



# Queensland African Communities Council

Strategic Plan 2019 - 2023



## Our vision

Our communities are united,  
active, vibrant and connected to  
each other and the wider  
community

# Looking forward to building our communities' future together

The Queensland African Communities Council (QACC)'s vision is working towards a Queensland society with united African communities that are active, vibrant and connected to each other and the wider community.

Over the last six years, we have made great strides in achieving our vision, securing our role as the peak body for African communities in Queensland.

Over 60,000 people of African heritage live in Queensland. We have come here as skilled migrants, international students and refugees. What we all have in common is the search for better opportunities; the wonderful quality of life that Australia provides with the skills and rich cultural diversity that we contribute to Australia in return.

The rationale for establishing QACC was because of our communities' recognition that African Australians working collectively on the issues and opportunities we have in common and promoting our capacity and strengths to fully participate in Queensland was the best way to build our communities.

We recognize and acknowledge however that our journey has at times encountered some heavy turbulence along the way. But as we move into the future, we are focused on building cohesion and a sense of common vision in attaining united African communities that are active, vibrant and connected to each other and the wider community. This strategy will be underpinned by high level of professional integrity, accountability, transparency and trust and relationship-building with our local African communities and

partners in different sectors.

We intend to embark on this journey together and we're determined to deliver on our collective vision and mission. We'll be guided by our values of Integrity, Respect, Accountability and Inclusiveness.

We want to ensure the diversity of our African cultures and heritages are celebrated and shared with the wider community.

We want to be an organisation and communities that are inclusive; very much a part of the wider community, and the wider community is part of us.

We want to continue building QACC into an organisation that is the face and heart of our communities because what we do, how we operate and the outcomes we deliver for African Australians are relevant, impactful and a source of pride for us and our communities.

Most importantly, we are committed to ensuring we are all working together, using all our communities' resources, best talents, skills and ideas to tackle common issues; taking advantage of our shared opportunities and fostering African Australian communities in Queensland we can all be proud of, and take pleasure in how we have individually and collectively contributed in a positive manner.

**Here is how we plan to achieve this.**



## Who we are

Queensland African Communities Council (QACC) is a peak organisation for African communities in Queensland.

We are a not-for-profit organisation working towards uniting African communities irrespective of their ethnic, political, religious, national or regional backgrounds.

We are committed to engaging and supporting our community organisations and individual members so all Africans are able to properly establish their lives here as fully participating members of Australian society.

## Our vision

**Our communities are united, active, vibrant and connected to each other and the wider community**

## Our mission

Grow QACC into a self-reliant, progressive and culturally inclusive organisation focused on advancing the interests of all African Australian communities across Queensland

## Our values

Integrity  
Respect  
Accountability  
Inclusiveness



## Strategic priority 1

**Take QACC closer to the grassroots in order to enhance our understanding of and engagement with our communities so we can better identify communities' issues and subsequently serve their needs**

Embark on a relentless and comprehensive community engagement initiatives across our communities and around the state to fully understand the major needs and issues facing all African Australians, and develop strategic, culturally appropriate and specifically targeted community-led programs in collaboration with key partners in the service industry in order to deliver tangible outcomes for our communities

Create and maintain a stronger advocacy platform in which QACC Management and community members can conduct effective consultations with government and service providers that focus on and improve community needs, based on research and community engagement outcomes

Establish specialized sub-committees led by African community's experts and professionals to develop well-researched program initiatives that the QACC Management can present to influence public policies and initiatives that impact on African communities.

Encourage African community members to actively serve on working groups, steering forums and committees that can inform the policy-making and programs' development across the service industry and various levels of government

Continue to keep issues in African communities on the agenda through our relationships and constructive engagement with elected representatives,

Policy-makers and service providers

Conduct specific community research projects to collect data on issues such as unemployment, underemployment, mental health, drug and alcohol and other areas of significance as identified from time to time by the QACC management to better advocate and ensure agencies can effectively deliver services to our communities

Establish and empower QACC regional representatives to actively engage all local African communities across Queensland so that our people take ownership of QACC as their voice and platform where they can express their concerns and equally celebrate their cultures and heritages

Build the capacity of relatively smaller African communities in Queensland to be more visible and actively participate in QACC events and other multicultural events

## Strategic priority 2

**Build stronger African Australian Communities in Queensland that are cohesive, confident and contributing positively to the wider community**

Regularly and actively share our cultures and heritage with the wider community by:

- Instituting Africa Month Festivities in May each year, starting with Africa Cup of Nations within the first two weeks of May, follow by the AfriQueensland Awards Night at African House to recognize African high achievers in education, sports, music, art, community volunteering, and CALD employer (organisations with most diversified workforce through employment of more people from CALD communities), and conclude the month with Africa Day Festival
- Encouraging and supporting local African communities to use African House and other community centres to run regular cultural activities that the wider community can participate in, including dancing classes, cooking demonstrations and cultural performances
- Initiating and maintaining African Weekend's Market at African House or one of the central locations such as Moorooka, Inala or Logan Central to encourage interaction and harmony between African communities and wider community.
- Creating African Chamber of Commerce and monthly business forums to build the capacity of and identify opportunities for African people to successfully start and run small, medium and large businesses in Australia

