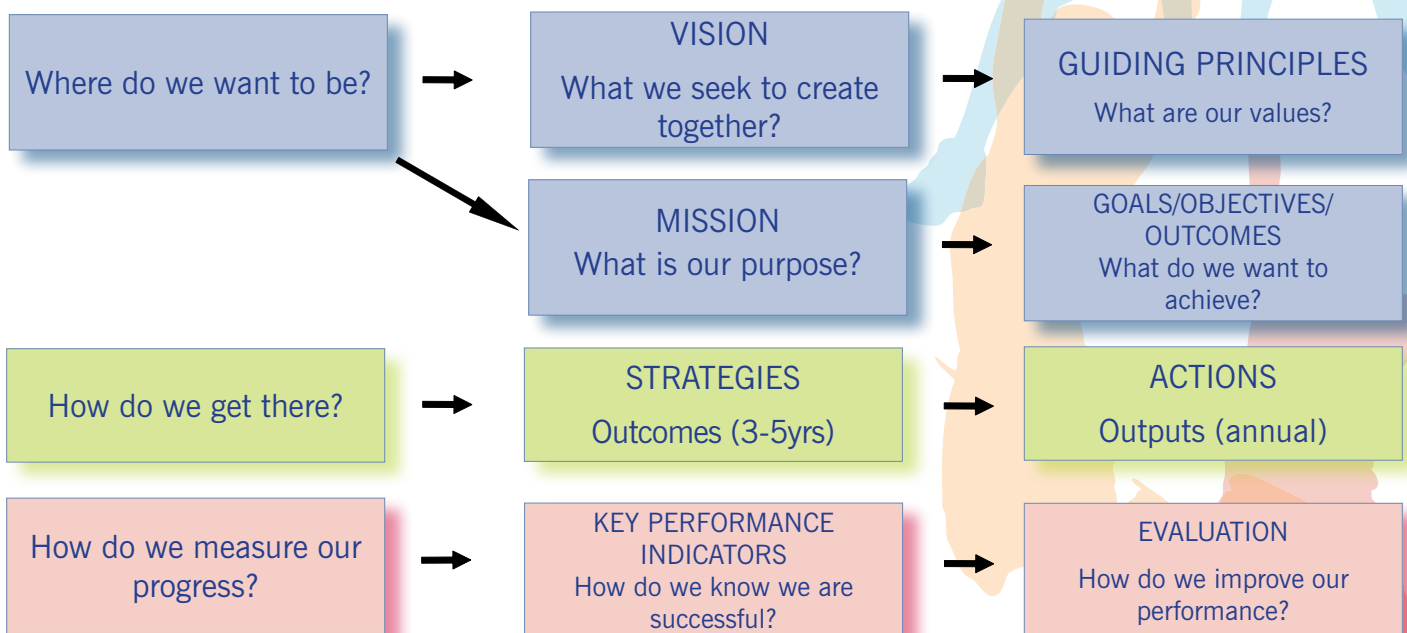
### Why have a plan? The basics...

- Clearly defines the purpose of the organisation.
- Establishes objectives and realistic goals.
- Ensures the most effective use is made of the organisation's resources.
- Develops evaluation mechanisms to measure progress.
- A means to incorporate stakeholder (ie members, community, staff) opinions about the organisation's direction.
- Provides a clear and coordinated focus resulting in improved efficiency and effectiveness.

### When should a strategic plan be implemented?

- Strategic Plans should be viewed as living documents
- Organisations starting out should develop a strategic plan to inform direction.
- Strategic Plans should be reviewed on an annual or bi-annual basis.

### How to develop a strategic plan? The basics...



Useful website: [www.ourcommunity.org.au](http://www.ourcommunity.org.au)

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