

STRATEGIC PLAN 2021



Mission

Multilingual Australia helps people to connect, learn, and sustain languages by providing opportunities, resources, and fostering strong relationships with all stakeholders.



Vision

A society where all the languages are valued.



Values

Collaboration
Empowerment
Integrity
Striving for
Excellence

Diversity
Expert
Learning

Education & Empowerment	Resource & Support	Research & Advocacy	Organisation & Governance	Financial sustainability
<p>KEY OBJECTIVES</p> <ul style="list-style-type: none"> To provide information about bilingualism to families and the wider community. To educate and empower parents, educators and other professionals To develop projects for children and parents to enjoy the benefits of bilingualism in the family and the community To develop workshop content for a diverse audience 	<p>KEY OBJECTIVES</p> <ul style="list-style-type: none"> To develop an online member portal for resources and networking To collate information of interest to families with more than one language in Perth and beyond. To create online videos and resources for remote learning To create networks and support groups for multilingual families 	<p>KEY OBJECTIVES</p> <ul style="list-style-type: none"> To become the expert organisation in WA and beyond. To build strategic partnerships with relevant stakeholders and the border community To initiate, facilitate and participate in relevant events, workshops, and seminars. To raise awareness of the benefits of multilingualism and intercultural dialogue for individuals and society 	<p>KEY OBJECTIVES</p> <ul style="list-style-type: none"> To develop the organisational structure to manage the programs and extensive opportunities for service development. To work towards reducing staff turnover and increase numbers To grow the brand awareness by refreshing branding identity To become a charity 	<p>KEY OBJECTIVES</p> <ul style="list-style-type: none"> To develop a sustainable business model To revise membership benefits and value proposition to increase membership To develop a communication and content plan to retain existing members and gain a new one To seek partnerships with other businesses such as sponsorships or collaborations
<p>STRATEGIC INITIATIVES:</p> <ul style="list-style-type: none"> To organise events at least four times a year for families To create and Language Ambassador program in schools To educate professionals working with multilingual children via online webinars or members portal To educate the border community about the benefits of bilingualism To empower families to advocate on their children's behalf To deliver training to community nurses and other health professionals working with children from a bilingual background 	<p>STRATEGIC INITIATIVES:</p> <ul style="list-style-type: none"> To publish a regular newsletter or blog To create, maintain and support Kids Language Clubs in many languages. To create resources to support the establishment of bilingual groups. (e.g., Playgroup WA, language schools, intergenerational playgroups) Provide information about existing groups via the website. To provide parent to parent support to families with more than one language. (Peer support groups). 	<p>STRATEGIC INITIATIVES:</p> <ul style="list-style-type: none"> To organise school talks regularly To work with relevant professionals to update information and resources. To hold a public forum on bilingualism To promote the establishment of similar parent networks in other regions. To promote the establishment of similar parent networks in other regions. 	<p>STRATEGIC INITIATIVES:</p> <ul style="list-style-type: none"> To work towards implementing all relevant policies and procedures To create a volunteer management system To implement basic orientation and team training To introduce digital document management systems such as finance, communication, governance and CRM. To establish succession and knowledge retention processes. To find a suitable location for an office. 	<p>STRATEGIC INITIATIVES:</p> <ul style="list-style-type: none"> To revise and implement a new membership structure for all stakeholders To review and implement new workshop ideas and run relevant workshops frequently To seek grant opportunities to enhance the organisation's capability such as volunteer grants, children or multicultural specific grants from local, state and federal governments. To create a marketing plan to utilise social media and the website to their full potential. To develop Marketing Materials