

## VALUES

### Respect

We respect our participants and members by:

- Treating all persons with dignity
- Taking benefit from the diverse opinions that reside in our community in accordance with Islamic guidelines
- Valuing all contributions that correspond with Islamic principles

### Accountability

We are accountable to participants and the community by:

- Making responsible, honest, transparent and informed decisions to ensure long term sustainability of the society
- Being professional, honest and consistent in our practices

### Passion

We show drive and passion towards our members and community by:

- Having the desire to work and make a difference
- Driving change and continuously improving the quality of the services we provide
- Supporting innovation
- Focusing on the achievement of outcomes

### Team Work

We work together by:

- Developing and maintaining effective partnerships with participants, service providers and other government and non-government organisations
- Valuing open communication and consultation
- Sharing experiences, knowledge and ideas

## VISION

**“Serving the community through Islamic, welfare and social initiatives”.**

## MISSION

1. Promote the moderate understanding of Islam by generating well-educated, engaged Muslim Egyptians in Australia
2. Establish a strong foundation of Australian Egyptians through ongoing activities and access to services for the common good
3. Work towards a sustainable organisation through diverse projects and building bridges benefiting the Islamic and broader community
4. Support Australian Muslims through innovative initiatives that encourage an Islamic lifestyle and a connected community

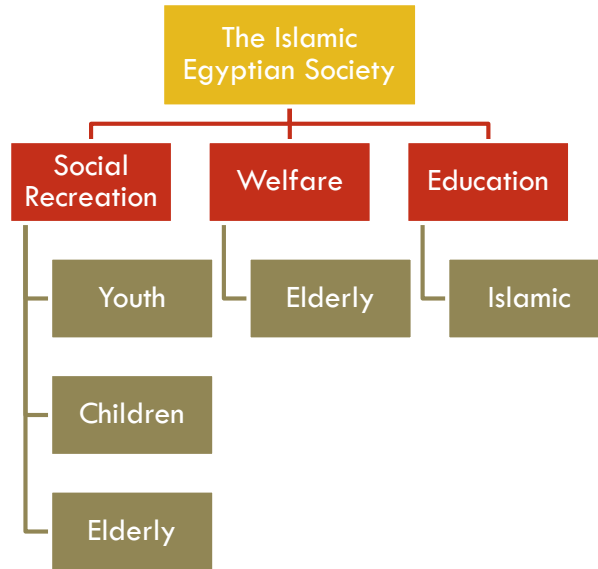
## OBJECTIVES

### Priority 1

Social Activities

### Priority 2

Welfare initiatives – particularly for the Elderly



## STRATEGIC OBJECTIVES

Objective	Output	Activities
Develop a system for recruiting, training and retaining volunteers to contribute to social and welfare initiatives	<ul style="list-style-type: none"> <li>❖ 1 Volunteer database</li> <li>❖ Allocate 4 volunteer personal development training workshops in the year (i.e. induction, project management etc.)</li> <li>❖ Recruit 10-20 regular and committed volunteers</li> <li>❖ Provide regular opportunities for volunteers</li> </ul>	<ul style="list-style-type: none"> <li>❖ Coordinate Induction &amp; training sessions</li> <li>❖ Design projects i.e.: New Arrival resource manual</li> <li>❖ Create online registration form</li> </ul>
Develop and sustain partnerships with the Islamic and broader community to achieve social and welfare outcomes	<ul style="list-style-type: none"> <li>❖ See Partnership &amp; Stakeholder chart</li> <li>❖ Reconnect with long-term partners</li> <li>❖ 1-2 new long term partners to achieve social and welfare outcomes</li> </ul>	<ul style="list-style-type: none"> <li>❖ Develop criteria for strategic, short term, event partnerships</li> <li>❖ Allocate 1-2 executives to coordinate and maintain relationships</li> </ul>
Increase participation in the society's initiatives and programs	<ul style="list-style-type: none"> <li>❖ Improved marketing &amp; promotion of events</li> <li>❖ Inspired passion in the members of the society</li> <li>❖ Four key annual social events</li> <li>❖ Events coordinated based around key Islamic dates</li> <li>❖ Target average 50 people per event (themed event)</li> <li>❖ Target average 20 people per gathering</li> </ul>	<ul style="list-style-type: none"> <li>❖ Develop annual calendar of events</li> <li>❖ Monthly Newsletter Event Updates</li> <li>❖ Regular promotion of events through social media outlets</li> <li>❖ Provide Membership incentives to new and existing members</li> <li>❖ Develop initiatives and activities relative to the interest of members</li> </ul>
Improve the image of the Society through an enhanced marketing and branding strategy	<ul style="list-style-type: none"> <li>❖ Develop a new marketing strategy that will attract new and existing members</li> <li>❖ Increase membership by 20%</li> <li>❖ Enhance members' engagement in social activities and online activities by 20%</li> </ul>	<ul style="list-style-type: none"> <li>❖ Recreate logo, using the same attributes (colours, font, etc) as the YouthIES logo.</li> <li>❖ Develop M&amp;E mechanisms (i.e. surveys): Monitor and evaluate events and services through online feedback forms and polls</li> <li>❖ Measure member involvement through social media engagement, eCompetitions</li> </ul>
Develop strategies to ensure the financial sustainability of the Society	<ul style="list-style-type: none"> <li>❖ 1-2 other sources of funding established</li> <li>❖ Long term self sustaining funding source</li> </ul>	<ul style="list-style-type: none"> <li>❖ Research alternative sources of funding</li> <li>❖ Identify issues with current sources of funding</li> <li>❖ Submit community and welfare grants</li> <li>❖ Other</li> </ul>

## ORGANISATIONAL STRUCTURE

