



Alice Springs Youth &
Community Centre INC.



2025-2028

Integrated Strategic and Operating Plan

Alice Springs Youth and
Community Centre Inc.



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This plan sets out ASYCC's long-term strategic vision as well as the operational deliverables that will be undertaken annually to meet these strategic objectives.

The operational deliverables will be reviewed annually and may change depending on organisational priorities and/or changing community needs.

ASYCC acknowledges the Arrernte people of Mparntwe as the traditional custodians of the land in which we work..

OUR STRATEGIC FOCUS



Mission

To build strong children, families and community by providing affordable sport and recreational activities for people of all ages.

Vision

Empowering youth.
Strengthening community.
Shaping tomorrow.

Values

Accessibility	We remove barriers so everyone can participate, fully and equally
Community	We are responsive to community needs
Connection	We build strong partnerships to create lasting opportunities
Inclusion	We promote diversity to support the needs of our members, users, and the community
Innovative	We embrace new ideas and creative approaches to inspire positive change
Respect	We provide a safe, welcoming and friendly environment where everyone is valued

Strategic objectives

Promote, encourage and coordinate affordable and inclusive recreational, sporting, cultural and educational activities for the Alice Springs community.

Foster equitable participation for young people and children of all abilities and backgrounds.

Maintain a quality, safe facility that is welcoming for all.

Support activities that promote social responsibility and leadership, particularly amongst young people.

Provide opportunities for physical, cultural and social development for the Alice Springs community.

Support pathways to sporting excellence.

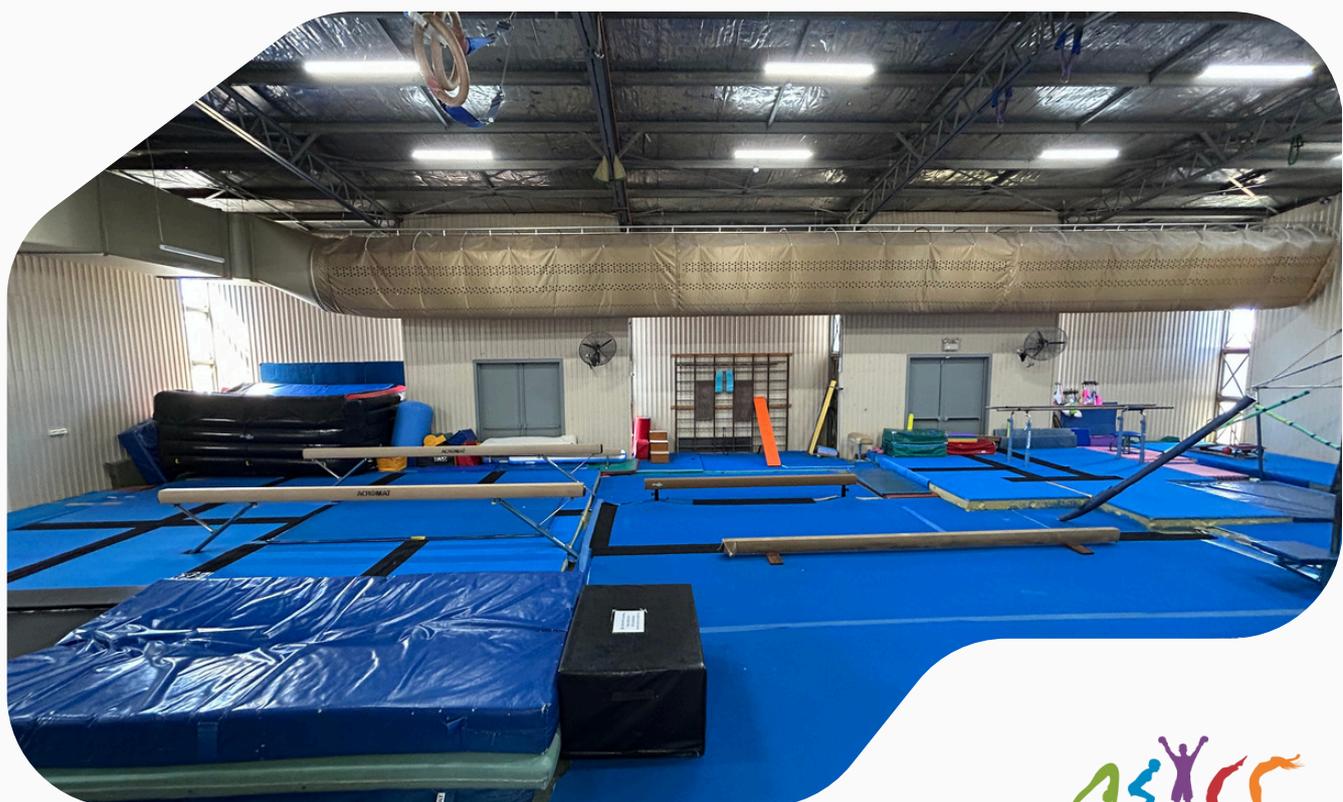
Build strong partnerships with organisations aligned with ASYCC's vision and values.

OUR STORY

The Alice Springs Youth and Community Centre (ASYCC) boasts a vibrant legacy as Alice Springs' longest-standing youth and community centre, showcasing a steadfast commitment to the community. Originally established in 1947, the diligent work of volunteers has enabled ASYCC to provide social and recreational activities to the diverse demographics of the Alice Springs community.

ASYCC has continuously adapted its services to community needs over the span of more than 70 years and is a much loved and respected institution in the local community.

Presently, ASYCC provides an array of sports and recreational programs, including Gymnastics, Circus, Tiny Tots Fun Time, Lion Drumming & Dance and various martial arts such as Aikido, Shotokan, and Taekwondo.



