

U3A Melbourne City



STRATEGY 2024-2026

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MESSAGE FROM THE PRESIDENT AND VICE PRESIDENT

Digital disruption is not a phrase many of us knew about prior to Covid. As the world around us shrunk to our lounge and dining rooms we too as retirees made adjustments to our own lifestyle and pivoted to learning online. Our tutors adjusted to teaching on Zoom and we kept a dedicated membership but many members left us during this period.

As we move past this time we are building back our membership and continue to offer a varied and diverse range of courses and a full program of Let's Do social and physical groups. In order to do this we rely on over 140 volunteers who give up over 16,000 hours. We thank all of you who contribute so passionately but we are always looking for more tutors. Particularly as we grow our membership in the coming years.

We are also using social media as a way to stay engaged with you and to recruit new members. If you haven't already please follow us on Instagram and Facebook. We will be hitting 1000 followers (both members and non-members) very soon on Facebook. Tell your friends and family about us too as the best way to gain new members is through word of mouth and you are our best Ambassadors.

RUSSELL HUNTINGTON

PRESIDENT RussellH@u3amelbcity.onmicrosoft.com

SHARON CARTER

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U3A MELBOURNE CITY



140 VOLUNTEERS

Tutors, Let's Do Leaders,
Committee, Administration,
Office Reception,
IT Support, Course
Coordination, Catering and
Accommodation Group

16,000 HOURS

of volunteer time





WHO ARE WE?

U3A Melbourne City have an active and growing membership of over 1300 with the majority aged 60 to 80 with 77% female membership. Many members come from single households and are looking to connect with other like minded members.

Many tram from the inner city but some enjoy the energy of Melbourne City so that they travel from further afield.

The membership is an active cohort who juggle family and grand parenting duties, with travel, fitness, lifetime learning and social activities.

Members enjoy 62 full year and semester classes and 50 short classes across 16 city venues.

Another 20 Let's Do Groups complement lifelong learning with cultural, social and physical activities.

U3A MELBOURNE CITY

"Older people told the Commissioner for Senior Victorians that volunteering and belonging to clubs or community groups is vital for having meaning and purpose in life" - Ageing Well in Victoria Action Plan 2022-2026

VOLUNTEERS NEEDED!

TUTORS, OFFICE ADMIN, LET'S DO, COURSE COORDINATION AND MORE



Consider what you may be able to contribute to U3A Melbourne City.

Do you have a passion to share with others, can you help in the office or maybe become a Let's Do Leader?.



Contact the office@u3amelbcity.org.au

ACHIEVEMENTS

YEARLY PROGRAM DELIVERY

62

Full Year and Semester Courses

50

Short Courses over 4 Terms

35%

of our members participate in at least one of our 20 Let's Do groups



ACHIEVEMENTS

1061

Facebook Followers



239

Instagram Followers



1929

Subscribers to our Ebulletin



1316

Members



VISION

U3A Melbourne City's aim is to be the preeminent community for lifelong learning and social and physical activities for seniors in inner Melbourne run entirely through volunteering.

PURPOSE

We offer lifelong learning and social and physical activities with an opportunity to share skills and knowledge through volunteering

VALUES

- Friendly
- Respectful
- Honest
- Inclusive
- Accessible

**LIVING
YOUNGER
LONGER**

U3A Melbourne City





"People who are socially engaged are happier and healthier than those who are not" - Ageing Well in Victoria Action Plan 2022-2026



STRATEGIC PLAN

1-Drive membership growth in a financially sustainable manner

2-Build a strong brand identity

3-Scale up program to meet members' needs by recruiting and retaining skilled tutors, Let's Do leaders and administrators

4-Build community collaborations

OUTCOMES BY 2026

1-1600 members

2-Seen as an active and vibrant community – one that “I would like to belong to”

3-Diverse course program covering 80 year-long and 60 term courses

4-Twenty five Let's Do groups for social and physical activities

5-Succession planning and training for all key volunteer roles in administration and Committee

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