



Strategic Plan 2013 - 2018

VISION: GROWING INSIDE OUTSIDE

MISSION: To provide challenging, enjoyable and active outdoor camps for young people that encourage personal development, run by volunteers.



WHAT MAKES CAMP COOINDA SPECIAL?

The Gippsland Lakes where we operate our programs are wonderful, but it is the people involved that make Cooida so special. All volunteers, we come to Cooida with a sense of shared purpose; making lifelong friendships; and learning and experiencing things that shape the rest of our lives.

CONTEXT

Camp Cooida was established in 1960 and operates camps on the Gippsland Lakes each summer. It is an income tax exempt charity run by a volunteer Committee of Management elected from a membership of around 40.

Our programs currently include two summer camps for approximately 80 campers aged 12 to 18, and two annual leader training and development programs at Easter and in late November. Many of our campers return year after year, and often go on to volunteer as leaders with Cooida.

OUR CHALLENGES

- Recruiting and developing skilled leaders
- Attracting new campers, especially those who would most benefit from the experience
- Capacity to increase size of camps
- Member involvement in the operation of the organisation
- Engagement of older leaders whose work and family commitments preclude summer camp roles
- Responding to a changing regulatory environment
- Management of investments to maintain strong finances
- Adoption of new technologies
- Attracting skilled volunteer maintenance support

GOAL	HOW WE WILL DO THIS	
PROGRAM Run fun, safe programs for young people that provide opportunities for personal growth and reflection	<ul style="list-style-type: none"> • Safety first, always! • Compliance with program policies • Ensure campers from a range of different backgrounds can participate. 	<ul style="list-style-type: none"> • Residential training program for leaders at Easter and pre-summer camps • Build leader skills and capabilities (e.g. sailing, canoe competency, first aid, communication and teamwork)
ENGAGEMENT and INNOVATION Deliver new programs and initiatives that foster leadership and engagement	<ul style="list-style-type: none"> • Explore feasibility of new programs or experiences (e.g. a family camp or a 'village' for older campers) • Communicate regularly with Cooida community including e-newsletter • Refresh Cooida website 	<ul style="list-style-type: none"> • Investigate how technology can support program and engagement • Promote values-based learning for leaders and campers (e.g. Cooida values, environmental sustainability, Thoughts for the Day, reflection and feedback)
PROMOTION Increase awareness of Cooida with potential campers, leaders and the Victorian community	<ul style="list-style-type: none"> • Activities to grow the leadership pool • Promote to former campers • Identify media opportunities to build profile 	<ul style="list-style-type: none"> • Low cost online advertising such as Facebook, email lists • Connect with agencies to promote assisted places
GOVERNANCE and MANAGEMENT Manage the affairs of the organisation diligently and effectively	<ul style="list-style-type: none"> • Oversight by the Committee and the work of subcommittees, co-ordinators & working groups • Careful financial planning and monitoring • Develop, document and regularly review appropriate policies and procedures 	<ul style="list-style-type: none"> • Regular maintenance and replacement of boats, program equipment and buildings • Respectful relationships with stakeholders including MLC, BCMT, suppliers.