

Community Leadership

LODDON MURRAY INC.

Strategic Plan

2015-2020

Vibrant and sustainable
rural and regional communities

www.cllm.org.au

Message from our Chair and Executive Officer

We are delighted to present to you the Community Leadership Loddon Murray (CLLM) 2015-2020 Strategic Plan, a culmination of 10 months of planning and reflection by the Board and staff.

Our new Plan continues to reinforce our role in helping to develop leaders for vibrant and sustainable communities across rural and regional Victoria, and at the same time shows our increased maturity as an organisation that has a role to play extending beyond the facilitation of our flagship product – the Loddon Murray Community Leadership Program (LMCLP).

The CLLM graduate network has grown considerably since LMCLP began in 1998 and now includes more than 380 skilled, confident community leaders who are making a difference in their local communities and industries they are passionate about. This Plan not only recognises this, but also looks at how we can better leverage this for the benefit of our rural and regional communities.

An exciting development in the Plan is the move towards a social enterprise as part of our operations – both to build community leadership capacity in rural and regional communities, and also to ensure our organisation remains strong, viable, sustainable and relevant now and in the future.

We also aim to play a larger advocacy role within the region and to facilitate conversations that count on key issues and opportunities for rural and regional communities in recognition that we – who live, work and play here – are the key to our own success.

We invite our stakeholders (graduates, supporters, and sponsors, as well as the wider community) to get involved; either by participating in our programs, partnering with us, or supporting us, over the life of the Plan.

A special thanks to the Board Members, staff, and stakeholders who provided input to the planning process – we hope you will be, as we are, proud of this document as it guides us over the next five years.


Yvonne Wrigglesworth
Chair, CLLM Board of Management


Julie Slater
Executive Officer



Who we are

Community Leadership Loddon Murray (CLLM) Inc. is a not-for-profit incorporated association with charitable status which aims to develop leaders for vibrant and sustainable communities across rural and regional Victoria.

Incorporated in 2005, CLLM Inc. is governed by a voluntary Board of Management comprising nine members – six graduates of the Loddon Murray Community Leadership Program (LMCLP) and three independent members chosen for the skills, knowledge and networks they bring to the organisation.

The organisation employs a part-time Executive Officer to facilitate the delivery of the organisation's Strategic Plan, who is supported by four other part-time staff including a Projects Manager, LMCLP Program Manager, Graduate Program Manager, and an Admin/Finance Officer.

The organisation has an annual budget of approximately \$750,000 (2014 financial year) derived from a funding mix of government grants, philanthropic contributions, corporate sponsorship, participant fees and revenue-raising activities.

Our Vision...

Vibrant and sustainable rural and regional communities.

A community is where people live, work, play and study. People in these communities have a strong sense of belonging. We celebrate our diversity by welcoming and supporting each other. We feel excited and empowered to contribute to a prosperous region. Our communities are agile and respond to our own changing needs by creating opportunities and offering solutions. We are the key to our own success.

Our Mission...

To empower and inspire leadership.

At Community Leadership Loddon Murray we provide communities with the confidence and knowledge to be strong and lead themselves. Communities know themselves best. Therefore when they identify and solve an issue themselves, the results are deeper, and more effective and sustainable.

We support people to learn rather than just give solutions to a problem. Community Leadership Loddon Murray enhances leadership in individuals and groups by building relationships, developing skills, raising awareness and demonstrating great leadership.

We also consider as part of our community the many different groups that we partner with to achieve our Vision, including Government, leadership networks, philanthropic organisations, corporate sponsors, media, and community organisations.

Our Values...

Integrity

We operate in an open, transparent and sustainable manner at all times, and aim to conduct our relationships with honesty, trust and compassion. We value diversity within our organisation, our program areas, and our communities.

Innovation

Our actions foster creative ideas and identify opportunities to grow our communities. We are committed to lifelong learning, personal growth, and self-awareness.

Inspiration:

We engage, encourage, and empower individuals and communities.



Our organisation

Community Leadership Loddon Murray has strengths, opportunities, weaknesses and threats that are informed by the external drivers in the region and by the organisation's Vision and strategic direction

Our Strengths

- Regional focus, understanding, and knowledge
- Active engaged graduates with diverse skills
- Local, regional, and statewide networks
- Strong, capable, and trusted organisation
- Identifying and developing tomorrow's leaders today
- Successful leadership programs and projects
- Experiential and immersive learning opportunities

Our Opportunities

- Advocacy on key issues impacting our communities
- Facilitating broader community leadership conversations
- Establishing a regional leadership network
- Utilising new and emerging technologies to grow our offerings
- Diversifying our funding sources for long term strength and viability
- Creating relationships with international organisations, networks and resources
- Better capturing organisational knowledge
- New membership model beyond our graduates and establish benefits

