



TOWNSVILLE MULTICULTURAL SUPPORT GROUP INC.

# STRATEGIC PLAN 2021-2023

**Our purpose is to inspire our  
community to embrace cultural diversity**

**We are bound together through  
• Respect • Trust • Integrity • Dignity**

## OUR STRATEGIC PILLARS

Advocacy	Collaboration	Adaptability	Accountability
<p>Amplify human rights and social inclusion advocacy.</p> <p>Create respectful, robust debate.</p> <p>Implement a content marketing strategy.</p> <p>Equip our staff, volunteers and supporters to speak out.</p>	<p>Collaborate with government departments, peak bodies, education institutions, community and faith groups and industry to further the purpose of the Townsville Multicultural Support Group.</p> <p>Expand and strengthen complementary partnerships.</p>	<p>Improve preparedness for future challenges and opportunities.</p> <p>Diversify and grow revenue streams while maintaining core business.</p> <p>Invest in our people, infrastructure, resources and business systems to maintain quality outcomes.</p>	<p>Strengthen our corporate governance including transitioning to a company limited by guarantee.</p> <p>Support our management, staff and volunteers.</p> <p>Deliver contractual obligations.</p> <p>Maintain and grow financial viability.</p>