OUR STRATEGIC PRIORITIES



Sustainability

Goal

Secure ASYCC's future by building its financial sustainability and renewing its governance frameworks.

Key objectives

- Ensure ASYCC's constitution and policies are compliant and relevant to organisational needs.
- Diversify and increase ASYCC's funding sources.
- Review ASYCC's hire and membership structures with an aim increase accessibility, participation, and revenue generation.
- Develop a financial plan to guide long-term financial decision-making and goals.
- Determine whether ASYCC's current operating and governance models are meeting community and organisational needs.
- Strengthen relationship with government, funding bodies and other key stakeholders to encourage investment in ASYCC.
- Increase ASYCC volunteer numbers to build organisational capacity and stability.

Operational deliverables	25/26	26/27	27/28
Cost out priority works and activities for the next three years	●		
Hold one fundraising event per year	●	●	●
Review membership and venue hire models, and implement changes as needed	●	●	
Develop a three-year financial plan	●		
Review and update ASYCC's constitution		●	
Review and update ASYCC's policies	●	●	
Evaluate and enhance ASYCC's volunteer program		●	●
Develop an advocacy document with key funding needs	●		
Develop a multi-year funding strategy focusing on diversifying income, increasing revenue, and maintaining strong reserves		●	●
Review ASYCC's current operating and governance models		●	

OUR STRATEGIC PRIORITIES



Facility development

Goal

Provide a safe, compliant, and accessible facility that serves as a key hub for youth and community activity in Alice Springs.

Objectives

- Maintain a high-standard facility by proactively managing repairs and safety risks to ensure a secure environment for all users.
- Ensure ASYCC's facilities are welcoming and accessible to all community members.
- Streamline venue hire operations to increase facility use and provide a professional, user-friendly experience for all hirers.
- Strengthen relationships with existing user groups and partners to ensure high retention and the growth of community activities.

Operational deliverables	25/26	26/27	27/28
Create a costed facility upgrade prospectus to advocate for government and philanthropic investment in ASYCC's infrastructure		●	
Continue to maintain an up-to-date register of required refurbishments, maintenance and risk mitigation measures	●	●	●
Review venue hire process to make it simple, transparent and user-friendly	●	●	
Create a Hire Fee Policy with clear tiers for community groups, NGOs, and commercial entities	●		
Establish a feedback process for hirers to rate their experience, using data to make ongoing facility and hire improvements		●	●
Secure funding for facility upgrades to ensure the facility remains relevant to community needs and trends		●	●
Conduct annual security, risk and accessibility audits to inform future upgrades	●	●	●
Develop and implement a 'Facility Face Lift' plan, such as painting and wayfinding/signage upgrades etc., to improve visual amenity of the facility		●	●

OUR STRATEGIC PRIORITIES



Marketing and engagement

Goal

Elevate ASYCC's profile and form stronger local partnerships to expand ASYCC's capacity to deliver meaningful programs for the Alice Springs community.

Objectives

- Increase awareness of ASYCC through strategic marketing and promotional activities.
- Position ASYCC as a preferred, affordable, and high-quality venue for programs, events, meetings, and community activities.
- Strengthen ASYCC's collaboration with the youth, sporting and community services sectors, including establishing formal partnerships, to increase facility use, program participation, and referrals.
- Improve awareness of ASYCC's positive community impacts and achievements amongst the community and key stakeholders.

Operational deliverables	25/26	26/27	27/28
Develop a Communication and Engagement Plan to outline how ASYCC will communicate and engage with the community and key stakeholders	●		
Implement the Communication and Engagement Plan		●	●
Apply for funding to support strategic marketing and promotional initiatives		●	
Identify and participate in existing community events and initiatives (i.e. Seniors Month, Multicultural Fitness Month, Business at Sunset etc.)		●	●
Review and improve existing marketing material		●	
Attend key local community network meetings (i.e. youth network meetings)	●	●	●
Develop and distribute marketing material targeted to different audiences	●		
Explore opportunities to market to new audiences (i.e. grey nomads) and collaborate with different sectors (i.e. tourism, arts etc.)			●
Increase awareness of ASYCC as a potential venue to hire for events, workshops, meetings etc.	●	●	
Quantify ASYCC's achievements and impacts, and include this in marketing and advocacy material		●	

OUR STRATEGIC PRIORITIES



Programs and activities

Goal

Provide a diverse and inclusive range of programs, events, and activities that respond to community needs and encourage participation at ASYCC.

Objectives

- Expand the variety of programs, events, and activities offered to reflect the interests and needs of different age groups, cultures, and community sectors.
- Monitor and evaluate participation trends and satisfaction levels among members, stakeholders, and user groups, using insights to enhance facility management and program delivery.
- Introduce and trial innovative program and activity models to broaden participation and meet emerging community interests.
- Design and implement new programs informed by research and community engagement with targeted groups such as young people, new parents, and multicultural communities.

Operational deliverables	25/26	26/27	27/28
Conduct an annual survey of member, stakeholders and user groups to gather insights on existing and potential new programs.	●	●	●
Seek funding to implement new programs, projects or activities that support increased engagement with ASYCC		●	●
Establish a regular feedback channel for participants and user groups	●		
Explore opportunities to partner with other community organisations to run or co-run programs at ASYCC		●	●
Attend local community network groups to help determine potential new programs based on identified community needs	●	●	●
Review and update insurance coverage to eliminate exclusions that may restrict the variety of programs ASYCC can run or host		●	



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**Contact us
for further
enquiries**

administration@asyc.com.au | (08) 8952 1649
www.alicespringsyouthandcommunitycentre.com.au