Our Weaknesses

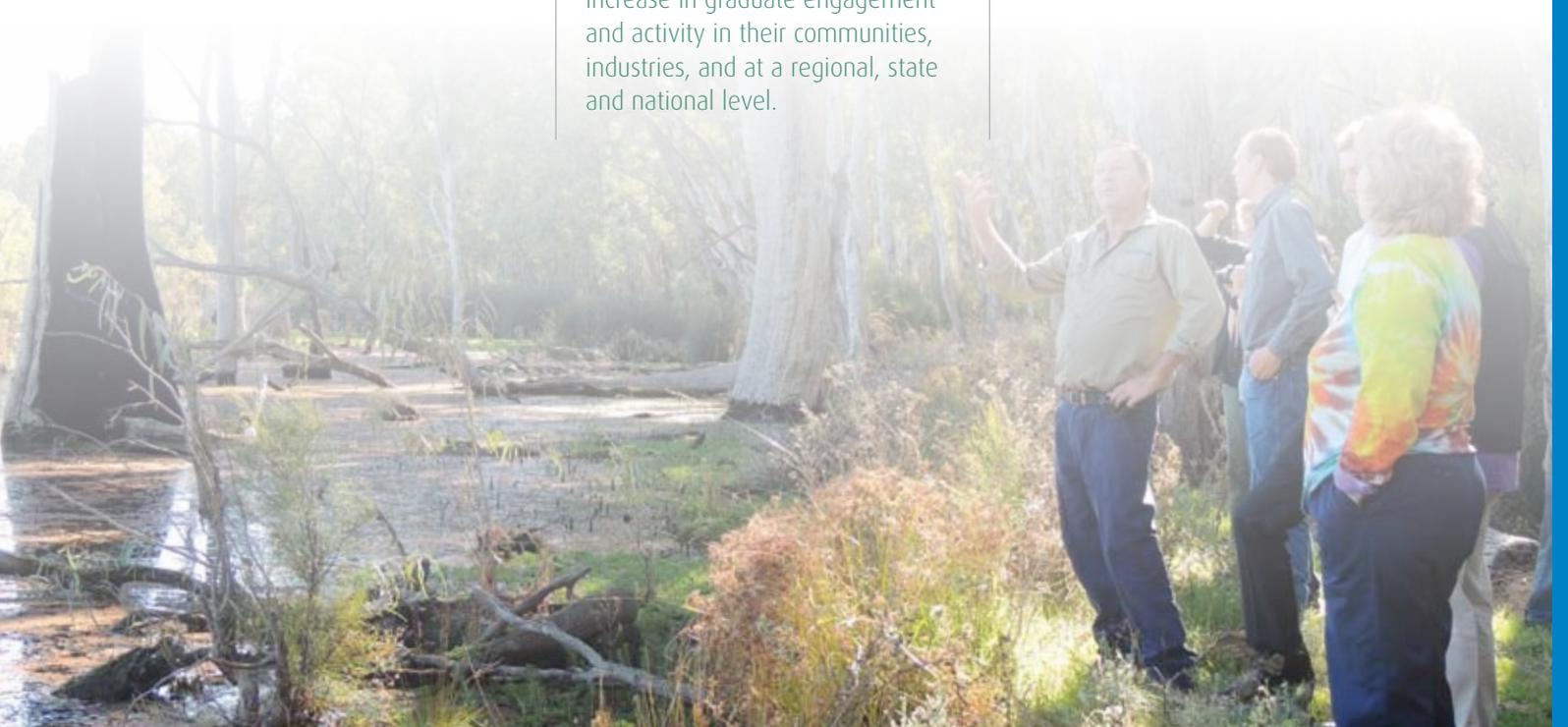
- Limited resources to meet regional needs for community leadership offerings
- Low profile of CLLM and its activities, especially outside LMCLP
- Poor recognition and promotion of our distinctive value proposition
- High dependency on a single funding source
- Organisational capacity to capture corporate knowledge/intellectual property

Our Threats

- Competition from other leadership programs and organisations, both public and private
- Inappropriate use of our intellectual property for commercial gain
- Changes in government priorities and support

Strategic Directions...

GOAL 1	GOAL 2	GOAL 3
<i>We develop leaders</i>	<i>We create capacity</i>	<i>We facilitate conversations</i>
<ul style="list-style-type: none"> Partner with individuals within the community to develop their leadership skills 	<ul style="list-style-type: none"> Empower our community by enhancing their skills and knowledge 	<ul style="list-style-type: none"> Initiate conversations that count, as well as work on behalf of others to manage important discussions
<ul style="list-style-type: none"> Run a suite of leadership offerings including the Loddon Murray Community Leadership Program 	<ul style="list-style-type: none"> Collaborate with others on community development projects to meet local needs and priorities 	<ul style="list-style-type: none"> Be the host organisation for key leadership conversations in the region
<ul style="list-style-type: none"> Deliver an annual program to support our LMCLP graduates 	<ul style="list-style-type: none"> Graduates share their knowledge with the community with ongoing support and advice from CLLM 	<ul style="list-style-type: none"> Engage strategic stakeholders so together we can deliver positive outcomes for the region
<ul style="list-style-type: none"> Create new offerings and innovative methods to develop leaders 	<ul style="list-style-type: none"> Capture and benefit from the knowledge we develop within our region 	<ul style="list-style-type: none"> Be the “go to” organisation for key leadership issues in the region
<p>OUTCOME</p> <p>Well skilled, knowledgeable, confident leaders with strong networks</p>	<p>OUTCOME</p> <p>Established social enterprise model to support community development opportunities for our communities, our graduates, and funding diversity.</p> <p>Increase in graduate engagement and activity in their communities, industries, and at a regional, state and national level.</p>	<p>OUTCOME</p> <p>Facilitated conversations that inform and empower communities about issues that matter to our region</p>



Our region...



To view a copy of our full plan visit
www.clm.org.au/plan.htm

Contacts

Community Leadership Loddon Murray Inc

PO Box 70, Donald VIC 3480

E: info@clm.org.au **W:** www.clm.org.au



www.facebook.com/clminc



[@clminc](https://twitter.com/clminc)



www.linkedin.com/company/community-leadership-loddon-murray-inc