Developing and maintaining a young African Australians youth strategy, informed by the national and state youth strategies and focused on celebrating our young people, encouraging their active citizenship in QACC and the wider community, and supporting their

access to education, training and employment

- Growing our youth network to be well functioning, connected and relevant to young African Australians and allowing youth voices to be an integral part of QACC's operations
- Work to ensure young African Australians are well represented in all key youth forums in Queensland and nationally, have access to youth related opportunities and are celebrated in awards programs and forums where their talents and achievements are exemplary
- Advocate for and work with sector organisations to ensure youth unemployment among African Australians is reduced and is not above the state average

- The Young African Australian Star Awards has become a prestigious award among African communities and attracts nominations from the best and brightest

#### Creating strong networks for African Australian women and men

- Develop our African Australian Women's Network into a dynamic group that brings together a broad section of African women and allows them to connect on the things that are important to them
- Support and encourage participation in community activities by African women who are usually not engaged in QACC or broader community activities
- Establish a men's shed program to support work around African House and in the wider community, and allow African Australian men to meet and network

#### Enhancing the public image of Africans in Queensland through an assertive public communication campaign that showcases the positive achievements and contributions of African Australians and actively challenges unbalanced negative representation of our communities in the wider society

- Develop a sustained relationship with the media and aim to increase representation of African Australians as part of mainstream storytelling in the media
- Re-establish African Voice as a self-funded widely distributed African community magazine that is a 'must read' because its contents are high quality and reflects the communities

## Strategic priority 3

### Secure and maintain long-term creative and lively spaces that are gathering places for African community activities in South East Queensland

Develop African House into a fully functioning and vibrant community centre  
– the heart of our communities

- Secure a long-term lease on African House, allowing our communities to have a flagship centre and focal point for events and meetings in Brisbane
- Establish African House Coordinating Committee (AHCC) comprising of the QACC's Treasurer, Vice-Treasurer, Events Coordinator and Chairperson of Community Social Enterprise and Corporate Engagement Committee, to be chaired by the Treasurer to manage and an effective long-term strategic business plan that can improve the capacity and functioning of the African House facilities to meet modern standard and accommodate multiple activities and regular business operations

- Create an active social and community program for African House, where our communities come to engage with each other and have a home to grow activities that benefit the communities

- Increase youth, women and elderly activities throughout the week at African House

Secure and develop community spaces for African communities in Logan, Ipswich, Caboolture and Toowoomba

## Strategic priority 4

### Re-engage, build and maintain broader partnerships and improve on QACC's collaboration with key stakeholders

Re-establish and build stronger partnerships with community service providers and government agencies across the state to ensure better and effective service delivery to our community.

Engage African businesses and wider corporate sector and supporters to collaborate on achieving QACC's vision

Reach out and connect with our counterparts across Australia and other peak organisations in various sectors as part of learning to continue developing QACC and opportunities for African people

Create strong partnerships with various

local higher educational and research institutions to establish potentially African Research Centre in which scholars and African students can conduct development and African studies, and build database and other educational resources for the community

Build partnerships with local art gallery and museums and donors to mobilise resources and knowledge to build and open African Art Gallery and Exhibition Centre annexed to the African House



Double our efforts to focus on mobilizing and creating an inclusive QACC where the wider community is part of our organisation, through an increased membership, volunteering, online community, event attendance and subcommittee representation

## Strategic priority 5

**Grow QACC into a self-reliant, sustainable organisation recognised statewide as the lead advocacy organisation for African Australians across Queensland**

Mandate the African House Coordinating Committee (AHCC) to create a reliable income stream through African House so we become financially independent

Establish Community Social Enterprise and Corporate Engagement Committee to help develop a donation program, business plan and corporate support initiative

Build and maintain strong policy institutional framework that ensure clear roles and responsibilities which guarantee full accountability, transparency and integrity of our system in order to restore and maintain an ongoing trust from the community, partners and supporters

Improve our sponsorship outcomes and effective fundraising initiatives

Truly operate statewide by having a presence and impact in all areas of the state with solid African communities

Aim to secure continuous paid staff to undertake the day to day operations of QACC

Strengthen the capacity of African community associations and leaders, through the provision of professional development training opportunities to support them to foster excellence in governance, operations and information sharing with their communities

Build a strong volunteer program, with committed people equipped with a diverse set of skills that supports QACC's work

Build and maintain strong reputation of running an organisation with integrity, in our Management Committee elections, in financial accountability, engaging constructively and respectfully with our African communities, partners and supporters, and in our day to day operations of QACC

Ensure strategic and policy direction of the

QACC's leadership is reflected on, guided and informed primarily by collective views and opinions of members, community leaders and volunteers across Queensland

Ensure QACC is responsive, agile and flexible to meet emerging complex challenges in our communities

