



NEIGHBOURHOOD WATCH VICTORIA 2016/17 BUSINESS PLAN

INTRODUCTION

In the outer suburbs of Melbourne and some regional towns, there has been renewed interest in NHW. In some cases, there is a desire to re-build existing NHW groups which after many years of good service to their local communities have struggled due to founding members not being replaced after retirement.

In other cases, new NHW groups are being established, many based on recent housing developments. Amongst the new groups there is an interest in the concept of NHW, with its crime reduction approach, without necessarily understanding what is involved in establishing and running a group.

The relationship with Victoria Police has been strengthened under the leadership of Chief Commissioner Graeme Ashton. There has been a high level of support and commitment from members of the Safer Communities Unit, with whom the President and Acting CEO meet regularly, and local Police members. It is fundamental to the success of NHW that its programs and activities assist and support Victoria Police to reduce crime and develop safer communities.

In response, NHW Victoria has been documenting information about NHW and its programs so both new and existing groups can operate with limited support from the NHW state office. This information is progressively uploaded to the NHW website so it's available to NHW groups and the general public. In 2016/17 it is planned to continue this approach with an ultimate aim of having most information on the NHW website and minimal telephone enquiries being made to the NHW state office.

The long-term viability of NHW Victoria remains a key focus for the organisation. We are working with fund-raising consultants to identify sponsors, and pursuing Deductible Gift Recipient (DGR) status (allowing donations to NHW to be tax deductible). A potential major sponsor has been approached and we are seeking to identify others.

To rejuvenate the organisation and address a perception in some parts of the community that NHW is no longer active, NHW will undertake a 'relaunch' in 2016/17, with the support of Victoria Police.

STRATEGIES AND ACTIONS

- 1. Continue to develop, standardise and publish key crime prevention programs to enable them to be implemented in a consistent way by all NHW groups throughout the state.**
 - The key crimes for which prevention programs are to be progressively further developed and standardised include:
 - Theft from motor vehicles.
 - Theft of motor vehicles.

- Continue to prepare best practise guides for the key programs and make them available in a readily accessible form:
 - Document the procedures for running a program.
 - Provide templates for standardised supporting materials, eg brochures, for use when implementing the programs.
 - Provide guidance on methods that can be used to measure the effectiveness of the programs, including “before and after” surveys.
- Make the program guides available on the NHW Victoria website:
 - Regularly review the material on key programs on the website to ensure it accords with best practise.

Target

- Complete best practise guides for two further programs and make them available by 30 June 2017.

2. Work with our stakeholders to encourage greater use of new technology by local NHWs to promote crime prevention and community engagement.

- Work with the Victoria Police Media and Corporate Communications department to develop a NHW Victoria Social Media Guide:
 - Work with Victoria Police to facilitate workshops to train NHW volunteers on the use of social media.
 - Develop a standardised disclaimer for display on all NHW Victoria Social Media sites.
- Encourage greater use of electronic communication within NHW in Victoria to spread crime prevention information to a wider audience:
 - Review the applicability of the NHW Australasia Chat App for use by NHWs in Victoria.
 - Publish local NHW group location and contact information using the NHW Australasia mapping tool.
 - Work with Victoria Police and NHW Australasia to deliver activities associated with NHW Week 3-9 October 2016.

Target

- Complete and publish the Social Media Guide by 30 June 2017.

3. Encourage diversity in NHW to develop an organisation that is representative and inclusive of the communities it serves.

- Engage with recognised leaders of ethnic groups to determine how NHW can become more relevant to their communities:
 - Liaise with Victoria Police Priority Community Division to develop strategies for increasing diversity and engaging with Culturally and Linguistically Diverse (CALD) groups.
 - Hold workshops and focus groups with members of CALD communities to establish how NHW can better relate to them.
 - Produce NHW crime prevention materials as needed to better serve people whose first language is not English.

- Engage with younger adults (up to 40 years of age) to determine what is needed to encourage them to become active members of NHW:
 - Explore partnership options with volunteer agencies like Volunteering Victoria to develop strategies to increase the capability of the existing NHW volunteer cohort and identify opportunities to recruit under-represented volunteer demographics.
 - Identify existing organisations that particularly cater for, or have significant membership from the target age group eg some sporting clubs.
 - Arrange meetings with groups of people in the relevant age group to determine their needs from NHW.
 - Establish the barriers to people of the relevant age group preventing them from becoming actively involved in NHW and the changes needed to reduce these barriers.

Targets (by 30 June 2017)

- Work with local NHW groups to undertake joint crime prevention initiatives with five CALD community groups.
- Work with local NHW groups to assist them to initially recruit at least 5% of their new volunteers from people who are up to 40 years of age.
- Increase the cultural diversity among NHW Board members.

4. Continue to investigate additional sources of funding to allow the NHW Victoria state office to be adequately staffed to support local groups.

- Continue to approach commercial organisations to elicit their sponsorship for the NHW state office operations of NHW Victoria.
- Continue the process to obtain Deductible Gift Recipient (DGR) status for NHW Victoria to make donations to the organisation tax deductible for donors.

Target

- Identify a commercial source of funding for NHW and complete the submission of the case for DGR status for NHW Victoria by 30 June 2017.