

MIC STRATEGIC PLAN 2025-2028

MIGRANT INFORMATION CENTRE
eastern melbourne
www.miceastmelb.com.au

OUR VISION

A Safe and Welcoming community where everyone is respected and supported to succeed.



OUR PURPOSE

We strive to build a strong, diverse community where people have the opportunity to grow, contribute and shape their own future.

OUR PRIORITIES

SERVICE EXCELLENCE

We innovate, review and deliver quality services for best outcome

STRATEGIC PARTNERSHIPS

We partner with relevant stakeholders to increase impact

ADVOCACY

We lead and support our community to have a voice

ORGANISATIONAL CAPACITY

We prioritise the development of a learning culture and develop infrastructure to increase capacity

OUR OBJECTIVES

SERVICE EXCELLENCE

- Enhance client-centred service delivery by embedding co-design principles and feedback mechanisms
- Strengthen workforce capability through ongoing training and staff well-being initiatives
- Establish a robust impact measurement framework
- Strengthen continuous Quality Improvement Framework
- Establish service evaluation Framework

STRATEGIC PARTNERSHIPS

- Develop cross-sector partnerships
- Strengthen collaborations with partners
- Increase partnership engagement with CALD communities

ADVOCACY

- Collaborate with sector partners on collective advocacy
- Strengthen the organisation's public voice
- Influence funding and policy through government engagement
- Build client/community voice in advocacy
- Facilitate community consultation and engagement.

ORGANISATIONAL CAPACITY

- Strengthen financial sustainability
- Enhance governance and leadership capacity
- Implement advanced data and analytics systems
- Foster a high-performing and inclusive workplace culture
- Strengthen Internal systems and infrastructure



KEY PERFORMANCE INDICATORS

- 80% of programs incorporate client co-design
- Clients report satisfaction ≥ 85
- Formal client advisory group/s established
- Annual staff engagement score $> 85\%$
- Impact measurement framework developed and implemented in Year 1.
- 100% of programs complete quarterly quality improvement reviews with a minimum of 3 service improvements annually
- 100% of programs evaluated 2 yearly using service evaluation framework
- Joint projects with at least 3 new partners initiated by Year 3
- Annual partner satisfaction survey $\geq 85\%$.
- Participation in Inter-agency working groups or networks increases by 20% annually.
- An increase of 15% in CALD community participation in partnership arrangements by year 3
- Partner with 3 CALD-led organisations by Year 3
- Contribute to or lead 1 joint advocacy campaign per year on issues affecting CALD communities.
- Publish or contribute to 2 papers, policy submissions or research reports per year
- Monthly social media advocacy reach increases by 40% by year 3
- 80% of participants report increased confidence to advocate for themselves or their communities by year 3
- Community participation in advocacy increases 25% annually.
- 200 community members engaged annually in feedback and advocacy initiatives.
- Diversify funding streams with 20% of total income coming from non-government sources (e.g., philanthropy, fee-for-service, donations) by the end of Year 3.
- Financial Sustainability Plan developed and implemented by end of year 1
- Succession plan for key leadership roles established by end Year 1.
- Organisation-wide data dashboard developed and in use by end of Year 2.
- Equity, Diversity and Inclusion (EDI) strategy developed and implemented by Year 2.
- Workforce development plan created by year 1
- Bi-annual review of corporate functions

OUR VALUES

- A** Acceptance
- S** Sustainability
- P** Person-centric
- I** Integrity
- R** Respect
- E** Empowerment